

TOURISM DIGITAL ASSISTANCE PROGRAM 2020/2021



TOURISM
NOVA SCOTIA 



PROGRAM OVERVIEW

A strong online presence helps your business improve credibility, build brand recognition, and close the sale. Through the Tourism Digital Assistance Program, Tourism Nova Scotia, in partnership with Digital Nova Scotia, will provide services to eligible tourism businesses through a qualified digital consultant to enhance or develop effective digital marketing tools. Having a strong online presence gives potential customers increased confidence in booking with you. The Tourism Digital Assistance Program could help you increase your visibility online and provide the services customers expect, like online booking.

Eligible program activities include:

- Ecommerce
- Digital Marketing Strategy
- Search Engine Optimization
- Online Bookings
- Social Media Strategy
- Website Creation
- Content Creation: Copywriting
- Content Creation: Social Media Posts

HOW DOES IT WORK?

Eligible tourism businesses can complete an online application that includes a series of questions to help define their challenge/opportunity. Approved businesses will be eligible for the full cost of services of a qualified consultant with expertise in the specific tactics required and familiarity with the requirements of tourism businesses (up to a maximum of \$5,000). Businesses will be matched to a consultant based on their individual needs. Approved businesses will provide a report to Tourism Nova Scotia upon completion.

WHO IS ELIGIBLE?

The program is open to Nova Scotia tourism businesses that are listed on NovaScotia.com and are currently open or plan to open for the 2020 tourism season. Businesses must demonstrate a need to update a component of their online presence and that they are able to implement the identified goals and outcomes in 2020-2021. 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.

Applications will be reviewed by a panel from Tourism Nova Scotia. Although an applicant may be eligible, eligibility does not guarantee acceptance into the program. Priority will be given to small and medium sized businesses whose primary focus is attracting and servicing visitors.

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 for a tourism business to attract potential customers.

Participating businesses will be connected with a qualified consultant who will provide guidance to improve their online presence and help them reach customers where they are looking, online.

Having a strong online presence is a powerful marketing tool that helps businesses reach more people, build a stronger brand and increase credibility with potential customers.

HOW TO APPLY?

Interested businesses can complete the online application form at:
digitalnovascotia.com/portfolio-items/tourism-dap/

The deadline to submit applications is **Wednesday, July 8, 2020 at 4p.m.**



PROGRAM CONTACT

For more information about the Tourism Digital Assistance Program or application process, please contact Jennifer McKeane, Tourism Development Advisor or Cindy Wade, Quality Advisor, Tourism Nova Scotia

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ABOUT DIGITAL NOVA SCOTIA

Upon acceptance to the program, Digital Nova Scotia will identify and connect your business with the appropriate consultant based on your business goals. Digital Nova Scotia (DNS) is the industry association for Nova Scotia's \$2.5 billion ICT and digital technologies sector, representing over 160 members, including startups, SMEs, multinational corporations, government, post-secondary institutions, and more.