

Take Your Time.

Visitors love Cape Breton Island — they just wish they had stayed longer. Extending the average visit is one of our greatest shared opportunities, and as an operator you are on the front line of making it happen.

You have an important role to play.

This toolkit gives you the messaging and campaign assets to help every guest slow down and stay a little longer. Start putting them to work today.

Destination Cape Breton

20 Keltic Drive, Sydney, Nova Scotia · visitcapebreton.com

01 Why this matters

Visitors don't regret coming to Cape Breton Island — they regret not staying longer.

Two in three past visitors felt that three to four days wasn't enough time to take in the soul of the Island. *Take Your Time* answers that wish: it invites travellers to slow down, stay flexible and experience the Island unhurried.

Your role is simple. Weave the message into the moments you already share with guests — confirmation emails, check-in conversations, social posts — so a one-night stop becomes a place people settle into.

One extra day changes everything.

Growing the average stay from 4.4 to 5.4 days represents a **\$125 million** annual impact for the Island's economy. Every operator who encourages "that extra night" moves the needle.

02 The mindset in four principles

Leave room

Don't fill every hour. Build space into the experience.

Go deeper

Offer fewer, richer experiences instead of more stops.

Stay-longer moments

Sunsets, music nights, conversations, unexpected discoveries.

Make it personal

Local stories beat generic attractions every time.

03 Copy you can use today

Drop these straight into your channels. Adjust the wording to sound like you — just keep the unhurried spirit.

PRE-ARRIVAL & BOOKING EMAILS

"You're on Cape Breton Island time now. Take your time — most visitors tell us they wish they had stayed longer."

"Cape Breton Island is best experienced unhurried. If your plans are flexible, take your time and consider giving yourself an extra day."

"If your schedule allows, consider adding another night — you'll discover even more when you slow down."

WEBSITE & ACCOMMODATION PAGES

"Take Your Time. Cape Breton Island isn't meant to be rushed."

"This isn't a one-night stop. It's a place to settle in."

"Most visitors wish they had planned more time here. We recommend staying at least 2–3 nights to fully experience the beauty, culture and pace of the Island."

SOCIAL CAPTIONS

"The best moments here aren't scheduled. #TakeYourTime"

"You could rush through... but why would you? #TakeYourTime"

"Stay for the view. Stay longer for everything else."

"Cape Breton Island rewards those who don't rush."

04 Frontline conversation scripts

Your team is the heartbeat of the visit. A few natural lines at the right moment plant the seed to stay — or to come back.

CHECK-IN

“How long are you staying? If you find you want more time, let us know — we can help you extend your stay.”

DURING THE STAY — SHARING A RECOMMENDATION

“If you've got some extra time tomorrow, there's a great spot just down the road worth taking your time for.”

“Take the scenic route if you can — that's part of the experience.”

CHECK-OUT — ENCOURAGING A RETURN

“There's always more to discover here. Next time, take your time and give yourself a few extra days.”

“Now you know why people come back.”

05 Campaign assets & how to use them

Destination Cape Breton has built ready-made creative so you can connect your own photos, videos and stories to the wider *Take Your Time* message.

ASSET	HOW OPERATORS USE IT
Branded GIFs & stickers	Add our official <i>Take Your Time</i> GIFs and stickers to your posts and Stories for an instant, consistent campaign look — see how below.
Hero video	The campaign's signature video — share it so the Island's story is told with a single, consistent voice.

HOW TO FIND AND USE OUR BRANDED GIFS

Our official GIF and sticker channel, **Visit Cape Breton Island**, is live on GIPHY at giphy.com/CBIsland. To add our GIFs to your posts:

- **On Instagram or Facebook Stories:** open the sticker tool, tap the GIF icon and search "Cape Breton Island" or "CBIsland." Our official stickers should appear first since they're tagged to the channel.
- **In iMessage or Twitter/X:** search "Cape Breton Island" in the GIF picker (both platforms pull from GIPHY's library).
- **Direct from GIPHY:** visit giphy.com/CBIsland to browse and download the full set.

A NOTE FOR POSTING

Search "Cape Breton Island" rather than just "Cape Breton" to make sure our official branded content surfaces first over generic results.

Have questions or need a hand getting started? Reach out to the **Destination Cape Breton Marketing Team** at marketing@visitcapebreton.com — we're happy to help.

06 Visual & content direction

Show this

- Quiet moments, not just highlights
- People connecting
- Landscapes with space and stillness
- Times of day — sunrise, dusk

Avoid this

- Overpacked itineraries
- "Top 10 in 24 hours" style content
- Rushed, high-energy pacing

07 Turn the message into bookings

EASY PACKAGE IDEAS

- **"Stay Awhile" multi-night package** — 3+ nights, a suggested slow itinerary, local recommendations and optional add-on experiences.
- **"Add One More Night" offer** — *Extend your stay and save 15% on your additional night. Because one more day makes all the difference.*
- **Partner bundles** — pair accommodation with a nearby experience and cross-refer with neighbouring operators.

SAMPLE PARTNER COPY

"Staying with us? Don't miss [Partner Experience] — the perfect way to spend an unhurried afternoon."

Take Your Time is more than a campaign — it's how we collectively invite visitors to experience Cape Breton Island the way it's meant to be experienced.