



REMARKABLE GROWTH.

CONNECTIONS
RESOURCE
SUCCESS
ADVANTAGES
EXPERTISE
OPPORTUNITY
POTENTIAL

REMARKABLE EXPERIENCES PROGRAM

THIS FOUR DAY WORKSHOP
is being offered

FREE OF CHARGE

to CARIBOO CHILCOLTIN COAST
TOURISM BUSINESSES

(Act quickly, only 30 spaces available)

BENEFITS TO YOUR BUSINESS:

- Increased Revenue Potential
- Regional Connection Opportunities
- Access to Expert Advice
- Enhanced Online Presence

CARIBOO CHILCOLTIN COAST – REGION-WIDE

Session location will be chosen in an
area central to registration density.

IN-CLASS SESSION DATES:

Module 1 – Feb 12 & 13, 2019
Module 2 – Feb 25 & 26, 2019

FOR MORE INFORMATION,

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PROGRAM OVERVIEW

The Remarkable Experiences Program is an opportunity for your tourism business unlike anything in the BC market – it's truly remarkable.

The program seeks to take all that British Columbia has to offer potential travellers and elevate it to the next level. The Remarkable Experiences Program offers a hands-on, collaborative workshop facilitated by leading industry mentors. With coaching plus access to traveller research, the opportunity to connect with other local operators and the tools to elevate your product and your online presence, you will have everything that you need to make your tourism experience stand out to potential customers.

The Remarkable Experiences Program has a very specific goal and that is to elevate the tourism experience in BC as a whole. With that in mind, the Remarkable Experiences Program has been finely crafted to help you increase your revenue potential, expose you to regional connection opportunities, give you access to expert advice and help you enhance your online presence.

Take your business to the next level. With a remarkable program, comes remarkable growth.

INCREASED REVENUE POTENTIAL

Through access to traveller research and subject matter experts, the Remarkable Experiences Program can help you identify a new segment of travellers to target. The experience design portion of the curriculum then gives you the knowledge to create and deliver a new customer-focused experience aimed at increasing both future referrals and your revenue potential.



MODULE ONE:

Experience Design

The success of your tourism business rests heavily on the quality of your customer's experience. The Experience Design module helps you look at your business through your customer's eyes and walk through the process of developing or enhancing a product or service that will resonate.

MODULE TWO:

Digital & Social Media Marketing

When it comes to making travel decisions, today's consumers gain most of their information in the digital world. The Digital Marketing Module will provide you with the skills to help ensure your website is the most effective it can be.

Leveraging the power of social media is an essential tool in building awareness and making emotive connections with potential travellers. Activate your advocates on social media. Learn about some of the top social media channels for tourism and the concepts you need to know to get people talking about your business online. The program will guide you through all the elements that help your business get noticed online and close the sale.

REGIONAL CONNECTION OPPORTUNITIES

British Columbia possesses a rich and unique abundance of experiences – the Remarkable Experiences Program provides collaboration, expertise and access to information to help you elevate your business offering to a whole new level. Through the unique workshop environment, you're able to connect with other local tourism businesses, share your own experiences and together, gain greater awareness and expand your networks.

ACCESS TO EXPERT ADVICE

Destination BC is inherently vested in strengthening the BC Tourism Industry and as such, has spent time perfecting this one-of-a-kind workshop. The result is relevant and actionable content delivered by top subject matter experts. Destination BC has done the legwork so that you don't have to.

ENHANCED ONLINE PRESENCE

In today's digitally-based world, travellers are increasingly turning to online and social media streams to source travel options, gain insights and record feedback on their experiences. Through access to industry experts, along with one-on-one coaching, mentors are able to evaluate your digital and social media presence and provide feedback and suggestions on how you can increase engagement, share stories and increase referrals.

THE REMARKABLE EXPERIENCES PROGRAM INCLUDES:

- Four full day, in-class modules on **Experience Design** (2 days) and **Digital and Social Media Marketing** (2 days) delivered over a two-month period.
- 1.5 hours of personalized coaching to help you put your ideas into action.
- A digital assessment of your website and active social channels to let you know how you are doing.
- Workbooks and other resources to take home with you.

DON'T MISS THIS OPPORTUNITY, SPACE IS LIMITED TO 30 ONLY!

To Register and Confirm Your Seat, Contact:

Kristi Denby

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