

TOURISM DIGITAL ASSISTANCE PROGRAM COMMUNITIES 2026-27

TOURISM
NOVA SCOTIA 

digital
nova scotia



Parrsboro



Downtown Windsor



Ingonish Beach



Boxing Rock Brewing Company

PROGRAM OVERVIEW

Travellers are planning their trips online. Increase your community's digital profile and share all the incredible things for visitors to see and do in your community, including local businesses and attractions. The Tourism Digital Assistance Program - Communities (TDAP - Communities) can help you develop online tools to effectively promote your community as a travel destination and help build digital capacity.

Through TDAP - Communities, Tourism Nova Scotia (TNS) is partnering with Digital Nova Scotia (DNS) to match program participants, including municipalities and tourism organizations, with qualified digital consultants to address defined digital needs. Participants may receive any combination of the following services:

- Website Design & Development (includes AI Powered Chatbot and Automations)
- Social Media Planning
- Search Engine Optimization (SEO)
- Digital Marketing Planning
- Photography and/or videography to fill content gaps
- Copywriting
- Data Analytics
- Digital Branding & Design
- E-commerce
- Online Booking

HOW DOES IT WORK?

Eligible applicants will complete an online application, outlining their digital challenges and opportunities. Approved applicants will be matched with a qualified consultant for up to \$15,000 in services (tax inclusive). Of this amount, up to \$2,500 can be used for subscription services and digital campaign testing, and up to \$3,000 can be used for photography or videography services. Any remaining funds will be allocated towards additional services offered through this program.

Photography deliverables will include up to 20 images selected by TNS as outlined in a Statement of Work. Funding is meant to bridge content gaps but does not substitute for a complete photo shoot. Final edited photos and/or videos created through this program will be owned by TNS and shared with participants for their marketing use, and may be used by TNS in marketing campaigns and channels, and uploaded to the TNS digital content library.

Projects will preferably start between late spring and fall, depending on participant preference, and must be completed by March 31, 2027. Approved applicants will enter into a Letter of Agreement with DNS, commit to timely task completion and communications between DNS, TNS, and a digital consultant, and complete an end-of-project report within the required timelines. An initial meeting will take place between TNS, DNS, the approved applicant, and the digital consultant before project work begins.

WHO IS ELIGIBLE?

This program is open to:

- Nova Scotia Municipalities, Chambers of Commerce, member-based organizations with a focus on tourism or Regional Destination Marketing Organizations focused on a specific community/communities.
- Organizations that have been in operation for over a year, with demonstrated efforts to promote travel to the community and staffing available to manage program participation.
- Applicants who demonstrate a clear need to update a component of their online presence and implement the identified goals and outcomes prior to March 31, 2027.
- Applicants with no overdue program reporting/deliverables with TNS or DNS.
- Organizations in good standing with the provincial [Registry of Joint Stock Companies](#), and with the Department of Communities, Culture, Tourism and Heritage.
- Organizations ensuring that tourism products featured in program activities meet all required permits, licences, and permissions to operate. Roofed accommodations must be registered with the province's [Short-term Rentals Registry](#).

TNS and DNS are dedicated to advancing equity, diversity, inclusion and accessibility (EDIA) in Nova Scotia. We encourage and prioritize applications from underrepresented organizations, 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'kmaw and African Nova Scotian communities.

A TNS and DNS panel will review and score applications. In addition to prioritizing EDIA applicants, preference is given to:

- Applicants who are expanding beyond their peak season and/or transitioning toward year-round operations.
- Applicants offering tourism products and experiences that appeal to our target markets, including Nova Scotia's authentic culture and heritage, local flavours, or outdoor and coastal activities.
- Applicants who demonstrate well-defined digital needs and efforts in sustainably growing tourism in Nova Scotia, such as championing a geographic area or product cluster, and can describe how these digital offerings will positively impact tourism in their community.
- First-time applicants. If a past TDAP - Communities participant, please clearly identify in your application how additional services will support and build on previous work completed through the program.

WHAT ARE THE BENEFITS OF PARTICIPATION?

Given the growing number of travellers that start their trip-planning research on the internet, a well-designed and maintained digital footprint is critical to attracting potential travellers to a community and generating interest in compelling local tourism products and experiences. Communities can inspire people to visit by making it easy to find travel information online that helps visitors understand what they can see and do in your area. Having a strong online presence is a powerful marketing tool that helps communities reach more people and build stronger awareness with potential travellers.

HOW TO APPLY?

Eligible applicants can complete the online application form at:

<https://digitalnovascotia.com/programs/tourism-digital-assistance-program-communities/community-tourism-organization-application/>

Application deadline is **Thursday, May 14th, 2026, at 4 p.m. AST.**



Cape Breton Highlands National Park

Please note:

- After submitting your online application, a confirmation message will appear on the screen, and you will receive an email confirmation of your application. If you do not receive both, please contact: tdapcommunities@digitalnovascotia.com.
- Incomplete applications will not be scored.
- Applications are subject to a competitive process, and acceptance will be based on the competitive evaluation and budget availability. 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.
- TNS and DNS may determine during evaluation that a proposal/proponent is not eligible.
- Advice on the outcome of your application is available after a formal decision has been made and communicated to you in writing.
- Successful applicants will enter into a written contract with DNS, requiring them to deliver on the activities as jointly identified.

PROGRAM CONTACT

For more information, please contact:

Business Development at Tourism Nova Scotia

TNSBusiness@novascotia.ca

If you encounter any barriers or need accessibility support during the application process, please contact the program contact at least two weeks before the deadline for assistance.

ABOUT TOURISM NOVA SCOTIA

As a division of Communities, Culture, Tourism and Heritage, Tourism Nova Scotia works to grow Nova Scotia's tourism industry and maximize the value of tourism to Nova Scotia's economy through marketing, experience and sector development, and visitor servicing.

ABOUT DIGITAL NOVA SCOTIA

Digital Nova Scotia is the industry association for Nova Scotia's \$3.6 billion ICT and digital technologies sector, representing over 395 members, including startups, SMEs, multinational corporations, government, post-secondary institutions, and more.