



# EXPORT TRAVEL TRADE PROGRAM 2026-2027

TOURISM  
NOVA SCOTIA 

# WHAT IS THE EXPORT PROGRAM?

The EXPORT Travel Trade Program supports Nova Scotia tourism businesses to develop partnerships with tour operators and travel agents to grow national and international sales. It includes two streams: **Travel Trade Readiness** and **Marketplace Support**.

The travel trade is a network of tour operators, wholesalers, and travel agents who help visitors book experiences and help tourism suppliers reach new markets across Canada and around the world.



## STREAM 1: TRAVEL TRADE READINESS

Through the Travel Trade Readiness stream, tourism businesses receive one-on-one coaching to enhance their business strategy and build relationships with tour operators and travel agents. Tourism Nova Scotia (TNS) will connect up to 10 tourism businesses with a consultant who will provide practical advice on planning, product development, operations and sales strategy. The program helps businesses - whether new to the travel trade or already involved - grow their export sales, with a focus on planning for 2027 and beyond.

Selected participants will engage with a consultant to outline their business goals and assess their readiness to engage with travel trade distribution partners, including receptive tour operators (RTOs), inbound tour operators (ITOs), wholesalers and retail travel agents. The consultant will conduct a comprehensive business assessment and collaborate with participants to create a detailed action plan tailored for these markets. Additionally, the consultant will be available for six months to support participants in establishing travel trade partnerships while exploring various business development strategies and opportunities.

There is no fee to participate in this stream in 2026. See Page 2 for Travel Trade Readiness Program details.

## STREAM 2: MARKETPLACE SUPPORT

The Marketplace Support stream helps export-ready tourism businesses offset registration costs to attend travel trade marketplaces.

These marketplaces open doors to new contacts, stronger partnerships and industry connections. By taking part, export-ready businesses can build relationships that help sell their products or services in high-potential markets.

This program supports businesses already working with travel trade as they grow the export side of their operations, with an emphasis on increasing Nova Scotia's presence at key marketplaces.

See Page 4 for Marketplace Support Program details.

# STREAM 1: TRAVEL TRADE READINESS PROGRAM DETAILS

## WHAT ARE THE BENEFITS OF PARTICIPATION?

Many international visitors book their Nova Scotia trips through tour operators and travel agents. These partners help promote local experiences and reach travellers around the world. Working with the travel trade helps tourism businesses reach more customers and build lasting partnerships that bring in new visitors each year.

Tourism Nova Scotia supports this by raising awareness of the province in key markets and connecting export-ready businesses with travel trade partners. Businesses that complete the program may be featured in future Tourism Nova Scotia sales efforts and are eligible to receive support to attend Atlantic Canada Showcase (October 2027 in Nova Scotia).



## WHO IS ELIGIBLE?

Nova Scotia tourism businesses that have completed a TNS introductory in-person workshop or virtual webinar, or those that have experience selling through the travel trade and can demonstrate they have the capacity to grow sales through the travel trade are eligible to apply.

Businesses must be knowledgeable about the travel trade and show a willingness to take steps to engage travel trade distribution partners. Businesses and organizations must have been in operation for at least one year and be in good standing with the provincial Registry of Joint Stock Companies. Roofed accommodations businesses must be registered with the [Short-term Rentals Registry](#).

Tourism Nova Scotia is dedicated to advancing equity, diversity inclusion and accessibility (EDIA) in Nova Scotia. We encourage and prioritize applications from underrepresented businesses, organizations and individuals, as well as those that offer tourism activities that amplify and reflect underrepresented communities, experiences and voices.

Applicants must be in good standing with the Department of Communities, Culture, Tourism and Heritage.

# STREAM 1: TRAVEL TRADE READINESS PROGRAM DETAILS

## EVALUATION CRITERIA

Applicants must show they are prepared to work with travel trade partners. To qualify, they must:

- Offer trade-relevant products or experiences on NovaScotia.com and their own website
- Be willing to offer net or commissionable rates
- Confirm rates at least one year ahead of potential bookings
- Be willing to allocate inventory (rooms, tour dates, etc.) and respond to inquiries within 24 hours, year-round
- Use an online booking system
- Be willing to offer availability to travel trade partners in the summer months
- Have a year-round contact for travel trade (i.e. salesperson, owner, etc.)

## EVALUATION PROCESS

Applications will be reviewed by a panel from Tourism Nova Scotia. Applications are subject to a competitive process, and acceptance is based on the competitive evaluation and budget availability.

## HOW TO APPLY

Interested tourism operators are invited to complete the online application.

If you encounter any barriers or need accessibility support during the application process, please contact the program representative, Natalie Shaw, at 902-237-8170 or [Natalie.Shaw@novascotia.ca](mailto:Natalie.Shaw@novascotia.ca), at least two weeks before the deadline for assistance.

Application: [EXPORT Travel Trade Readiness - Online Application | Tourism Nova Scotia \(tourismns.ca\)](#)

Applications will be accepted until June 15, 2026.



Brewery Park



Amoeba Tours on the WinStar

# STREAM 2: MARKETPLACE SUPPORT PROGRAM DETAILS

## HOW DOES IT WORK?

Selected applicants can receive up to a maximum of \$5,000 CAD to help cover registration fees for eligible travel trade marketplaces. Applicants are not required to be registered for a marketplace prior to submitting an application. Applicants will be required to demonstrate their own investment in attending, such as travel costs, promotional materials and/or marketplace-specific costs. Eligible marketplaces include\*:

- [Bienvenue Québec](#) : October 19-21, 2026 (Gatineau, QC)
- [Ontario Motor Coach Association](#) : November 2-4, 2026 (Waterloo Region, ON)
- [National Tour Association](#) : November 15-18, 2026 (Tulsa, OK)
- [American Bus Association](#) : February 6-9, 2027 (Calgary, AB)
- [Rendez-vous Canada](#) : TBC, 2027

\*Other travel trade marketplaces may be considered by a Tourism Nova Scotia panel. Consumer shows, as well as business and incentive marketplaces, are not eligible.

## WHAT EXPENSES ARE ELIGIBLE?

Eligible program costs include:

- Registration fees including tax for ONE appointment-taking representative of the business
- Cost to be reimbursed upon presentation of proof of purchase and invoice/receipt

Associated costs such as accommodations, airfare, lighting, electrical, artwork, booth construction, promotional materials, meals, sponsorships, membership fees, etc., are not eligible and at applicant's expense.



Liscombe Lodge Resort

# STREAM 2: MARKETPLACE SUPPORT PROGRAM DETAILS

## WHO IS ELIGIBLE?

Applications are open to Nova Scotia tourism businesses with at least two years of contracted work with travel trade partners such as receptive tour operators, wholesalers, motorcoach companies, etc., or have successfully completed the Tourism Nova Scotia EXPORT Travel Trade Readiness Program and have secured contracts. Eligible businesses must offer net or commissionable rates and have a clear plan outlining their target markets and goals. All applicants must be in good standing with the provincial Registry of Joint Stock Companies and roofed accommodations businesses must be registered with the Short-term Rentals [Registry](#). Businesses already represented by a national or regional sales team or representative, will not be eligible.

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Applicants must be in good standing with the Department of Communities, Culture, Tourism and Heritage.

## EVALUATION CRITERIA

Applicants must be able to demonstrate they:

- Currently have contracted business through travel trade
- Currently have up-to-date sales tools and resources to market their product to travel trade
- Have capacity to grow business through travel trade
- Offer product in alignment with the needs and demands of tour operators selling Nova Scotia
- Are able to enter into contract with tour operators during the marketplace (i.e. provide contracted wholesale net or commissionable rates and honour these rates for the duration of the agreement)

## EVALUATION PROCESS

Applications will be reviewed by a panel from Tourism Nova Scotia. Applications are subject to a competitive process, and acceptance is based on the competitive evaluation and budget availability.

# STREAM 2: MARKETPLACE SUPPORT PROGRAM DETAILS

## HOW TO APPLY

Interested tourism operators are invited to complete the online application.

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.

Application : [EXPORT Marketplace Support - Online Application | Tourism Nova Scotia \(tourismns.ca\)](#)

Applications will remain open until all funds are allocated. Applications should be received a minimum of two months prior to the requested marketplace dates.

## PROGRAM CONTACT

For more information about the EXPORT Travel Trade Program or application process, please contact:

**Natalie Shaw**

Market Development Coordinator

Tel: 902-237-8170

Email: [natalie.shaw@novascotia.ca](mailto:natalie.shaw@novascotia.ca)

**Does your business not meet the program criteria yet?**

Learn more about working with travel trade here:

- [Tourism Nova Scotia Travel Trade Resources](#)

