



#ShineOnTourism Campaign Guide

EVENTS & FESTIVALS

We know that many events & festivals look different this year – or are waiting until next year. That doesn't mean you can't celebrate the fantastic impact events & festivals have on our communities! We've created some content suggestions for you to get involved in #ShineOnTourism campaign, helping to remind Nova Scotians to be welcoming ambassadors and generating support for the return of events. Feel free to use these word-for-word, or as inspiration for your own content!

Title	Nova Scotia Tourism Confidence Campaign: #ShineOnTourism
Hashtag	#ShineOnTourism
Webpage	www.shineontourism.ca
Facebook Page	www.facebook.com/NovaScotiaShineOn
Graphics	Available for download via Toolkit on ShineOnTourism webpage <i>*See the Template Tip Sheet for how to use the templates with your own images.</i>

General Content Ideas

- Did you know that (INSERT EVENT NAME) generates an average of (INSERT AMOUNT) to the (INSERT COMMUNITY) each year? #ShineOnTourism
- Did you know that (INSERT EVENT NAME) employees an average of (INSERT AMOUNT) people each year? #ShineOnTourism
- Tourism is a driving force in every region of Nova Scotia, employing thousands of workers directly and indirectly. We're proud to contribute to our communities and their economies. #ShineOnTourism
- Nova Scotia's event organizers have implemented strong health and safety protocols to keep you safe #ShineOnTourism
- It's not just ticket sales – festivals bring employment opportunities, purchase supplies from local vendors and attract visitors from near and far #ShineOnTourism
- 1 in 10 Nova Scotians work in the tourism sector. When you explore your home, you're supporting your friends, neighbours and community. #ShineOnTourism
- We've celebrated many festivals virtually this year – we can't wait to celebrate in person again #ShineOnTourism
- In 2019, over (INSERT NUMBER) people attended (INSERT EVENT NAME). We can't wait to welcome you all back again—and then some! #ShineOnTourism
- Most (INSERT EVENT NAME) attendees stay at least 3 nights in (INSERT COMMUNITY), filling our accommodations, restaurants, pubs and shops #ShineOnTourism





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#ShineOnTourism Spotlight Series Content Ideas

The Spotlight Series focuses on the people and businesses that make tourism shine with mini-profiles on social media.

Content Idea	Image Suggestion
This past year, in just a few months, the (INSERT FESTIVAL NAME) figured out how to bring the entire event to your living room #ShineOnTourism	Use ShineOnTourism Photo Template over image of staff.
(INSERT EVENT NAME) volunteers handle everything from picking up performers at the airport to helping guests find seats, and they do it with a smile! #ShineOnTourism	Use ShineOnTourism Template over image of staff. Example below: 
Meet (INSERT STAFF NAME). S/he is smiling behind her/his mask, ready to help make your next event special #ShineOnTourism	Use ShineOnTourism Template over image of staff. Example below: 

Other Content Suggestions

- Share attendee testimonials about positive experiences at the event/festival
- Highlight partnerships/packages with other local businesses
- Promote job openings and encourage applications
- Highlight health and safety protocols, and any other steps you've taken to provide a safe experience
- Share any new renovations, additions, amenities etc. that enhance the experience
- Showcase volunteer contributions