

Participation Criteria:

- Industry participants must be licenced with Tourism Nova Scotia
- Experiences and experience packages must be “authentically” Cape Breton Island
- Participants must be able to provide the required information by the stated timeline below
- Experiences or experience packages must include a price point

Participants will receive the following benefits:

- Distribution of approximately 300,000 in the following areas:
 - Saltscapes –Food & Travel (Ontario), Summer 2019 Issue
 - Bay Ferries – Wood Island, Digby and Yarmouth
 - Visitor information centres
 - Tradeshows
 - Tour operators and wholesalers
- An E-version will also be available.
 - Preference for media and travel trade fam tours.
 - Enhanced profile on cbisland.com, including additional photos and option for video.
 - Featured experiences/experience packages, shared on cbisland.com, Facebook, Instagram and Twitter.
 - Top-tier sorting on all relevant listing pages of cbisland.com.
- A detailed analytics report on the partner's cbisland.com web content.