

WHY JUST VACATION WHEN YOU CAN

BAY-CATION

IN SAINT JOHN & THE TOWNS BY THE BAY

With the positive response to our “Bay-cation” Campaign, we wanted to share some information to help you talk to your followers about bay-cationing with you and in the Saint John Region. Below, you’ll find social media resources, campaign phrases or themes you can weave into your messaging, as well as links to graphics you’re welcome to use.

SOCIAL MEDIA

CHANNELS

Be sure to follow our destination channels and tag us so we can easily see and share your posts.

- Instagram: @discoversaintjohn
- Facebook: @discoversaintjohn
- TikTok: @discoversaintjohn
- X: @visitsaintjohn

HASHTAGS

Use the hashtags [#SJTownsByTheBay](#) and [#baycation](#) on your posts.

GIPHYS

Search keyword [bay-cation](#) to find GIFs you can use on your socials. Check back often as we add more to the GIF collection.

MEDIA HUB

Looking for photos of the Saint John Region to use across your own channels? Access our Media Hub for photo and video content. Click [here](#) to sign up.

Have pictures to share with us that we can use on our social channels? Share them with us through our [photo collector](#).

KEY MESSAGES

When crafting your social posts, feel free to use any of these statements or phrases about bay-cationing! Something not quite a fit for your business? You're welcome to adapt it and make it your own.

- Why just *vacation* when you can bay-cation in Saint John and the Towns by the Bay?
- CNN Travel named Saint John as one of the top destinations to visit in 2024, and we couldn't agree more!
- Experience a different way to vacation
- Your bay-cation starts here
- Rise beside the world's highest tides
- Just minutes from door to shore
- A region full of character
- Go from sandy shores to uptown stores
- Go from patio doors to sandy shores
- Sample a taste of the Saint John Region
- A bay-cation tastes like this
- A bay-cation feels like this
- This is what a bay-cation is all about
- Create a bay-cation for the history books
- Explore a region sculpted by history
- Savour the flavours of Saint John and the Towns by the Bay

OTHER RESOURCES

PRINTED COLLATERAL

Looking to have some of our visitor information available at your business? Reach out to matt.hamilton-snow@envisionsaintjohn.com for more information.

WEB LISTING

Check out your website listing at discoversaintjohn.com. If any information needs to be updated or is missing, reach out to kalynn.mccavour@envisionsaintjohn.com to let us know.

EVENTS

Want your events added to our Events Calendar? Send the information to olivia.desroches@envisionsaintjohn.com. Approved events will be added as soon as possible.