

MI'KMAW TOURISM DIGITAL ASSISTANCE PROGRAM

2025-26 PILOT

TOURISM
NOVA SCOTIA 

NS4TE'N
NOVA SCOTIA
INDIGENOUS TOURISM
ENTERPRISE NETWORK

digital
nova scotia



Three Sisters at Cliffs of Fundy UNESCO Global Geopark



PROGRAM OVERVIEW

Do you want more travellers to find your tourism business online? Interested in enhancing your website with online booking or new photography? Want to better understand website analytics? The Mi'kmaw Tourism Digital Assistance Program (TDAP) is here to help. This pilot program offers Mi'kmaw and Indigenous-owned tourism businesses one-on-one support to build capacity and grow your online presence, so you can reach more customers, grow your business, and build digital capacity. Through this program, the Nova Scotia Indigenous Tourism Enterprise Network (NSITEN), Tourism Nova Scotia (TNS), and Digital Nova Scotia (DNS) will collaborate to connect you with a digital consultant who can help you build or enhance online tools, such as websites, booking systems, and social media, to grow your tourism business.

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 consultant for up to \$5,000 (tax inclusive) in services. 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 based on identified partner needs and priorities, as outlined in a Statement of Work. TNS will share the images with program partners to use within your online channels, such as websites and social media. TNS may use the content created in other marketing activities and upload it to the TNS digital content library to share with approved tourism industry partners.

Projects will start in late fall and must be completed by March 31, 2026. Approved applicants will sign a Letter of Agreement with DNS, commit to completing tasks and maintaining timely communication with NSITEN, DNS, TNS, and their digital consultant, and submit an end-of-project report within the required timelines. At the start of the project, a virtual orientation session will be held for approved participants.



WHO IS ELIGIBLE?

Tourism businesses and organizations must:

- Be a Mi'kmaq or Indigenous owned tourism business operator or attraction currently open to travellers.
- Be listed on [NovaScotia.com](https://nova-scotia.com) or apply for a listing within 7 days of submitting an application. 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 ineligible for the program.
- Meet all required permits, licenses, and permissions to operate.
- Demonstrate a need to update a component of your online presence and implement the identified goals and outcomes prior to March 31, 2026.
- Not have overdue program reporting/deliverables with DNS or TNS.
- 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. Roofed accommodations must be registered with the province's [Short-term Rentals Registry](#).

A panel led by NSITEN in collaboration with TNS will select up to 10 pilot participants. Priority is given to: Tourism businesses and organizations whose primary focus is attracting and servicing visitors. Preference will be given to applicants offering tourism products and experiences that appeal to Nova Scotia's target markets, including authentic culture and heritage, local flavours, outdoor and coastal activities. Note: If you are already in the Tourism Digital Assistance Program 2025/26, you are ineligible for this pilot program.

WHAT ARE THE BENEFITS OF PARTICIPATION?

The majority of travellers plan their trips online, and 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 find trip-planning information 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://forms.gle/8vDD2dLBfCY85byG8>

Application deadline is **Thursday November 12, 2025, at 4 p.m. AST.**



Mi'kmawey Debert Interpretive Trail

Please note:

- After submitting your online application, a confirmation message will appear on-screen, and you will receive an email confirmation of your application. If you do not receive both, please get in touch with nsiten.sm@gmail.com.
- 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.
- NSITEN 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 complete the activities jointly identified.

PROGRAM CONTACT

For more information, please contact:

Stephanie Moreau
Development Coordinator, Nova Scotia Indigenous
Tourism Enterprise Network
902-614-9776
nsiten.sm@gmail.com

ABOUT NOVA SCOTIA INDIGENOUS TOURISM ENTERPRISE NETWORK

NSITEN is a volunteer, not-for-profit cultural tourism organization based in the ancestral territory of the L'Nu (Mi'kmaw) people of Mi'kma'ki. NSITEN provides business development, training, and capacity building for L'Nu / Mi'kmaw and Indigenous-owned businesses year-round through a targeted approach that connects the organization to grassroots voices.

ABOUT TOURISM NOVA SCOTIA

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