

# RADIATE TOURISM PROGRAM 2026-2027





**Unique tourism packages and experiences can inspire travellers to visit new places and explore more of Nova Scotia in every season!**

## **WHAT IS THE RADIATE TOURISM PROGRAM?**

The RADIATE Tourism Program helps tourism businesses and attractions build capacity to create and market packages to appeal to local and Atlantic region travellers.

Tourism packages uniquely showcase Nova Scotia in the priority areas of:

- Local flavours (Nova Scotia food and drink);
- Outdoor and coastal activities;
- Music, culture, and heritage;
- Seasonal and regional opportunities including family-friendly packages and connection with film and screen series in Nova Scotia; and
- Uniquely Nova Scotia guided experiences.

Applicants benefit from:

- Target market research insights;
- Coaching and tools for package development and positioning;
- Feature on a [NovaScotia.com](https://www.novascotia.com) landing page; and
- Inclusion in seasonal digital marketing campaigns created and delivered by TNS.



Marmalade Motel, Port Dufferin



The 7 Virtues Perfume Atelier, Halifax

## WHAT IS A TOURISM PACKAGE?

A tourism package combines two or more activities, services, products, or guided experiences for one single price point. Packages are a convenient and easy way for travellers to be inspired, plan their visit and purchase. Packages can be offered by a single tourism business or combine offers from multiple businesses. The package duration can vary from one hour to three days, such as a guided tour combined with a local meal, or overnight stay with an activity. Research indicates that while local and regional visitors will naturally gravitate toward familiar places and experiences, they welcome opportunities to discover new aspects of Nova Scotia.

## WHO IS ELIGIBLE?

Tourism businesses and attractions with capacity to create, sell and deliver new or existing purchasable tourism packages in late-fall and winter. Preference will be given to:

- Underrepresented applicants, such as Mi'kmaq and African Nova Scotian businesses and attractions;
- Packages offered year-round, or in late-fall (mid-October to late-November 2026) and winter (mid-January to late-February 2027);
- Packages that are uniquely available in Nova Scotia, guided, and experiential;
- Partners offering online booking to close the package sale; and
- Packages featuring connections to films and television series showcasing Nova Scotia, such as guided tours of film locations, accommodations or dining packages of locations featured in films.

Successful applicants will enter into a written contract with TNS and be required to deliver on the program activities as jointly identified, including target market-alignment. Partner contribution includes time and coordination with relevant package partners to achieve outcomes as mutually agreed to in the Letter of Agreement. TNS may, in its sole discretion, determine that a proponent is not eligible.

TNS is dedicated to advancing equity, diversity, inclusion and accessibility (EDIA) in Nova Scotia. We encourage and prioritize applications from underrepresented businesses and attractions, as well as those that offer tourism activities that amplify and reflect underrepresented communities, experiences and voices. For example, preference will be given to applications from Mi'kmaq and African Nova Scotian businesses and attractions.



Applications will be evaluated using a competitive scoring process for alignment with program guidelines and ability to uniquely showcase Nova Scotia in the priority areas of:

### **LOCAL FLAVOURS (NS FOOD & DRINK):**

- Award-winning restaurants
- Craft breweries, distilleries & cideries
- Fresh seafood (including lobster, scallops, oysters, mussels)
- Nova Scotia Culinary Trails (Good Cheer Trail, Lobster Trail, Chowder Trail, Cheese Trail)
- Tidal Bay Wine/wineries
- Vine/farm/sea-to-table culinary experiences and getaways

### **OUTDOOR ACTIVITIES:**

- Trails such as Celtic Shores Coastal Trail, Harvest Moon Trail or Rum Runners Trail
- Island adventures
- Exploring Provincial Parks
- Spectacular coastal hiking
- Stargazing of designated dark skies
- Surfing
- Unique accommodations
- Beach or boat adventures unique to Nova Scotia



Cape Breton, Back Country Adventures, North East Margaree

## MUSIC, CULTURE AND HERITAGE:

- Mi'kmaw experiences
- African Nova Scotian experiences
- Acadian experiences
- Gaelic experiences
- Celtic experiences
- Bluenose experiences
- Artisan experiences
- Live performance series, such as Nova Scotia musicians or theatre
- Museums, National Parks & Historic Sites
- UNESCO Sites

## SEASONAL & REGIONAL MARITIME-MARKET OPPORTUNITIES:

- Spa and wellness getaway packages
- Coastal packages
- Family-friendly packages
- NS film and television series related travel packages
- Seasonal events (focus on fall/winter)
- Fall and winter getaways

Digital marketing content development (such as photography) may be considered at the discretion of TNS. The content created may be used by TNS in other marketing activities and uploaded to the TNS digital content library to share with approved tourism industry partners.



Alan Syliboy Art Studio, Millbrook



Honey Bees Restaurant, Yarmouth

## REQUIREMENTS

RADIATE Tourism Program partners must:

- Have been in operation for at least one year with a focus on marketing to travellers;
- Have (or be eligible for) a NovaScotia.com listing, such as a business/attraction or package listing;
- Demonstrate ability to sell and deliver a package that differentiates Nova Scotia from other travel destinations and appeals to local and Atlantic region markets;
- Be able to feature their package(s) on their website and social media channels and commit to selling their package(s) in 2026-27;
- Be able to make updates within two business days to their website and NovaScotia.com package listings;
- Be able to sell and deliver their tourism package(s), including managing any partnerships and associated costs, and meeting all requirements to offer the package, such as permits, licenses, and land-use permissions. The tourism businesses and attractions involved in offering the package(s) are responsible for any risks/liabilities associated with its delivery;
- Tourism products featured in program activities must meet all required permits, licenses, and permissions to operate. Roofed accommodations must be registered with the province's Short-term Rentals Registry;
- Be in good standing with the Provincial Registry of Joint Stock Companies, and the Province of Nova Scotia. TNS is a division of the Department of Communities, Culture, Tourism and Heritage;
- Have no overdue reporting or deliverables with TNS and the Province of Nova Scotia; and
- Agree to complete required reporting and report milestones/program feedback to TNS.

## APPLICATION PROCESS

Each applicant will be assessed for best fit with program guidelines for 2026-27. All successful applicants will be contacted to further discuss the program with TNS staff. Although an applicant may be eligible, eligibility does not guarantee acceptance into the program. If the application is successful, some or all of the requested activities may be supported. Advice on the outcome of your application is available after a formal decision has been made and communicated to you in writing. All program activities must be completed between the date of signed contract and March 31, 2027.



## HOW TO APPLY?

Eligible businesses and attractions are invited to complete the online application at: <https://tourismns.ca/radiate-tourism-program-application-2026-27>

The application should outline the elements of your package, how your package is unique to Nova Scotia, how it appeals to local and Atlantic region travellers by featuring one or more of the priority areas identified in these guidelines, and how visitors will find more information online. Applicants can submit up to two packages, which can include existing packages and new package ideas for fall and winter, or year-round.

Applications are subject to a competitive process, and acceptance will be based on the competitive evaluation and budget availability. If you encounter any barriers or need accessibility support during the application process, please contact the program representative at least two weeks before the deadline for assistance.

Applications are open until **Wednesday, April 22, 2026 at 4:00 p.m. ADT.**

## EVALUATION

Applications will be reviewed by a panel of experts from TNS and our Agency of Record.

## PROGRAM CONTACT

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