

Identifying Stories of Hope

This worksheet is designed to help you in developing stories by identifying shareable moments and experiences in your destination, turning those into stories that you can ultimately market and communicate.

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Sharable Moments - e.g. sunset picnic at a signature spot in
your destination

From Moments to Stories

What is the story behind this moment? Who, w	vhat, why?

Stories of Hope

What is the morale in this story? What is th	ne sharable moment
in it? What can put your destination out the	ere?

EXPERIENCES

Think about experiences for your visitors which you could create content around

EVENTS & PEOPLE

What happened in your destinations that is worth sharing with the rest of the world? Who are the people that have a fantastic story? What are those businesses that can be taken as an example for the whole industry?