

# VOICE OF THE VISITOR SURVEY PROGRAM

2026-27



Seafood Feast at Seaside Cottages, Lockeport



Cycling, Lunenburg Waterfront

## WHAT IS THE VOICE OF THE VISITOR PROGRAM?

Is there a question you would like to ask past visitors to Nova Scotia to help inform your plans and decision making?

Tourism Nova Scotia is inviting tourism businesses, organizations and government partners to apply to participate in our Voice of the Visitor Survey Program. Selected partners will be paired with a qualified market research expert to develop questions that will be asked to a database that includes more than 70,000 past visitors to Nova Scotia.

Participating partners can submit up to 10 questions (including up to three (3) open-ended questions) to be included on a survey administered by Tourism Nova Scotia. Questions will reflect partners' research needs and interests and can range from questions about visitors' experience at a specific tourism business, attraction, or destination, to experience concept evaluation, to broader visitor travel motivators.

## BENEFITS OF PARTICIPATING

This is an opportunity to work with our research team to gain insights about visitors' perspectives that are important to your business or organization. Tourism Nova Scotia will help you craft questions to effectively gather the feedback you are seeking, administer the survey and provide you with a report that analyzes results for your questions. There is no cost to participate.



Seaweed and Sod Farm Bed and Breakfast, Cape Breton



Crow's Nest, Hillsburn

## HOW IT WORKS

Tourism industry businesses interested in participating in the survey can outline what topics/areas of interest they wish to have covered in the survey through an online application. Selected partners will meet with Tourism Nova Scotia to discuss their needs and develop their questions for the survey.

Surveys will be conducted with members of Tourism Nova Scotia's Online Advisory Panel. The Online Advisory Panel includes approximately 70,000 members, English and French speaking, who have visited Nova Scotia during the past several years, for leisure. Primarily from outside of Atlantic Canada, panel members include those from across Canada, the United States and overseas. Although the panel is not intended to be representative of any particular demographic or population, screening questions may be included to identify a particular demographic or population that is of interest. The panel is an excellent source for engaging with past visitors to Nova Scotia.

Once the survey is completed, partners will receive individual reports with analysis. Data tables are available upon request. Tourism Nova Scotia will not share sensitive or competitive information related to specific businesses or organizations with anyone besides that business or organization. However, Tourism Nova Scotia retains ownership of the research and may share information from any survey reports that is of interest to the broader tourism industry.

If multiple applicants indicate interest in the same topic, their questions may be combined in the survey and they will receive shared reports. If topics or questions have been covered in a previous survey or are already covered by other Tourism Nova Scotia research products, applicants will be provided with the available information.

## WHO IS ELIGIBLE?

The Voice of the Visitor Survey Program is open, but not limited to the following participants:

- Tourism businesses and organizations that are located in, or regularly conduct business in Nova Scotia, including but not limited to accommodation operators, tour operators, food and drink operators and attractions
- Federal, provincial and municipal government departments and agencies based in Nova Scotia
- Destination marketing organizations
- Tourism industry associations
- Community associations
- Business chambers and economic development organizations
- Academic or other research organizations
- Event organizers

Tourism Nova Scotia is dedicated to advancing equity, diversity, inclusion and accessibility 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 and the provincial Registry of Joint Stock Companies (if applicable).
- Be compliant with all federal, provincial and municipal laws and regulations. Fixed roof accommodations businesses must be registered with the provincial Tourist Accommodations Registry: <https://beta.novascotia.ca/register-your-tourist-accommodation>
- Businesses must have (or be eligible for) a NovaScotia.com business, attraction or event listing

All questions and research topics must be directly related to travel and tourism in Nova Scotia.

This is a competitive application process and eligibility does not guarantee acceptance into the program. Tourism Nova Scotia will assess applications based on relevance of the research topics to the tourism industry and to the partner business or organization, as well as previous and existing research, and alignment with Tourism Nova Scotia's mandate and priorities.

## HOW TO APPLY

Submit your application online at: <https://tourismns.ca/voiceofvisitor/application>

Applications for the 2026-27 Voice of the Visitor Survey Program must be submitted by **Friday, July 10, 2026 at 4:00 p.m.**

It is anticipated that Tourism Nova Scotia will conduct a number of surveys in 2026-27. The timing of surveys and future application opportunities will be determined by the level of demand.

## PROGRAM CONTACT

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