

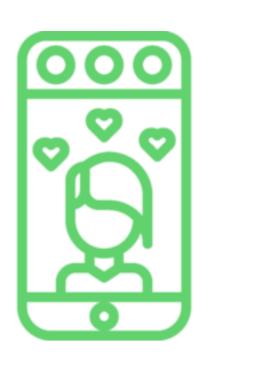


This worksheet is designed to help you in developing stories by identifying shareable moments and experiences in your destination, turning those into stories that you can ultimately market and communicate.



P Destination Moments

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, what, why?



Marketing Stories

How can this story be used to market your destination?

EXPERIENCES



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



Think about events at your destination which you could create content around