Are you ready for TDAP?

TDAP covers up to $5,000 of digital work for Nova Scotia tourism businesses, 100% funded. Intakes open in early spring and close within weeks. Work through this list over the winter, and you'll be ready the day it opens.

Up to $5,000
in services, tax included

100%
covered: the program pays the consultant

Early spring
usual intake; work wraps by March 31

01 Can you apply?

- [ ] **Listed on NovaScotia.com.** No listing, no TDAP. A listing is free.
- [ ] **Open to travellers this year,** with your permits and licences in place.
- [ ] **In good standing** with the Registry of Joint Stock Companies. Have your registry number handy.
- [ ] **Roofed accommodations:** registered on the province's short-term rental registry.
- [ ] **A clear digital need** you can describe in a sentence or two.
- [ ] **Time to finish the work by March 31.**

02 Is your NovaScotia.com listing in shape?

- [ ] Open at least four days a week with set hours (13 consecutive weeks if seasonal)
- [ ] A fixed location or a published meeting point
- [ ] Liability insurance, and all regulations met
- [ ] A website or social page with accurate details
- [ ] A link to your reviews (Google, Tripadvisor and similar)
- [ ] 1 to 10 horizontal photos at 1920 × 1080, with no logos or text
- [ ] Updated at least once a year
- [ ] Accommodations: report occupancy monthly

03 What will make your application stand out?

It's competitive, and the panel scores applications. Tick what applies, and lead with it.

- [ ] **First time applying.** First-time applicants get priority.
- [ ] **Been before?** Show how the new work builds on your last TDAP project.
- [ ] **Extending your season,** or moving toward year-round.
- [ ] **Focused on attracting and serving visitors.**
- [ ] **Culture and heritage, local flavours, or outdoor and coastal** experiences.
- [ ] **Mi'kmaw or African Nova Scotian owned,** or from another underrepresented community.

04 What do you want the money to do?

- [ ] A new or better website
- [ ] Online booking
- [ ] E-commerce: gift cards, merchandise, tickets
- [ ] SEO, so people find you first
- [ ] Analytics (GA4) and reporting
- [ ] A digital or social media plan
- [ ] Copywriting
- [ ] Branding and design
- [ ] Photography or video (up to $3,000)
- [ ] Subscriptions and software (up to $1,000)

Good to know: TDAP can't be used just to buy ads. Photos it pays for are owned by Tourism Nova Scotia, shared with you, and may be used in provincial marketing. Digital Nova Scotia gives approved businesses a short list of consultants, and you choose.

05 Have these ready

- [ ] Your Registry of Joint Stock Companies number
- [ ] Your NovaScotia.com listing link
- [ ] Your current website and social links
- [ ] Access to your analytics, if you have any
- [ ] Your season dates, this year and next
- [ ] Two or three goals, in plain language

Want us to look it over?

A free chat. We'll tell you honestly whether TDAP fits, and write the application with you.

902-299-5666