

RADIATE TOURISM PROGRAM 2024-2025

TOURISM
NOVA SCOTIA 

Sally's Brook Wilderness Cabins, Englishtown



Tourism packages can inspire travellers to visit new places and explore more of Nova Scotia!

The RADIATE Tourism Program helps tourism businesses and attractions develop and market packaged activities and services to local and Atlantic region travellers.

Packages will uniquely showcase Nova Scotia in the priority areas of:

- Outdoor activities;
- Local flavours (Nova Scotia food and drink);
- Music, culture, and heritage;
- Seasonal and regional opportunities including family-friendly packages and connection with film and screen series in Nova Scotia.

Program partners will benefit from:

- Target market research insights;
- Coaching and tools for package development and positioning;
- Feature on a NovaScotia.com landing page;
- Inclusion in seasonal digital marketing campaigns created and delivered by TNS.



WHAT IS A TOURISM PACKAGE?

A tourism package combines two or more tourism activities, services or products for one single price. This is a convenient and easy method for travellers to be inspired, plan their visit and purchase. Tourism packages can be offered by a single tourism business or combine offers from multiple businesses. The duration can vary from a few hours or days, such as a guided tour combined with a local meal or up to a three-night stay with an activity. Research indicates that while local and regional visitors will naturally gravitate toward familiar places and experiences, they welcome opportunities to discover new aspects of Nova Scotia.

WHO IS ELIGIBLE?

Tourism businesses and attractions with capacity to create, sell and deliver new or existing purchasable tourism packages. Preference will be given to:

- Groups that are underrepresented, such as Mi'kmaw and African Nova Scotian businesses and attractions;
- Packages offered year-round, or in fall (late-September to mid-November 2024) and winter (mid-January to late-February 2025);
- Partners offering online booking to close the package sale;
- Packages featuring connections to films and television series showcasing Nova Scotia, such as guided tours of film locations, accommodations or dining packages of locations featured in films.

Successful applicants will enter into a written contract with TNS and be required to deliver on the activities as jointly identified. Partner contribution includes time and coordination with relevant package partners to achieve outcomes as mutually agreed to in the Letter of Agreement. TNS may, in its sole discretion, determine that a proponent is not eligible.

TNS is committed to advancing equity, diversity, inclusion, and accessibility (EDIA) in Nova Scotia, and we support partners who share in this commitment. We will prioritize equity-seeking applicants or applicants including activities that help give a voice to these communities.



Applications will be evaluated using a competitive scoring process for alignment with program guidelines and ability to uniquely showcase Nova Scotia in the the priority areas of:

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

OUTDOOR ACTIVITIES:

- Trails such as Celtic Shores Coastal Trail, Harvest Moon Trail or Rum Runners Trail
- Island adventures
- Exploring Provincial Parks
- Winter activities, including skiing, snowshoeing, snowmobiling
- Spectacular coastal hiking
- Stargazing of designated dark skies
- Surfing
- Unique accommodations
- Beach or boat adventures unique to Nova Scotia

MUSIC, CULTURE AND HERITAGE:

- Mi'kmaw experiences
- Gaelic experiences
- Celtic experiences
- African Nova Scotian experiences
- Acadian experiences
- Bluenose experiences
- Artisan experiences
- Live performance series, such as Nova Scotia musicians or theatre
- National Parks & Historic Sites
- Provincial museums
- UNESCO Sites

SEASONAL & REGIONAL MARITIME-MARKET OPPORTUNITIES:

- Spa and wellness getaway packages
- Coastal packages
- Family-friendly packages
- NS film and television series related travel packages
- Seasonal events (focus on fall/winter)
- Fall and winter getaways

Digital marketing content development (such as photography) may be considered at the discretion of TNS. The content created may be used by TNS in other marketing activities and uploaded to the TNS digital content library to share with approved tourism industry partners.



REQUIREMENTS

RADIATE Tourism Program partners must:

- Have been in operation for at least one year with a focus on marketing to travellers;
- Have (or be [eligible](#) for) a NovaScotia.com listing, such as a business/attraction or package listing;
- Demonstrate ability to sell and deliver a package that differentiates Nova Scotia from other travel destinations and appeals to Nova Scotia and Atlantic region markets;
- Be able to feature their package(s) on their website and social media channels and commit to selling their package(s) in 2024-25;
- Be able to make updates within two business days to their website and NovaScotia.com package listings;
- Be able to sell and deliver their tourism package(s), including managing any partnerships and associated costs, and meeting all requirements to offer the package, such as permits, licenses, and land-use permissions. The tourism businesses and attractions involved in offering the package(s) are responsible for any risks/liabilities associated with its delivery;
- Partners included in packages must meet all required permits, licenses, and permissions to operate, such as a tourist accommodation registration for accommodations. The package lead is responsible for verifying that accommodations have a valid registration number (as applicable);
- Be in good standing with the Provincial Registry of Joint Stock Companies, and the Province of Nova Scotia. TNS is a division of the Department of Communities, Culture, Tourism and Heritage; and
- Agree to report milestones/program feedback to TNS.



APPLICATION PROCESS

Each applicant will be assessed for best fit with program guidelines for 2024-25. All successful applicants will be contacted to further discuss the program with TNS staff. 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 activities may be supported. Advice on the outcome of your application is available after a formal decision has been made and communicated to you in writing. All program activities must be completed between the date of signed contract and March 31, 2025.

HOW TO APPLY?

Eligible businesses and attractions are invited to complete the online application at: <https://tourismns.ca/radiate-tourism-program-application-2024-25>

The application should outline how your package is unique, how it appeals to local and Atlantic region travellers by featuring one of the priorities, and how visitors can find more information online. Applicants can submit up to two packages, which can include existing packages and new package ideas.

Applications are open until **Wednesday, May 22, 2024 at 4:00 p.m.**

EVALUATION

Applications will be reviewed by a panel of experts from TNS and our Agency of Record.

PROGRAM CONTACT

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