



Visitor Experiences
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PROGRAM ALERT

The Cutting Edge – Experiential Tourism Product Development Workshop

What is this?

Travel Manitoba is offering a multiday product development training program where participants will take part in a number of unique experiences from which they will learn about experiential travel. Why experiential tourism? Well, we agree with how Banff Lake Louise refers to it: *travel customers want to be emotionally moved, educated, challenged, involved, entertained and even surprised. They are selecting travel destinations based on the delivery of experiences rather than the physical attributes of a resort, a city, a province, a country. At the heart of this demand are people who are willing to pay to participate in travel that offers something different; engaging experiences beyond goods and services.*

By way of example, Experience Columbus, a jurisdiction that has embraced experiential tourism has developed a number of new products, described as such: *“Get behind the scenes with one of the largest professional dance companies in the country and discover what it takes to bring a ballet to life. After the show, take an exclusive backstage tour to see the scenery up close and meet some of the dancers” or “Eat breakfast with the animals at the zoo by arriving before the gates open to the public to interact with exotic animals and learn from the experts after enjoying a breakfast buffet. Hear exclusive behind-the-scenes stories from the animal keepers themselves.”*

The Cutting Edge workshop will lead participants through the process of creating experiences, learning about the revenue context for experiential travel, and considering the marketing implications of a different kind of tourism that is focused on visitors looking for an authentic experience and local culture. Participants will also learn the importance of community collaboration and partnership in achieving this kind of tourism development. The program is being offered in collaboration with the Gros Morne Institute for Sustainable Tourism (GMIST) whom over the past 6.5 years have run 26 similar courses to over 550 participants

Organized by Travel Manitoba, this unique opportunity will feature facilitation by Dr. Nancy Arsenaault of the Tourism Café and Celes Davar of Earth Rhythms both experts in the field of experiential tourism and instructors in the GMIST program.

Where will the workshop take place?

Winnipeg - January 16-19th, 2012.

A detailed itinerary will follow.

Who should participate in this initiative?

Tourism suppliers and individuals working to enable tourism development in Manitoba. Tourism must be part of your business/organization(s) mandate or operations and you believe that experiential travel would be a good fit with you business/organization and are committed to implementing potentially viable experiences created as a result of your participation in this program. **Participants must commit to the entire program itinerary.**

How does one register and what is the cost to participate?

The official registration form for the January intake is [attached](#). Registrations are received on a first come first serve basis.

The participation fee is \$600.00 +GST per person.

The participant fee will include: ground transportation during the workshop, most meals, program excursions as well as learning program and associated materials. This fee will not include accommodations or transportation to and from the workshop base. **The base for the January workshop will be the Inn at the Forks.** Travel Manitoba has negotiated a group accommodation rate for participants of \$128 for single and double occupancy per night. Please reference the group code Travel Manitoba when making your room reservation. The Inn at the Forks toll free number is 1-877-377-4100. Expenditures of a personal nature are the responsibility of the individual and are also not included.

A registered spot will be secured only when a [registration form](#), [personal release form](#), [liability waiver form](#) and payment have all been received. (Attached).

SPACE IS LIMITED

Travel Manitoba reserves the right to limit the number of participants from any one organization or business to enable equal access to this opportunity.