



2021 EXPERIENCE GUIDE PARTICIPATION CRITERIA & BENEFITS

The guide is open to experiences and experience packages that meet the following criteria:

- The content of the experience and/or experience package needs to focus on authentic Cape Breton experiences. When developing your experience or package, think “only in Cape Breton!”
- The experience needs to fit within one of the experience categories being sought by visitors: outdoor adventure, coastal/water adventure, living cultures (Mi'kmaq, Acadian, Celtic/Gaelic), culinary experiences, history, music & the arts, or golf.
- Provide the price point for the experience/package that clearly indicates the rate per person, per couple or per family. If the package includes accommodations, it should state whether the rate is based on single, double or family occupancy.
- The required information (text description and photo) are provided by the submission deadline below

The 2021 Experience Guide will have an Atlantic Canada distribution of 120,000 copies as follows:

- Saltscapes Food & Travel Guide insert (distributed within Sobeys within Atlantic Canada only)
- Provincial and Cape Breton Island visitor information centres
- Tour operators and wholesalers

Additionally, each participant will receive digital marketing benefits, including:

- Experiences/packages will be featured in Facebook and Instagram ads to qualified visitors to VisitCapeBreton.com (re-marketing) as part of Destination Cape Breton's digital marketing campaign
- Experiences/packages will be featured on Destination Cape Breton's social media channels (Facebook, Instagram and Twitter)
- Experiences/packages will have top-tier sorting on all relevant listing pages of VisitCapeBreton.com
- The Experience Guide will include messaging which urging readers to visit operators' websites for the most up-to-date Covid-19 information.
- Experiences/packages will also be promoted through an E-version of the guide
Participating operators will receive detailed analytics report on their experiences/packages on VisitCapeBreton.com at the conclusion of the 2021 season.