



RADIATE TOURISM PROGRAM

2020-21

TOURISM
NOVA SCOTIA 



WHAT IS THE RADIATE TOURISM PROGRAM?

Expand your profile and sales opportunities by creating and marketing package(s) with strong appeal to Nova Scotia and Maritime travellers in 2020-21.

Tourism Nova Scotia's (TNS) team of advisors will share tourism development, packaging, marketing, and sales insights to help you adapt to the current market, radiate, and raise awareness of your offering in the Nova Scotia and Maritime markets. By collaborating through the RADIATE program, we'll invite locals and Maritimers to do more in Nova Scotia!

A travel package combines two or more tourism activities, experiences, or products for one single price to make it convenient and easy for travellers to purchase and plan their visit in and around Nova Scotia. Packages can also provide travellers with inspiration and easy access to new places or experiences in Nova Scotia, to encourage travel throughout the province. This is important, as research indicates that while local and regional visitors will naturally gravitate towards familiar places and experiences, they will welcome opportunities to discover aspects of Nova Scotia that are new to them.

Packaged products and experiences developed through this program will align with recent research on local and regional travellers' perceptions of Nova Scotia's competitive strengths and what sets us apart from other Maritime provinces, and will uniquely showcase Nova Scotia in the areas of:

- outdoor activities
- local flavours (NS food & drink)
- music, culture and heritage
- seasonal opportunities (fall, winter, and spring)

Packages could combine two elements offered by a single business or combine offers from two or more tourism operators partnering to deliver a package. A package designed for the Maritime market can vary in duration from a few hours to overnight or up to three nights. For example, a package could include a Tidal Bore Rafting or whale watching tour combined with a local meal. Or visitors could purchase a package offering a culinary cooking class featuring Nova Scotia flavours combined with an overnight stay at an inn.

The RADIATE Tourism Program offers two streams, one for businesses and one for industry organizations.

HOW DOES IT WORK?

Tourism businesses and organizations are invited to complete an online application and outline the unique and compelling Nova Scotia tourism package(s) they want to deliver, identify preferred marketing activities in the local and Maritime market, and note how they plan to close the sale.

Based on opportunities identified in the application and a competitive scoring process, successful applicants will be supported with:

- local and Maritime market research insights;
- development, packaging, and positioning insights for their product(s)
- creation of customized marketing assets, such as photography;
- marketing agency support to execute digital marketing and other advertising content.



All project costs must be incurred between date of application and March 31, 2021. Successful applicants and TNS will work together to identify priority marketing activities to be managed by TNS and our marketing agency of record.

TNS’s level of investment in the project will be determined based on alignment with priority product areas identified by TNS based on competitive strengths and differentiators, and the ability of the partner(s) to leverage marketing and close the sale. Program partners are expected to use the packages, photos, and other content developed through RADIATE on their marketing channels.

Businesses may qualify for an investment in the following eligible activities at a value of between \$1,000 to \$10,000. Organizations may qualify for an investment in the following eligible activities at a value of up to \$50,000.

Eligible Activities	Ineligible Activities
<ul style="list-style-type: none"> • Marketing agency services • Professional services (such as hiring a photographer and/or influencer) • Digital marketing (such as social media advertising, search engine marketing, display and video ads) • Boosting local influencer content • Paid/sponsored content • Other marketing activities as agreed to by TNS and the participant 	<ul style="list-style-type: none"> • Photography staging costs • Capital expenses • Business operating costs • Staff wages • Website development, management, and hosting



WHO IS ELIGIBLE?

TNS is seeking partners who can collaborate to package unique ways for travellers to explore experience our small towns and villages, cities, and icons like the Bay of Fundy, Cabot Trail, Peggys Cove, Lunenburg, and Halifax waterfront. Eligible partners include:

- Nova Scotia tourism businesses, operating for at least one year, that offer a purchasable product, service, activity or experience that is authentic to Nova Scotia, and
- Established tourism industry organizations, including regional destination marketing organizations (DMOs), industry organizations engaged in tourism, and consortiums of private sector businesses.

Partners must sell package(s) including a specific activity, product, service or experience that is authentic to Nova Scotia in one or more of the following categories:

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)
- Tidal Bay Wine/Wineries
- Vine/Farm/Sea to Table Getaway

Music, Culture and Heritage:

- Acadian Experiences
- African Nova Scotian Experiences
- Bluenose Experiences
- Celtic Experiences
- Gaelic Experiences
- Live performances of Nova Scotia Musicians
- Mi'kmaq Experiences
- National Parks & Historic Sites
- Provincial Museums
- UNESCO Sites

Outdoor Activities:

- Cycling the Harvest Moon Trail, Rum Runners Trail, Celtic Shores Coastal Trail
- Renowned Golf
- Island Kayaking
- Spectacular Coastal Hiking
- Stargazing in the Dark Sky Preserve
- Surfing
- Tidal Bore Rafting
- Unique Accommodations
- Beach or Boat Adventures available only in Nova Scotia
- Whale Watching

Seasonal Opportunities*:

- Fall Colours
- Spring/Fall/Winter Getaways
- Uniquely Nova Scotia Fall Harvest Packages

**All other categories can be considered within a seasonal package.*



APPLICANTS MUST:

- Demonstrate ability to offer an authentic Nova Scotia package that differentiates Nova Scotia from other Maritime provinces and appeals to local and Maritime travellers.
- Have been in operation for at least one year with a focus on marketing to travellers, and demonstrate engagement in established sales and marketing channels, including having a website, social media channels, and for businesses a NovaScotia.com listing.
- Manage the delivery of the tourism package. Tourism businesses are responsible for any associated costs, impacts on business operation, meeting all requirements such as permits and licenses, partnership agreements, and risks/liabilities associated with delivering their tourism product, package and/or experience. Packages may be delivered by an individual business or through a partnership.
- Demonstrate ability to sell the tourism package and commit to selling it through 2020-21.
- Be in good standing with the Provincial Registry of Joint Stock Companies, Tourism Nova Scotia and the Province of Nova Scotia.
- Successful applicants must agree to track the project's success and report milestones to Tourism Nova Scotia, such as number of bookings, visitor origin, and engagement in marketing activities



HOW TO APPLY

Interested businesses and organizations can complete the online application at:
<https://tourismns.ca/radiate-application>

The application deadline is **July 29, 2020 at 4 pm.**

- When you submit your application, you will receive a confirmation e-mail that you should retain for your files. If you do not receive a confirmation e-mail, please contact Tourism Nova Scotia at tnscommunications@novascotia.ca to confirm receipt of application.
- Incomplete applications will not be scored.
- 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 marketing activities may be funded.
- Tourism Nova Scotia may, in its sole discretion, determine that a proposal/proponent is not eligible for funding.
- Information submitted is not proprietary. Tourism Nova Scotia may have considered ideas similar to your concept.
- Advice on the outcome of your application is available after a formal decision has been made and communicated to you in writing.
- If successful, partners will enter into a written contract with Tourism Nova Scotia and be required to deliver on the activities as jointly identified.

PROGRAM CONTACT

For more information about RADIATE or the application process, please contact either:

Heather Yule, Manager – Experience Development
heather.yule@novascotia.ca

Peter Johnson, Manager – Market Development
peter.johnson@novascotia.ca