

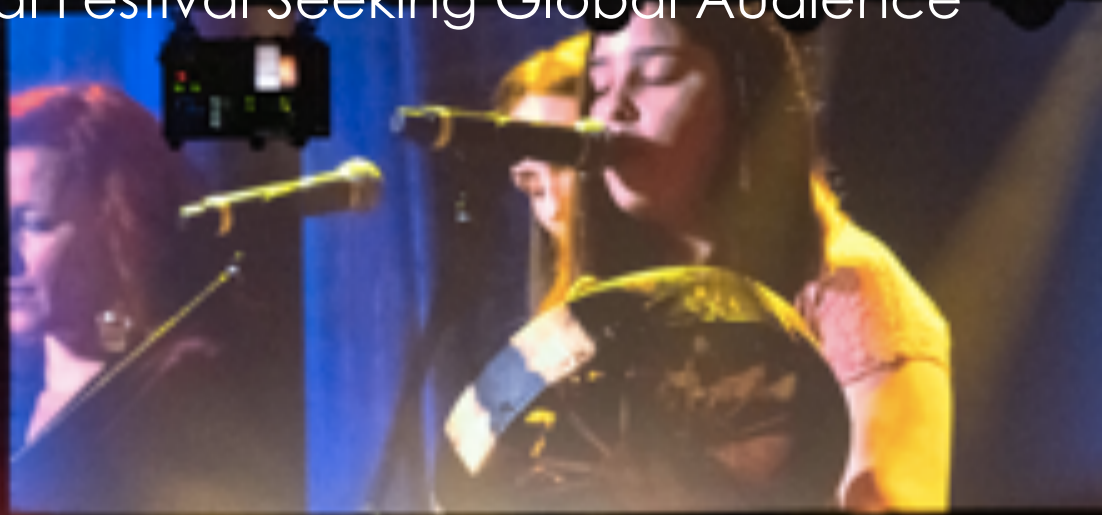


INNOVATIONS IN NICHE MARKETING

MIKE MACSWEEN, EXECUTIVE DIRECTOR

Niche Marketing

Critical for International Festival Seeking Global Audience



YOU CAN'T TURN A TOURIST INTO A CELTIC MUSIC FAN, BUT YOU
CAN TURN A CELTIC MUSIC FAN INTO A VISITOR

MARKETING INNOVATIONS

A large crowd of people is seated in a stadium or arena, facing towards the left side of the frame. The scene is dimly lit with a strong blue hue, suggesting stage lighting. In the background, there are tiered seating areas and some illuminated structures, possibly part of the venue's architecture or stage set. The overall atmosphere is that of a large-scale event, likely a concert or festival.

WE MARKET DIRECTLY TO MUSIC FANS

Partnership & Promotions with other Trad/Folk/Celtic Festivals



International Folk Music Publications



Email Newsletter

Celtic Colours 2019 begins tomorrow! [Inbox x](#)

Celtic Colours International Festival [via](#) em.secureserver.net Thu, Oct 10, 9:07 A
to me ▾



Celtic Colours 2019 starts tomorrow!

Can't join us? Be sure to watch Celtic Colours Live!



We'll be coming to you live every night of the Festival!

Tune in from October 11 - 19 to watch a different show each night. We do not announce which concerts will be streamed in advance so enjoy the surprise night after night! And be sure to join in on our fun and informative live chat and connect with other Celtic Colours fans from around the world!

Each show will be made available for viewing in its entirety until the next evening.

[Watch Celtic Colours Live](#)

Social Media



Celtic Colours
International
Festival 
[@celticcolours](#)

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 Photo/Video

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...

Posts



Celtic Colours International Festival

2 hrs · 

Check out [Sean Purser's](#) review and photo feature of this year's Festival for [@folkradiouk](#). Sean enjoyed an Island-wide adventure taking in a whole slew of concerts... from the kickoff with The



Celtic Colours
3,607 Tweets



Celtic Colours

@Celtic_Colours

Celebrate our living Celtic culture October 11-19 when the 2019 Celtic Colours International Festival takes place in 60+ communities across Cape Breton Island

 Cape Breton, Nova Scotia  [celtic-colours.com](#)  Joined April 2009

1,438 Following 7,831 Followers

4.8

4.8 out of 5 - Based on the opinion of 99 people

Community

[See All](#)

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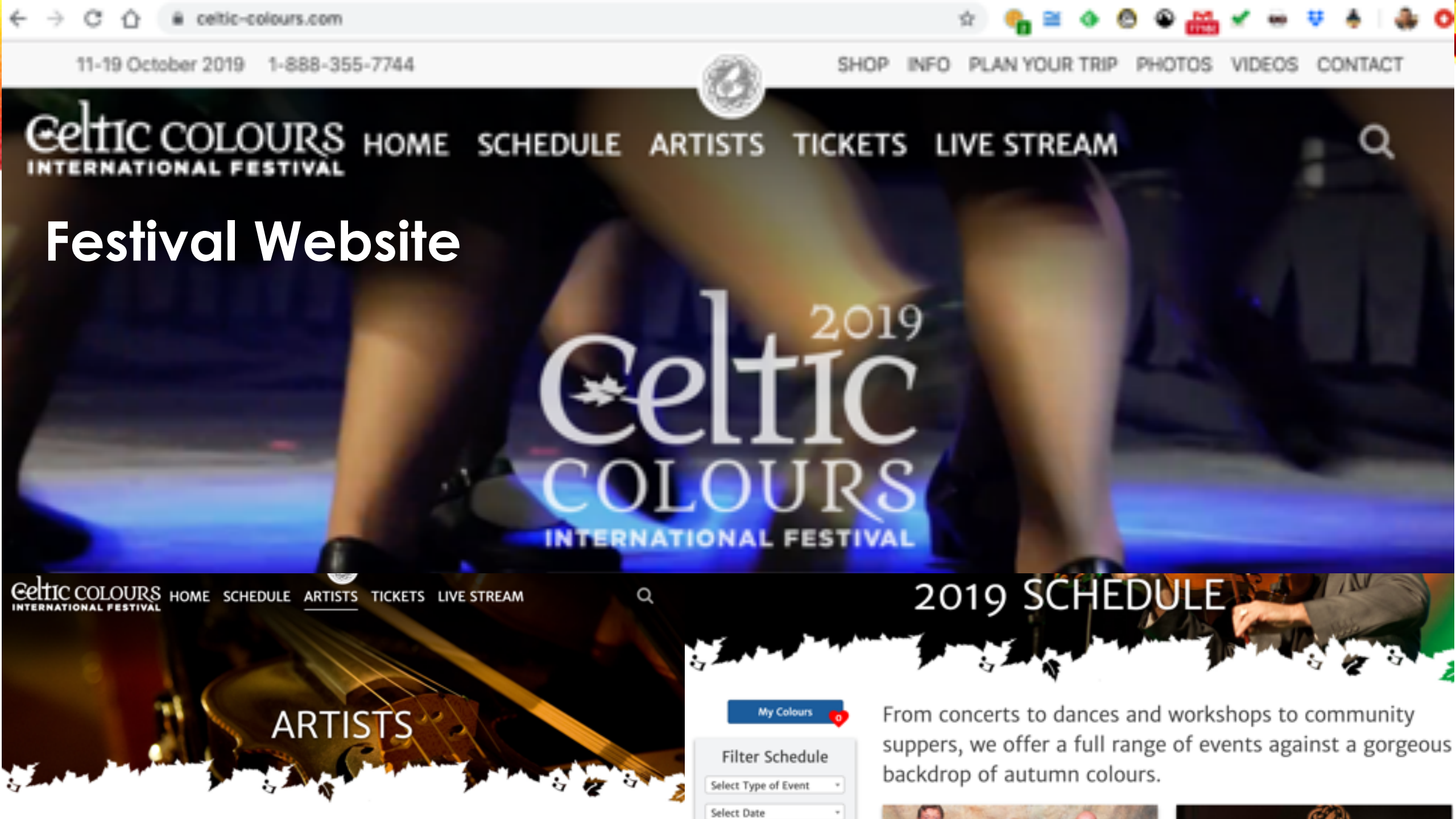
 23,714 people like this

 24,747 people follow this

 [David Douglas](#) and 252 other friends like this or have checked in



 621 check-ins



11-19 October 2019 1-888-355-7744

SHOP INFO PLAN YOUR TRIP PHOTOS VIDEOS CONTACT

Celtic COLOURS
INTERNATIONAL FESTIVAL

HOME SCHEDULE ARTISTS TICKETS LIVE STREAM



Festival Website

2019
Celtic
COLOURS
INTERNATIONAL FESTIVAL

Celtic COLOURS
INTERNATIONAL FESTIVAL

HOME SCHEDULE ARTISTS TICKETS LIVE STREAM



ARTISTS

2019 SCHEDULE

My Colours

0

Filter Schedule

Select Type of Event

Select Date

From concerts to dances and workshops to community suppers, we offer a full range of events against a gorgeous backdrop of autumn colours.



About 14,500,000 results (0.67 seconds)

Nova Scotia Festivals | Celtic Colours Music Festival

 www.celtic-colours.com/nova-scotia/festivals

300+ Community Experiences, 50+ Concerts Island-Wide, 9 Unforgettable Days & Nights. See Our 2018 Schedule. Cape Breton in Autumn. Community Cultural Events. World Class Concerts. International Festival. Late Night Festival Club.

📍 37 Nepean Street, Sydney, NS - Open today · 10:00 a.m. – 4:00 p.m.

Schedule

Browse Our Full Range of Events.

Festival Map

Find The Locations of Multiple Attractions.

Contact Us

Need Some Assistance?
Reach Out To Us!

Testimonials

Hear What People Have To Say
About Celtic Colours.

Celtic Colours International Festival – 11-19 October 2019 ...

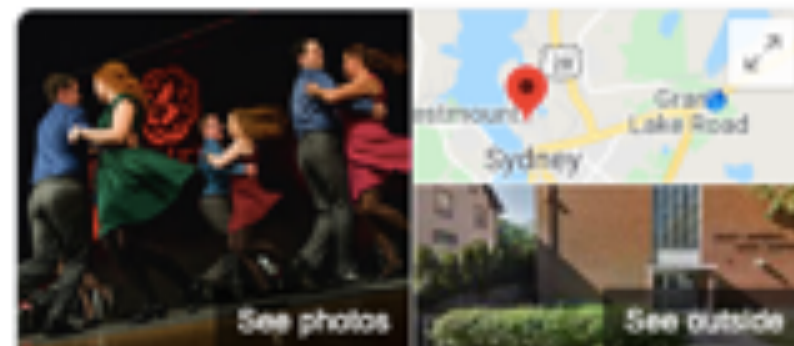
<https://celtic-colours.com>

Celtic Colours is an experience like no other. For nine days in October, Cape Breton Island is alive with music, energy and excitement as people come from far ...

You've visited this page 4 times. Last visit: 13/10/19

Schedule

2019 Venues and Communities



Celtic Colours International Festival

[Website](#)[Directions](#)[Save](#)

4.8 ★★★★★ 4 Google reviews

Festival in Sydney, Nova Scotia

Address: 37 Nepean St, Sydney, NS B1P 6J7

Hours: Open - Closes 4 p.m.

Phone: +1 888-355-7744

Province: Nova Scotia

[Suggest an edit](#)



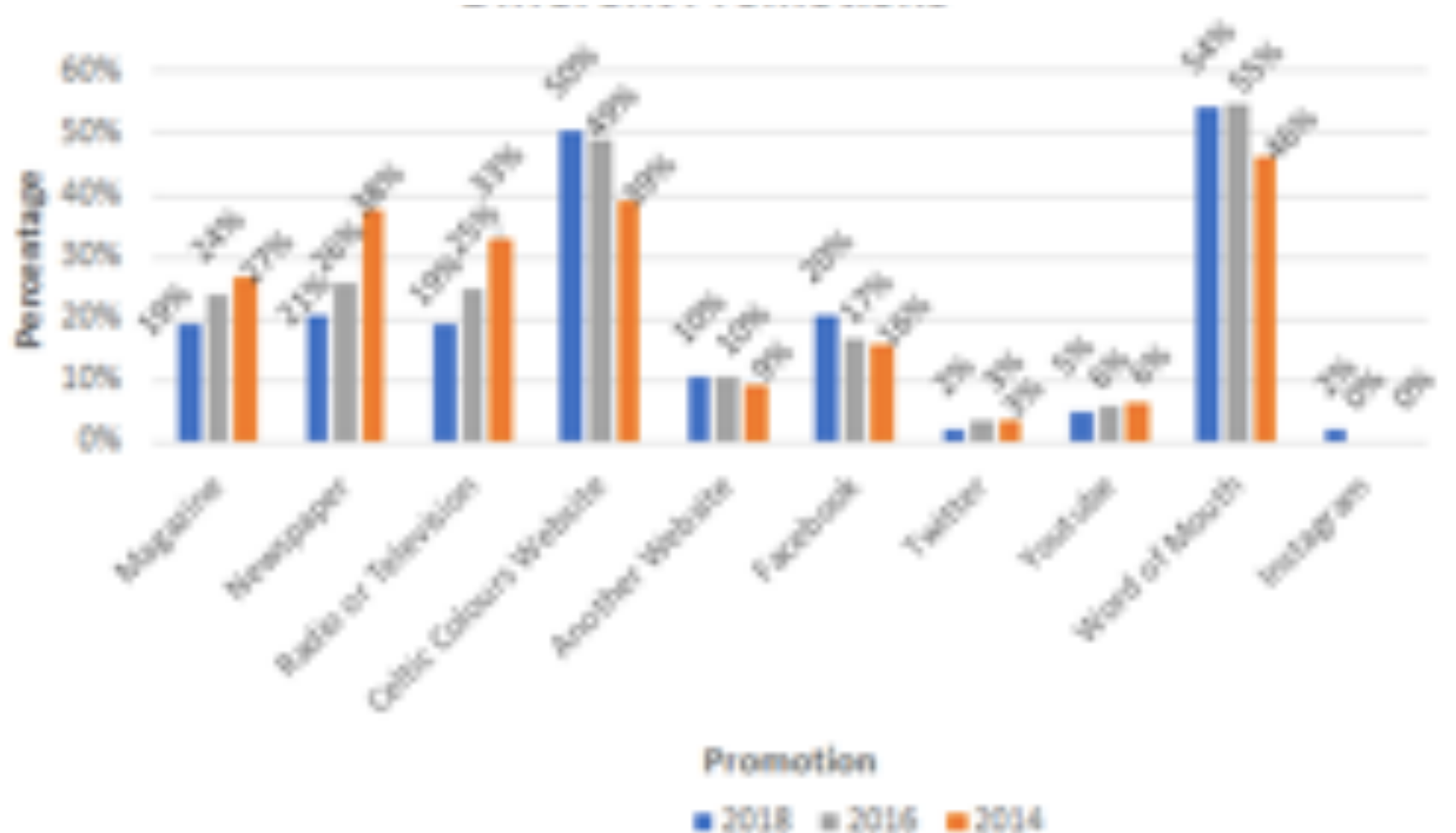
Watch Celtic Colours Live!

Tune in each night of the Festival for Live Streamed performances.
October 11-19 • 7:30 pm Atlantic • 6:30 pm Eastern



- PROVIDE A TASTE OF THE FESTIVAL
- STAY ENGAGED WITH RECURRING AUDIENCE
- UNIQUE SPONSORSHIP ASSET

HOW DID YOU HEAR ABOUT THE FESTIVAL?





CONCLUDING COMMENTS

- Niche Marketing is critical to our Festival - effective and cost efficient.
- Because of the significance of social media and word of mouth (which may include social media too), providing a quality experience to attendees is critically important. Never before have people had more power to shape marketing success.
- People rely more each year on the internet to not only find information on the Festival, but also to purchase tickets (70% in 2019).



THANK YOU!

MIKE MACSWEEN, EXECUTIVE DIRECTOR