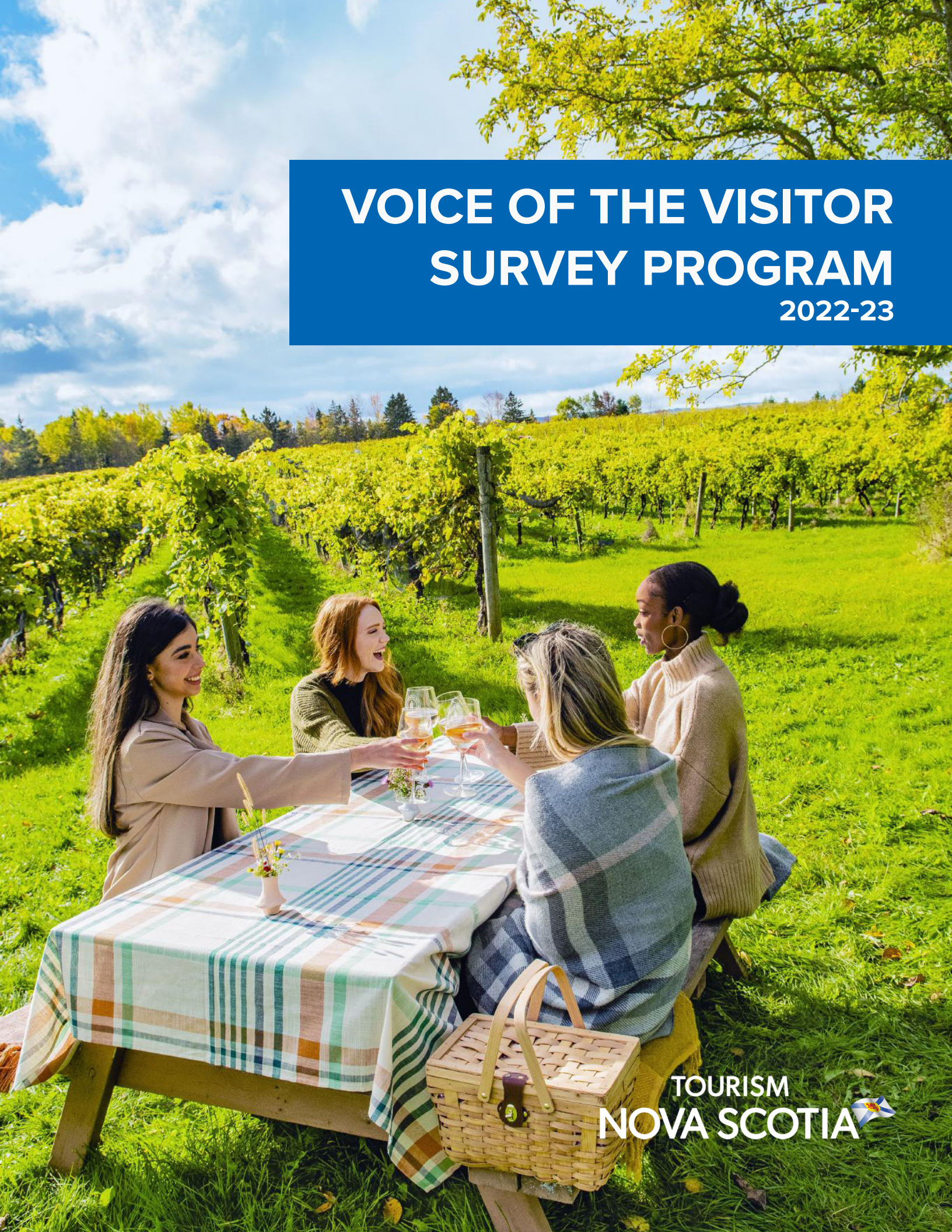


# VOICE OF THE VISITOR SURVEY PROGRAM

2022-23



TOURISM  
NOVA SCOTIA 





## WHAT IS THE VOICE OF THE VISITOR SURVEY PROGRAM?

Is there a question you would like to ask past visitors to Nova Scotia to help inform your plans and decision making?

Tourism Nova Scotia is inviting tourism businesses, organizations, and government partners to apply to participate in our Voice of the Visitor Survey Program. Selected partners will be paired with a qualified market research expert to develop questions that will be asked to a database that includes more than 80,000 past visitors to Nova Scotia.

Participating partners can submit up to 10 questions (including up to three (3) open-ended questions) to be included on a survey administered by Tourism Nova Scotia. Questions will reflect partners' research needs and interests and can range from questions about visitors' experience at a specific tourism business, attraction, or destination, to experience concept evaluation, to broader visitor travel motivators.

## BENEFITS OF PARTICIPATING

This is an opportunity to work with our research team to gain insights about visitors' perspectives on issues that are important to your business or organization. Tourism Nova Scotia and our market research partner will help you craft questions to effectively derive the feedback you are seeking, administer the survey, and provide you with a report that analyzes results for your questions. There is no cost to participate.





## HOW IT WORKS

Tourism industry stakeholders interested in participating in the survey can outline what topics/areas of interest they wish to have covered in the survey through an online application. Selected partners will meet with Tourism Nova Scotia to discuss their needs and then work with our market research partner to develop their questions for the survey.

Surveys will be conducted with members of Tourism Nova Scotia's Online Advisory Panel. The Online Advisory Panel includes approximately 80,000 members, English and French speaking, from across Canada, the United States and overseas. Although the panel is not intended to be representative of any particular demographic or population, screening questions may be included to identify a particular demographic or population that is of interest. The panel is an excellent source for engaging with past visitors to Nova Scotia.

Once the survey has been completed, partners will receive individual reports including analysis and data tables. Partner reports will not be distributed to the public or broader tourism industry, however Tourism Nova Scotia will retain ownership of the research and may use it for business planning and other purposes. While confidentiality is not guaranteed, Tourism Nova Scotia will not share sensitive or competitive information related to specific businesses or organizations with anyone other than that business or organization.

If multiple stakeholders indicate interest in the same topic, their questions may be combined in the survey, and they will receive shared reports. If topics or questions have been covered in a previous survey or are already covered by other Tourism Nova Scotia research products, applicants will be provided with the available information.

## WHO IS ELIGIBLE?

The Voice of the Visitor Survey Program is open, but not limited, to the following participants:

- Tourism businesses and organizations that are located in, or regularly conduct business in Nova Scotia, including but not limited to accommodation operators, tour operators, food and drink operators, and attractions
- Federal, provincial, and municipal government departments and agencies based in Nova Scotia
- Destination marketing organizations
- Tourism industry associations
- Community associations
- Business chambers and economic development organizations
- Academic or other research organizations
- Event organizers

### Applicants must:

- Be in good standing with the Provincial Registry of Joint Stock Companies and the Province of Nova Scotia
- Be compliant with all federal, provincial, and municipal laws and regulations. Fixed-roof accommodations must be registered with the provincial Tourist Accommodations Registry
- Businesses must have (or be eligible for) a NovaScotia.com business, attraction, or event listing

All questions and research topics must be directly related to travel and tourism in Nova Scotia. This is a competitive application process and eligibility does not guarantee acceptance into the program. Tourism Nova Scotia will assess applications based on relevance of the research topics to the tourism industry and to the partner business or organization, as well as previous and existing research, and alignment with Tourism Nova Scotia's mandate and priorities.

## HOW TO APPLY

Submit your application online at: <https://tourismns.ca/voiceofvisitor/application>

Applications for the **first** Voice of the Visitor survey must be submitted by **Wednesday, October 26, 2022, at 4pm.**

It is anticipated that Tourism Nova Scotia will conduct up to four surveys in 2022-23, with additional calls for applications to be announced. However, timing of surveys and future application opportunities will be determined by the level of demand.

## PROGRAM CONTACT

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