

TACKLE

TOURISM EXPERIENCE DEVELOPMENT PROGRAM



ABOUT THE PROGRAM

The TACKLE Program is a peer-to-peer online tourism training program designed to support tourism operators enhance or develop a new visitor experience that responds to what travellers are seeking. It's designed to be streamlined and get results, as we know time is a precious commodity.

WHY JOIN?

This innovative, 4-month program will accept only six tourism operators who are ready to take action, learn from each other and the course instructor, Lesley Anderson of the Tourism Café Canada. This blended program combines 4 short e-courses (30 – 60 minutes) that are followed by completing an assignment that helps build your new or enhanced visitor experience. Then you come online to share, discuss, and gain input from your peers.

COST & IMPORTANT DATES

The cost is fully covered by the CCCTA who will be with you every step of the way! The program will run from November 15, 2022 to March 31, 2023.

Don't miss out on the opportunity to benefit from this highly personalized, small group training opportunity. Email **Mackenzie Moore** at emergency@landwithoutlimits.com for more information.

THE BENEFITS

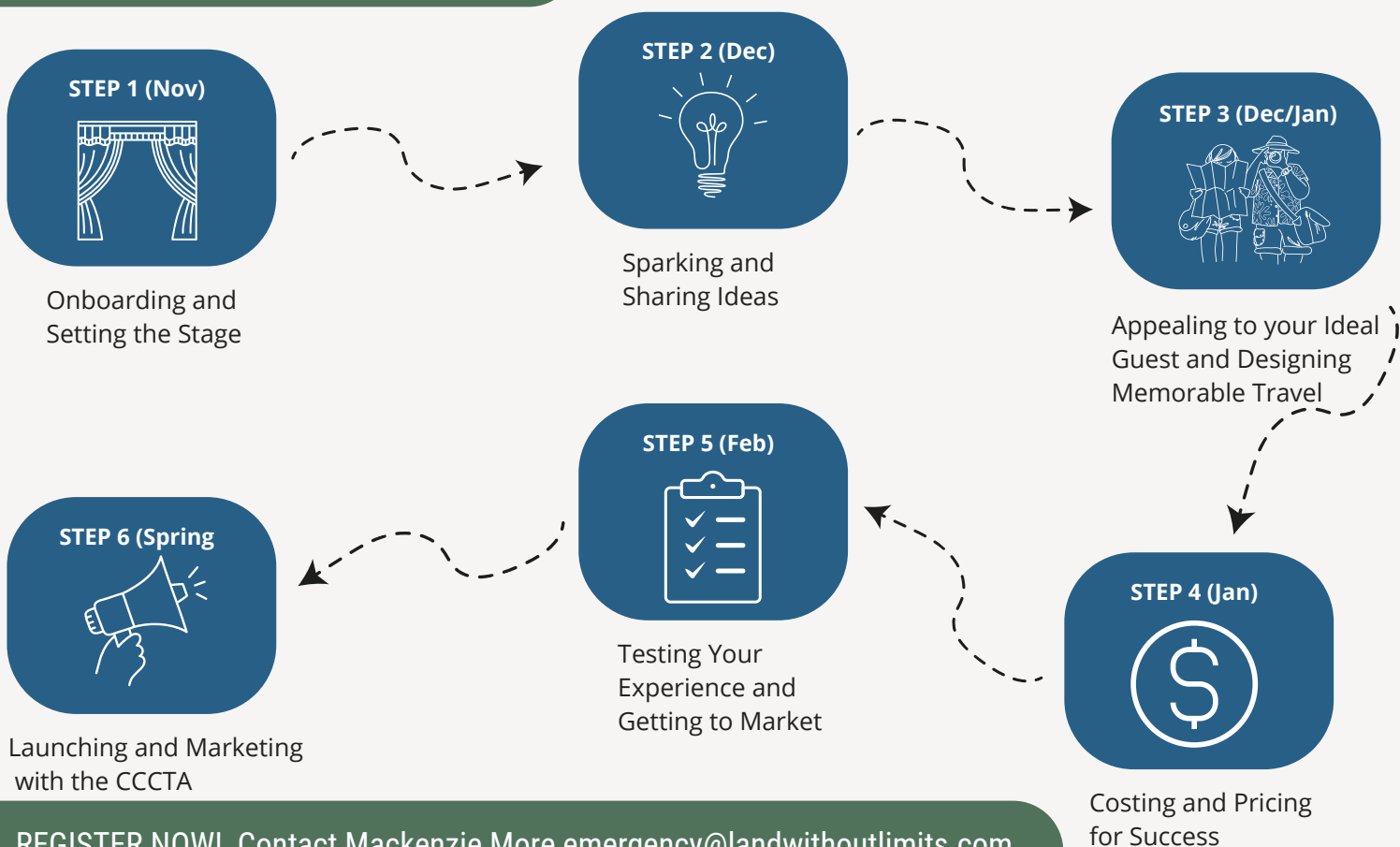
- Identify a visitor experience (new or enhanced) you want to develop then take it from concept to reality.
- Engage in peer-to-peer learning and collaboration with industry colleagues who want to take action to develop new visitor experiences, advance their business goals and introduce new visitor offers.
- Access leading-edge, blended online training with a team of tourism professionals skilled in product and market development.
- Acquire tools, templates, and knowledge to take your experience idea from concept to development, then cost and price it for market and create a plan for a test run.
- Receive direct support from the CCCTA to test run and market your experience.

THE COMMITMENT

Participants accepted into the program must be willing to:

- Invest time and resources to create or enhance a purchasable visitor experience.
- Dedicate 1 or 2 days per month of training and development time for 4 months to fully participate in the program and work on designing and developing a new or enhanced visitor experience to bring to market in 2023.
- Agree to contribute thoughtful feedback to others and receive their ideas and suggestions.

THE JOURNEY



REGISTER NOW! Contact Mackenzie More emergency@landwithoutlimits.com