

2017 - 2018

Tour Operator Partnership Program Guidelines, Applications, and Forms



Introduction / Objective

Strategic tour operator partnerships are an important element of Nova Scotia's tourism marketing efforts and an effective way to develop and sell packaged Nova Scotia product.

The Nova Scotia Tour Operator Partnership Program (NSTOPP) is developed with the objective of increasing opportunities for the sale of Nova Scotia packaged product to the travel trade and consumers. The NSTOPP is available to support those initiatives which complement Nova Scotia's strategic tourism priorities.

More information on the Strategy for Tourism, partnership opportunities and additional information on Nova Scotia's product development, marketing and sales initiatives can be found at www.tourismns.ca.

Please contact a member of our sales team to discuss partnership opportunities.

For further information contact:

Peter Johnson

Tourism Nova Scotia (TNS)

Tel: 902-798-6922; Fax: 902-798-6600

Email: peter.johnson@novascotia.ca

8 Water Street, PO Box 667

Windsor, NS B0N 2T0

Eligible Activities/Projects

Projects which focus on incremental development of the Nova Scotia tourism market (visitation, revenue and product) will be considered for funding.

Examples of projects/activities which may be assisted include, but are not limited to:

- Attendance at in-market trade shows / marketplaces / sales missions
- In-market promotional events
- Direct mail campaign(s)
- Familiarization tours
- Advertising (e.g. strategic publications, web)
- Digital marketing
- Other activities will be considered based on their strategic "fit" with Nova Scotia's marketing efforts.

Please refer to the Activity and Funding Eligibility Criteria on page 4 of this document for further clarification.

Applicant Eligibility

- Nova Scotia will consider partnership opportunities from tour operators who have been in business for a minimum of one year.
- Partnerships will be considered with all tour operators, whether they are Nova Scotia-based, national or international, who have the potential and the demonstrated ability to deliver increased tourism visitation and spending to Nova Scotia.
- Both FIT and group operators may apply for funding under the program.
- Project expenditures must take place between April 1, 2017 and March 31, 2018.
- Previously funded applicants, in order to be eligible for funding, must have provided an evaluation report accepted by the TNS.

Guidelines 2017/2018 Tour Operator Partnership Program

Partnership Application

Proponents must provide the following documentation:

1. a completed application form and a detailed listing of your Nova Scotia product (company brochure or website is sufficient);
2. a marketing plan with a detailed description of the proposed activities and specifically the marketing elements (circulation / distribution volumes, frequency, distribution plans, demographics, targeted geographic markets, etc.) and how they fit within the overall marketing plan;
3. specific details with regard to the costs of each activity;
4. full disclosure of any additional partnership funding related to the proposed activities; and,
5. an evaluation plan specifying how results will be measured and reported to Tourism Nova Scotia including timelines for the delivery of an evaluation report.

Funding/Payment

Subject to annual budget approval, partnerships will be funded based on a 50/50 cost-sharing formula, unless otherwise negotiated (please refer to **Activity and Funding Eligibility Criteria** information on page 4 of this document).

Partnerships may be negotiated for support at any time in the annual marketing cycle. All approved activities will be funded within the Nova Scotia Government's fiscal year (April 1, 2017 - March 31, 2018).

Partnership Reporting Requirements

All partners are required to submit an evaluation report by December 31, 2017 on funded activities indicating sales measurements for Nova Scotia. An evaluation template for the **Final Report** is provided on page 7 of this document.

Evaluation Process

Partnership activities will be evaluated on their compatibility with Nova Scotia's strategic tourism priorities.

Specifically, within the budget specified for the NSTOPP, activities will be evaluated based on the following:

- Alignment with Nova Scotia's Tourism strategy and priorities
- Return on investment
- Past results
- Demonstrated in-market experience
- Company history of sound business practices
- Availability of authentic, quality Nova Scotia packaged product, experiences and services. Please note that all accommodations included in packages which are part of this program must be a recognized participant in one of three quality programs: Nova Scotia Approved; Canada Select; or CAA
- Detailed marketing plan with clear outline of proposed project/activities
- Clearly outlined evaluation plan
- Budget

Written confirmation and TNS approval of all negotiated partnership elements will be required prior to implementation of activities. In order to reapply, previously funded applicants must have met the former program's conditions.

Additional Program Information

This program is subject to the provisions of the *NS Freedom of Information and Protection of Privacy Act* and any other applicable privacy legislation.

TNS may, in its sole discretion, determine that a proposal/proponent is not eligible for funding.

The proponent may, with the written consent of the TNS, amend its proposal.

Activity & Funding Eligibility Criteria

- Preference will be given to initiatives reflecting Nova Scotia's identified long-haul, geographic target markets: Ontario; Quebec; Northeastern United States (New England and Mid-Atlantic); Europe (United Kingdom, German-speaking Europe).
- Initiatives directed at key markets and target audience will be evaluated based upon their market potential and return on investment.
- Activities which encompass the Atlantic Region as a whole (or other destinations) will be funded according to the level of featured Nova Scotia product within the proposed marketing activity and return on investment opportunities for Nova Scotia and its tourism products.
- Activities supported under this program must support Nova Scotia's brand positioning, where appropriate, i.e. logo, selection of images and copy. Creative concepts must be presented to the TNS for approval prior to printing. Images are available from the TNS at no cost to partners.
- Funding for human resources, capital costs (phone, fax, office equipment and supplies etc.), and the production and distribution of **core quantities** of collateral material (ie. brochures, catalogues) are not eligible for support.
- Funding for website development, maintenance and hosting are not eligible for support.

Funding for specific activities will be based on the following criteria:

Trade Shows / Marketplaces / Consumer Shows / Sales Missions / Sales Calls

- Shows which the TNS attend or support are not eligible for additional support
- Approved expenses for shows will be supported at 50% in year one. Where partnership support is requested over multiple years, a sliding scale will be applied against show attendance. Funding will be considered at 30% in year 2 and 15% in year 3. Support is not available in year 4 for attendance at the **same show**.
- Eligible costs for show attendance will be provided for 1 person and include: registration costs (booth space, furnishings etc.), hotel, meals at the government per diem of \$43.00 per day and transportation to/from the show (air, train, boat, rental car or mileage at the government rate of 42.31 cents/km).

Advertising

- Ads in provincially supported publications and websites (i.e. Doers' & Dreamers' Guide, novascotia.com) are not eligible for support.
- Details of advertising program must be presented before support is confirmed
- Activities supported under this program must support Nova Scotia's brand positioning, where appropriate, i.e. logo, selection of images and copy. Images are available from the TNS.
- Ad creative must be provided to the TNS for approval prior to placement.
- Tear sheets or signed affidavits must be included with invoices.

Criteria 2017/2018 Tour Operator Partnership Program

Direct Mail

- Specific direct mail activities will be supported at 50%.
- Creative must be provided to the TNS for approval prior to production and distribution.
- General distribution of brochures is not eligible for support. Incremental distribution costs for direct mailing of brochures will be considered at 50% support.

Familiarization Tours

Fams (trade and media) already being hosted/supported by the TNS are not eligible for additional support. The following formula is used to determine the amount of support for fam tours: \$75.00 per person, per day while in Nova Scotia. Details of fam tours are required to be presented before support is confirmed.

1. Contact Information

Company Name:

Registry of Joint Stock Number *(for NS Companies only)*:

Mailing Address:

Town: Postal Code:

Tel: Fax:

Email:

Authorized Official (Name and Title):

Contact, if different from above (Name and Title):

2. Additional Information

For an application to be complete, the following information is required:

- Company's proposal with description of proposed activities including marketing elements (circulation / distribution volumes, frequency, distribution plans, demographics, targeted geographic markets, etc.)
- Budget for proposed activities
- Full disclosure of any additional partnership funding related to the proposed activities
- Evaluation plan

Total Project Cost \$

Funding Request \$

- I hereby certify that the information provided in this application is true, correct, and complete in every respect.

Signature of Authorized Official:

Date:

Please return to: **Tour Operator Partnership Program**

Tourism Nova Scotia, 8 Water Street, PO Box 667, Windsor, NS B0N 2T0

Attention: **Peter Johnson**, peter.johnson@novascotia.ca • Tel: **902-798-6923** • Fax: **902-798-6600**

1. Contact Information

Company Name:	
Mailing Address:	
Town:	Postal Code:
Tel:	Fax:
Email:	
Authorized Official (Name and Title):	

2. Final Budget

Funding Received:	\$
Total Project Cost:	\$

3. Evaluation Information

Please provide the following information for your Nova Scotia tours as it relates to activities carried out under your Tour Operator Partnership Program agreement.

-Number of Inquiries Generated

-Number of Bookings

-Estimated Value of Bookings

-Number of Passengers

-Room Nights Sold

-Increase/Decrease from previous year

Separately, please provide additional qualitative / quantitative information specific to Nova Scotia and this partnership program.

Signature:

Date:

Please return this form to the attention of Peter Johnson by December 31, 2017.

Tour Operator Partnership Program

Tourism Nova Scotia, 8 Water Street, PO Box 667, Windsor, NS B0N 2T0

Attention: **Peter Johnson**, peter.johnson@novascotia.ca • Tel: **902-798-6922** • Fax: **902-798-6600**