



Increasingly tourists are looking for experiences when they travel to connect with their surroundings and live like the locals. Join us for three days of intensive experiential tourism development training at Ruthven Park National Historic Site, in Cayuga. Connect for three days with one of Canada's leading experiential tourism operators and facilitators, Celes Davar, to learn the key ingredients for creating new experiences for your guests.

## What will you learn?

- Develop an understanding of experiential travel and why it's a rapidly growing sector in Canada's tourism industry.
- How developing new experiences can extend your season and add new opportunities for revenue generation all year long.
- How to build an experience by understanding the key ingredients and learning-by-participating in three new examples of how they're used in practice.
- Consumer insights and helpful tips to get you started.
- Case studies from across Canada offering analysis of what has changed, and how this has benefitted the tourism business.
- Tools, templates and materials that you can use immediately.
- An action plan to move forward.
- A limited number of post-course one to one coaching opportunities with Celes Davar for tourism operators ready to implement a new experience.



## Celes Davar

### President & Chief Experience Officer, Earth Rhythms

In addition to running an experiential tourism business out of Riding Mountain National Park for the last 20 years, Celes has been co-facilitating four-day courses in Experiential Tourism for 12 years across Canada, including 38 for the Gros Morne National Institute for Sustainable Tourism in Newfoundland.

## Who should attend?

Tourism operators (attractions, hoteliers, tour operators, culinary partners, museums, festivals, etc.) who offer programming, and tourism enablers (Destination Management Organizations, tourism organizations and Economic Development Officers), looking for new revenue streams through offering unique choices for how high value programming can add just the right new elements to your operation.

## Some details of what is included:

- 3 day course with workbook and development templates including a template to accurately price your experience
- Coaching opportunities and learning from one of Canada's best experiential tourism minds
- Take part in three new experiences that will be market-ready, and additionally three culinary opportunities. These six new tourism opportunities are designed to inspire you to think about creative collaboration, innovation, and raising the bar on experiences that add new revenues and new value to your business and community.
- Networking with industry colleagues
- The group size will be kept small intentionally so register early to avoid disappointment
- Registration includes 3 meals/day, breaks and participation in experiences



Training location:  
Ruthven Park National Historic Site  
Cayuga, Haldimand County



**October 17-19<sup>th</sup> 2017**

**\$350 without accommodation**

**\$620 for accommodation from the 16<sup>th</sup>-19<sup>th</sup>**

Rooms will be assigned as you register.

**[Register Online Here!](#)**

For more information contact:  
Joanne Wolnik  
Tourism Development Manager  
519-290-8687 ext 5  
[joanne@swotc.ca](mailto:joanne@swotc.ca)

