

# TOURISM DIGITAL ASSISTANCE PROGRAM

2026-27

TOURISM  
NOVA SCOTIA 



Nalu Retreat and Nordic Spa



## PROGRAM OVERVIEW

Improve your online presence to attract customers and close the sale. The Tourism Digital Assistance Program (TDAP) will help eligible tourism businesses increase their visibility online and provide the services customers expect, like online booking. Tourism Nova Scotia (TNS), in partnership with Digital Nova Scotia (DNS), will connect you with a qualified digital consultant to enhance or develop effective digital marketing or e-commerce tools and help build digital capacity.

Participants may receive any combination of the following services:

- Website Design & Development (includes AI Powered Chatbot and Automations)
- Social Media Planning
- Search Engine Optimization (SEO)
- Digital Marketing Planning
- Photography and/or videography to fill content gaps
- Copywriting
- Data Analytics
- Digital Branding & Design
- E-commerce
- Online Booking

## HOW DOES IT WORK?

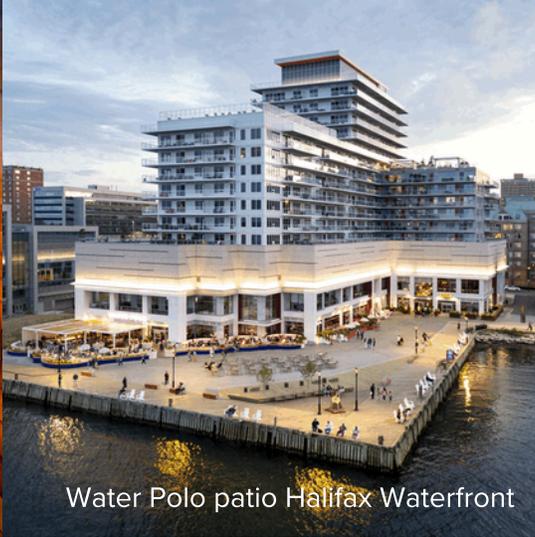
Eligible applicants will complete an online application, outlining their digital challenges and opportunities. Approved applicants will be matched with a qualified consultant for up to \$5,000 (tax inclusive) in services. Of this amount, up to \$1,000 can be used for subscription services and digital campaign testing, and up to \$3,000 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 up to 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 preferably start between late spring and fall, depending on participant preference, and must be completed by March 31, 2027. 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 the required timelines. An orientation session will take place with approved participants at the start of the project.



Sauna at Authentic Seacoast



Water Polo patio Halifax Waterfront



Lighthouse on the Jitney Trail

## WHO IS ELIGIBLE?

Tourism businesses and organizations must:

- Be listed on [NovaScotia.com](https://nova-scotia.com). 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.
- Meet all required permits, licenses, and permissions to operate. Roofed accommodations must be registered with the province's [Short-term Rentals Registry](#).
- Be open to travellers in 2026.
- Demonstrate a need to update a component of their online presence and implement the identified goals and outcomes prior to March 31, 2027.
- Have no overdue reporting or deliverables with TNS or DNS.
- Be in good standing with the Department of Communities, Culture, Tourism and Heritage, and the provincial [Registry of Joint Stock Companies](#).

TNS and DNS are dedicated to advancing equity, diversity, inclusion and accessibility (EDIA) in Nova Scotia. We encourage and prioritize applications from underrepresented businesses and organizations, as well as those that offer tourism activities that amplify and reflect underrepresented communities, experiences and voices. For example, preference will be given to applications from Mi'kmaq and African Nova Scotian businesses and organizations.

A panel from TNS and DNS will review and score applications. In addition to prioritizing EDIA applicants, preference is given to:

- Applicants who are expanding beyond their peak season and/or transitioning toward year-round operations.
- Tourism businesses and organizations whose primary focus is attracting and servicing visitors.
- Applicants offering tourism products and experiences that appeal to our target markets, including Nova Scotia's authentic culture and heritage, local flavours, or outdoor and coastal activities.
- Applicants who demonstrate a clearly defined digital need and commitment to enhancing their online presence.
- First-time applicants. If a past TDAP participant, please clearly identify in your application how additional services will support and build on previous work completed through the program.



## 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 **Thursday, April 16th, 2026, at 4 p.m. AST.**

Please note:

- After submitting your online application, a confirmation message will appear on the screen, and you will also receive an email confirmation. If you do not receive both, please contact [tdap@digitalnovascotia.com](mailto:tdap@digitalnovascotia.com).
- Incomplete applications will not be scored.
- Applications are subject to a competitive process, and acceptance will be based on the competitive evaluation and budget availability. 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.
- 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.



Marmalade Motel

## PROGRAM CONTACT

For more information, please contact:

Business Development at Tourism Nova Scotia

[TNSBusiness@novascotia.ca](mailto:TNSBusiness@novascotia.ca)

If you encounter any barriers or need accessibility support during the application process, please contact the program contact at least two weeks before the deadline for assistance.

## ABOUT TOURISM NOVA SCOTIA

As a division of Communities, Culture, Tourism and Heritage, Tourism Nova Scotia 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.

## ABOUT DIGITAL NOVA SCOTIA

Digital Nova Scotia (DNS) is the industry association for Nova Scotia's \$3.6 billion ICT and digital technologies sector, representing over 395 members, including startups, SMEs, multinational corporations, government, post-secondary institutions, and more.