

# TOURISM DIGITAL ASSISTANCE PROGRAM 2021/2022

TOURISM  
NOVA SCOTIA 

digital  
nova scotia 





## PROGRAM OVERVIEW

A strong online presence helps your business improve credibility, build brand recognition, and close the sale. The Tourism Digital Assistance Program (TDAP) can help you enhance or develop practical digital marketing tools. Through TDAP, Tourism Nova Scotia, in partnership with Digital Nova Scotia, will provide eligible tourism businesses with a qualified digital consultant's services to help you improve the visibility of your business online and deliver the services customers expect, like online booking.

Eligible program activities include:

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

Note: Purchasing digital advertising and photography/videography are not eligible program activities.

## 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 tourism businesses' requirements (up to a maximum of \$5,000). Upon acceptance to the program, Digital Nova Scotia will connect participants with the appropriate consultants based on the participant's business goals.

Approved businesses will provide a report upon completion of their project.

## WHO IS ELIGIBLE?

The program is open to Nova Scotia tourism businesses listed on NovaScotia.com and currently open or plan to open for the 2022 tourism season.

Businesses must demonstrate a need to update a component of their online presence and implement the identified goals and outcomes in 2021-2022. Businesses and organizations must be open and operational before applying to the program and 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 Tourism Nova Scotia and Digital Nova Scotia will review applications. Although an applicant may be eligible, eligibility does not guarantee acceptance into the program. Priority is given to small and medium-sized businesses whose primary focus is attracting and servicing visitors. Depending on the number of applications received and digital service providers' availability, approved participants may be matched with consultants at different stages between May 2021 and March 2022. Applicants will have an opportunity to indicate at what time of year they would prefer to begin their project. 2020-21 TDAP participants are eligible to apply. 2021-22 TDAP participants are not eligible to apply again this fiscal year.

## 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 receive up to \$5,000 in services from a qualified consultant who will guide them 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.

*"The project has transformed our online presence. We now have an active social media presence with posts that follow a targeted strategy. As owner, I have been introduced to tools and techniques that would allow me to carry the effort forward."*

- Greg Metcalf, Owner of Harbourview Inn, Smiths Cove, 2020 TDAP participant



## HOW TO APPLY?

Interested businesses can complete the online application form at:

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

The deadline to submit applications is **Friday October 8, 2021 at 4pm**

## PROGRAM CONTACT

For more information about the Tourism Digital Assistance Program or application process, please contact Cindy Wade, Business Development Coordinator, Tourism Nova Scotia or Claire Quirion, Project Manager, Digital Nova Scotia.

902-237-8170 | [cindy.wade@novascotia.ca](mailto:cindy.wade@novascotia.ca)

902-338-4788 | [DAP@digitalnovascotia.com](mailto:DAP@digitalnovascotia.com)

## 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 200 members, including startups, SMEs, multinational corporations, government, post-secondary institutions, and more.