



## 2009 Fair & Friendly Exchange Program

Fair and Friendly is a visitor services program that promotes offering a fair dollar exchange to American visitors. American visitation to Nova Scotia is very important to our industry and we are competing with the world for these visitors. By participating in the Fair and Friendly Exchange program, you are informing American visitors that their business is important to you and that you understand the value of their dollar.

Being an active participant is easy, all you have to do is:

- Guarantee to provide an exchange rate within **5% of the current bank rate**. This can be done by checking **daily** with your local bank or online at [www.bankofcanada.ca](http://www.bankofcanada.ca) for the current rate.
- Display the Fair & Friendly Exchange material in a visible location, i.e. front window or near the cash register.
- Always keep literature and promotional materials in good condition.

To enroll, fill out an application form. You will receive, at no cost, two Fair & Friendly decals, two rate cards to help calculate the daily exchange and a point-of-purchase wheel to display the day's rate.

If you have any questions or concerns about any aspect of the Fair & Friendly Exchange program, contact Peter Johnson at 424-2788 or [johnsp@gov.ns.ca](mailto:johnsp@gov.ns.ca)



### Tourism, Culture and Heritage

Nova Scotia Department of Tourism, Culture and Heritage  
Visitor Services