



## Destination BC – Designing Remarkable Experiences 2-day workshop

Costs \$59.00 (includes lunch for both days and workbook)

Minimum requirements: 15 people – maximum 30 people

Timing and dates to be determined based on industry input.

Includes: A two-day workshop on product development that applies a design thinking framework to the development of experiential tourism product.

Audience: Tourism businesses or organizations, such as museums, that are actively involved in creating visitor experiences. Participants should be in business for at least one year. Audience members should include business owners and/or those within a business who are involved with developing and designing new products.

We all know what tourism products are: a hotel, a trail, a museum, a restaurant, or a beautiful view. But what exactly is a tourism experience, and why should tourism operators care?

Join Destination BC and the Thompson Okanagan Tourism Association for a two-day workshop intended to shift your thinking beyond a tourism product to consider how your business can deliver local, authentic experiences that are designed with the BC traveller in mind. Using a step-by-step approach, this workshop introduces experiential tourism concepts and best practices, leveraging traveller data, hands-on activities, and group input to help tourism operators enhance existing product offerings or develop entirely new traveller experiences.

Whether your goal is new revenue opportunities, new markets, or if you want to extend your season, the workshop is designed to provide a mix of information and activities that can help move your idea closer to reality.

This session is for business owners and/or staff of tourism businesses or organizations, such as museums or attractions, that are actively involved in creating visitor experiences or can influence those decisions. Every participant is invited to arrive at the workshop with an idea for an experience they want to develop or enhance. You will be invited to share this with the group, gain the input from fellow professionals and there will be time during the course to work on developing your concept. Our goal is to help you get your Remarkable Experience to market sooner!

Participants should ideally be in business for at least one year.

Cost is \$59/per person plus tax. A workbook and lunches are provided

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