

Regional Destination Marketing Organizations
Partnership Program
2020



TOURISM
NOVA SCOTIA 



PROGRAM OVERVIEW

The COVID-19 pandemic is having a significant impact on the activities of regional destination marketing organizations across the country and around the world. Many of these organizations depend on accommodation levies and membership fees to operate, and travel restrictions have left them in challenging situations.

To assist, Tourism Nova Scotia is using partnership dollars from Destination Canada to help regional destination marketing organizations in Nova Scotia with marketing and recovery initiatives. Tourism recovery is expected to begin with hyper local travel – Nova Scotians exploring close to home. Research suggests that as COVID-19-related travel restrictions are lifted, travelers will begin to widen their movements with more travel throughout the province, and eventually between provinces. This program will help eligible regional destination marketing organizations implement marketing activities that are complementary to [Tourism Nova Scotia's marketing recovery plan](#). This is a one-time partnership program facilitated by Tourism Nova Scotia.

GUIDELINES

How can partnership dollars be used?

- Partnership dollars can be used to cover costs associated with the development of tourism packages, travel incentives and marketing programs and activities that support local COVID-19 tourism recovery.
- Funds must be spent and activities complete by September 30, 2021.

Who is eligible to apply?

- Organizations responsible for promoting and marketing a recognized tourism region on behalf of communities/businesses/members. The recognized tourism regions are: Halifax, South Shore, Yarmouth and Acadian Shores, Annapolis Valley and Bay of Fundy, Eastern Shore, and Northumberland Shores, and Cape Breton.
- Applicants are required to show proof that they implemented a regional tourism marketing campaign in 2019. They must also demonstrate a loss of funding for the current operating year due to COVID-19 related impacts.
- Organizations must be in good standing with the Provincial Registry of Joint Stock Companies and Tourism Nova Scotia and have no outstanding legal claims or possible legal claims.
- Organizations must be in compliance with all relevant federal, provincial, and municipal laws, regulations, by-laws, and permits.



HOW IT WORKS

Regional destination marketing organizations can complete the online application to be considered for funding. Once all applications have been received and reviewed, Tourism Nova Scotia will allocate the funding provided by Destination Canada amongst successful applicants based on 2019 marketing budgets and 2020 budget impacts.

Successful applicants are required to:

- Use the hashtags # theirlocationorattractionNICE (e.g., #HalifaxNICE, #SouthShoreNICE, #YarmouthNICE) and/or #CANADANICE, #TheresNoPlaceLikeHome and #VISITNOVASCOTIA in social media marketing executions.
- Submit reports as required by Tourism Nova Scotia outlining how the funding was used and demonstrating use of social media hashtags mentioned above. Tourism Nova Scotia will share reports with Destination Canada.

HOW TO APPLY

Interested regional destination marketing organizations can complete the online application form at: <https://tourismns.ca/regionalmarketingpartnershipprogram>

The deadline to submit applications is **Friday, June 26, 2020 at 4p.m.**

QUESTIONS?

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