

TIP SHEET #9

A GUIDE TO DESCRIBING YOUR EXPERIENCE

An engaging description helps travellers imagine themselves taking part in your experience, which can motivate sales. What will they see, taste, smell, and do? How will they feel? Focus on their emotions, the benefits of participating, and the unique experience aspects that appeal to your target market.

EXAMPLE: Ocean Ceilidh & Seafood Adventure Celtic Music Interpretive Centre, Judique, Nova Scotia



Kick up your heels to jigs and reels of bagpipers and fiddlers serenading your Cape Breton Island adventure. Dine seaside on lobster, then hop aboard a fishing boat for an exclusive ceilidh (Celtic party) at sea and local whisky tasting. You'll be dancing like a local in no time!

Highlights

- Board an authentic lobster fishing boat for a sunset sail and Ceilidh with lively locals
- Savour local beers and wines like Nova 7, Nova Scotia's award-winning sparkling wine
- Dine seaside on lobster, crab cakes, seafood chowder, and other Cape Breton favourites
- Take part in a private Cape Breton step dance instruction from Chrissy Crowley of the local band Còig
- Enjoy Glen Breton single malt whisky from award-winning Glenora Distillery, North America's first single malt whisky distiller

Meet fellow travellers at the Celtic Music Interpretive Centre in Judique over sparkling Nova 7 wine and local craft beer. Then, walk along the Celtic Shores Coastal Trail to an afternoon of ocean-side music, food, and fun. Dance along with fiddle music, hear Cape Breton stories, and have fun pronouncing Gaelic phrases with your local guide, musician, and Celtic culture insider. Savour Cape Breton crab cakes, seafood chowder, fresh lobster, and delicious blueberry bread pudding with caramel sauce—our specialty! The fun continues as you hop aboard a fishing boat for an exclusive sunset ceilidh and Glen Breton single malt whisky tasting from Glenora Distillery.

Dates: July 19, August 17, August 3, September 14

Price: \$370 per person

The experience takes place from approximately 4pm - 9pm, depending on sunset times.

For more information and to book your spot visit our [website](#), call us at 902-787-2708 or email info@celticmusiccentre.com.

Cancellation Policy

Cancellations made less than 30 days prior are non-refundable. Participants will be notified 72-hours in advance if tour is cancelled due to inclement weather forecast or unforeseen circumstances.

Good to Know: Bring your camera, comfortable shoes, and a sweater or jacket. Space is limited to a maximum of 16 people. Participants must be 19 years of age or older.

WRITING TIPS

General guidelines:

- Speak in a conversational, welcoming tone
- Use fewer words
- Use active words like discover, savour, explore
- Focus one idea or topic per paragraph
- Focus one main point per sentence

Using bullets:

- Keep content brief
- Focus on the most important points
- Help visitors scan information quickly

DESCRIBE YOUR EXPERIENCE

Title: As a best practice, keep your title to four words or less, be clear on key elements, and have fun. Use this opportunity to think about what words visitors will use when searching online for an experience like yours and incorporate them into your title to increase your chances of appearing in search results. Outline the highlights of your experience first to pull out the strongest elements to capture in your title.

Highlights: Use a bulleted list to showcase the most compelling experience elements. Lead with three to five short bullet points (a few words each) of highlights most appealing to your target visitor.

Descriptive content: Include a brief description that clearly tells the story of what the visitor will experience when they book with you. Your description should provide more detail on the activities of your experience complimenting the highlights section. Keep your description to around three sentences with a max of five.

Booking information: Visitors from further away start planning their trips further in advance. Consider promoting your experience dates at least one year in advance so visitors will see it during their trip planning and can reserve their spot! In this section include:

- **Availability and dates:** List the dates your experience is available. If dates sell out, mark them as "Sold Out" on your website and NovaScotia.com listing to demonstrate popularity. If you add additional dates, be sure to update availability on your listings.
- **Price:** Clearly indicate the price of your experience, such as per person or per couple. Be sure to include any available packaging options such as accommodations and transportation.
- **How to book:** Booking online is best! If not available, make sure your email and phone number are clear. Ensure visitors can find, view, and book your experiences year-round.

Visitor reviews: Endorsements are a powerful addition to your description. People trust word of mouth more than anything else. *Look on popular review sites such as TripAdvisor, to see what visitors are saying, and consider adding testimonials to your listing. You can also add relevant awards, such as 'Best Restaurant in Nova Scotia' or media accolades. If you don't have any guest comments or reviews yet, that's OK, you can add this section later. Encourage guests on your experience to write reviews and share on social.

* While review sites like TripAdvisor try to make it easy for you to link up with them using tools like 'widgets', showing information such as your ratings, review snippets, and awards, it is best practice to check each site's terms of use. When in doubt, always ensure you have permission to share a review.

Good to know: Mention important details you need to share with your guests before the experience, such as a minimum number of guests required for the experience to take place, recommendations for what guests should bring with them, dietary requirements, or special clothing they should bring. Let visitors know what to plan for and expect.

Cancellation policy: What is your cancellation policy? Is the experience offered rain or shine? If not, are alternative dates or activities provided? If the experience is weather-dependent, when will you decide to cancel (e.g. 24 hours' notice). How will you contact your guests to inform them if the experience date is cancelled? Ensure you have contact details and can reach your guests even as they're travelling.

For example: *If guest cancels at least 72 hours prior, the experience will be fully refunded; if cancelled less than 72 hours prior, a 50% refund will be given. If cancelled less than 24 hours prior, no refund will be given. If the experience is cancelled by the operator, guests are fully refunded.*