

# TOURISM DIGITAL ASSISTANCE PROGRAM

## 2024/2025

TOURISM  
NOVA SCOTIA 

digital  
nova scotia 





Auberge Gisele's Inn



Barra Shores



Murphy's Camping on the Ocean

## PROGRAM OVERVIEW

The Tourism Digital Assistance Program (TDAP) matches program participants with qualified digital consultants to address defined digital needs. The program is offered in partnership between Tourism Nova Scotia (TNS) and Digital Nova Scotia (DNS).

Participants may receive any combination of the following services:

- Ecommerce
- Online Booking
- Website Design & Development (includes AI Powered Chatbot and Automations)
- Search Engine Optimization (SEO)
- Data Analytics
- Digital Marketing
- Social Media
- Copywriting
- Audio & Podcast Services
- Branding & Design
- Photography and/or Videography to fill content gaps

## HOW DOES IT WORK?

Eligible applicants will complete an online application, outlining their digital challenges and opportunities. Approved applicants will be matched with a qualified consultant for up to \$5,000 (tax inclusive) in services. Of this amount, up to \$1,000 can be used for digital ad spends, and up to \$2,500 can be used for photography or videography services. Any remaining funds will be allocated towards additional services offered through this program.

Photography deliverables will include 20 images selected by TNS as outlined in a Statement of Work. Final edited photos and/or videos created through this program will be owned by TNS and shared with the participants to use in their marketing, and may be used by TNS in marketing campaigns and channels, and uploaded to the TNS digital content library.

Projects will start between late spring and fall, depending on participant preference, and must be completed by March 31, 2025. Approved applicants will enter into a Letter of Agreement with DNS, commit to timely task completion and communications between DNS, TNS, and a digital consultant, and complete an end-of-project report within required timelines. An orientation session will take place with approved participants at the start of the project.

## WHO IS ELIGIBLE?

Business and organizations must:

- Meet the requirements and be listed on [NovaScotia.com](https://novascotia.com) or apply for a listing within 7 days of submitting an application. For more information about listing on NovaScotia.com visit: <https://tourismns.ca/promote-your-business-tourism-nova-scotia>. Please carefully review the [Eligibility and Listing Requirements](#) for NovaScotia.com. If you are ineligible for NovaScotia.com, you are not eligible for the program.
- Currently or plan to be open this year.
- Demonstrate a need to update a component of their online presence and implement the identified goals and outcomes prior to March 31, 2025.
- Be in good standing with the provincial [Registry of Joint Stock Companies](#). Roofed accommodations must be registered with the province's [Tourist Accommodations Registry](#).

A panel from TNS and DNS will review and score applications. Priority is given to:

- Businesses and organizations whose primary focus is attracting and servicing visitors.
- Applicants who demonstrate a clearly defined digital need and commitment to enhancing their online presence.
- First time applicants.

\*Past participants must clearly identify how additional services will support and build on previous work completed through the program.

TNS and DNS are committed to advancing equity, diversity, inclusion, and accessibility (EDIA) in Nova Scotia, and we support partners who share in this commitment. We will prioritize applications from businesses and organizations that are owned or operated by equity-seeking groups or that include activities that help give a voice to these communities. For example, preference will be given to applications from Mi'kmaw and African Nova Scotian businesses and organizations.

Applicants with overdue program reporting/deliverables with DNS or TNS will not be eligible.

## 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. Providing travellers with the option to book online, leave public reviews, and to take advantage of other online features provides a better user experience and is necessary to remain competitive in today's digital age. 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?

Tourism businesses and organizations are invited to complete the online application form at:

<https://digitalnovascotia.com/programs/tourism-digital-assistance-program/tourism-business-application/>

Application deadline is **Wednesday, April 3, 2024 at 4 p.m. (ADT)**.



Please note:

- If you do not receive a confirmation message on your screen and an email copy of your submission after submitting, please contact [tdap@digitalnovascotia.com](mailto:tdap@digitalnovascotia.com).
- Incomplete applications will not be scored.
- Although an applicant may be eligible, eligibility does not guarantee acceptance into the program. The program panel will balance the program partners to better represent various tourism regions, and the diversity of tourism in Nova Scotia.
- TNS and DNS may determine during evaluation that a proposal/proponent is not eligible.
- Advice on the outcome of your application is available after a formal decision has been made and communicated to you in writing.
- Successful applicants will enter into a written contract with DNS, requiring them to deliver on the activities as jointly identified.

## PROGRAM CONTACT

For more information about the Tourism Digital Assistance Program or application process, please contact:

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## ABOUT DIGITAL NOVA SCOTIA

Digital Nova Scotia (DNS) is the industry association for Nova Scotia's \$2.5 billion ICT and digital technologies sector, representing over 380 members, including startups, SMEs, multinational corporations, government, post-secondary institutions, and more.

## ABOUT TOURISM NOVA SCOTIA

As a division of Communities, Culture, Tourism and Heritage, Tourism Nova Scotia (TNS) works to grow Nova Scotia's tourism industry and maximize the value of tourism to Nova Scotia's economy through marketing, experience and sector development, and visitor servicing.