



# #ShineOnTourism Campaign Guide

## INDUSTRY ASSOCIATIONS

We've created some content suggestions for partners organizations to get involved in #ShineOnTourism campaign, helping to remind Nova Scotians to be welcoming ambassadors and inspire support for the Nova Scotia's tourism industry. Feel free to use these word-for-word, or as inspiration for your own content!

<b>Title</b>	Nova Scotia Tourism Confidence Campaign: #ShineOnTourism
<b>Hashtag</b>	#ShineOnTourism
<b>Webpage</b>	<a href="http://www.shineontourism.ca">www.shineontourism.ca</a>
<b>Facebook Page</b>	<a href="https://www.facebook.com/NovaScotiaShineOn">www.facebook.com/NovaScotiaShineOn</a>
<b>Graphics</b>	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 tourism has the highest multiplier effect of any economic sector? For every \$1 spent in tourism, another \$3.2 is generated in the community! (Stat courtesy of the World Travel & Tourism Council). #ShineOnTourism
- In 2019, over 39,000 Nova Scotians were employed in tourism. Your friends and neighbours who work in the sector are ready to give you the summer you've been dreaming of #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
- 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
- Did you know you can experience some of Nova Scotia's finest products, delivered to your front door? (LINK TO LOCAL BUSINESS, MARKET OR FAIR) #ShineOnTourism
- Brighter days are finally here and it's time to #ShineOnTourism! We've crushed the third wave, and now we can safely enjoy the beauty of our home—and its people—once again. #ShineOnTourism
- Nova Scotians, let's be ready with a warm welcome as guests return to the province. The tourism industry is working hard to keep you safe. #ShineOnTourism
- When the time is right, why not reunite with family and friends here in Nova Scotia? We're ready to make your trip one to remember! #ShineOnTourism
- When tourism shines, we all feel the glow. As guests return to our province, let's do what we do best and shine on. #ShineOnTourism
- With the Clean it Right program, Nova Scotia's tourism businesses have implemented the highest levels of health and safety protocols to provide you with a safe experience from start to finish. #ShineOnTourism



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### #ShineOnTourism Spotlight Series Content

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

Sample Content	Sample Image
<p>The team at Compass Distillery quickly pivoted to producing hand sanitizer in March 2020, donating bottles to health and community organizations, helping to keep Nova Scotians safe during the COVID-19 pandemic. #ShineOnTourism</p>	
<p>*INSERT NAME* has been a host with the Miners Museum for over 20 years. Known for his welcoming smile and booming laugh, *INSERT NAME* has shared Cape Breton's mining history with visitors from around the world. #ShineOnTourism</p>	
<p>*INSERT BUSINESS HERE* employs over 70 people in the Annapolis Valley, who are all dedicated to creating award-winning wines and top-notch customer experiences #ShineOnTourism</p>	<p>Use ShineOnTourism Template over image of winery staff</p>
<p>From plexiglass shields to new table layouts to enhanced cleaning protocols, check out all the steps *INSERT BUSINESS HERE* have taken to keep your experience safe. #ShineOnTourism</p>	<p>Use photos of new safety enhancements.</p>
<p>*INSERT BUSINESS HERE* have served locals and visitors alike delicious coffee and treats for the past 20 years. We can't imagine *INSERT TOWN* without them.</p>	<p>Use photo of business</p>

### Other Content Suggestions

- Sharing the stories/videos of award-winning businesses/people (i.e. Pineapple Awards)
  - Develop list of award-winning products/members
  - Create "Day in the Life" profiles to demonstrate level of community involvement and how much work is involved in running a tourism business
  - Create infographics showcase economic contributions of tourism industry to overall economy
- Contest to highlight resiliency/innovation of association members