

Tourism Package Development Workshop #2 Summary

From December 13, 2012

1. Registered Participants (see separate spreadsheet for contact emails)

Accommodations:

Ahmic Lake Resort
Wilson Lake Resort
40 Bay Street B&B
Comfort Inn
Bayside Inn
Elm Cove Cottages
Glenn Burney Lodge
Mariners Rest
Microtel
River Haven Resort
Rocky Crest
Sunny Point Resort
Wasauksing Marina & Campground
Windhorse B&B
Woodland Echoes Resort

Experiences:

Artists Around the Sound
Red Rock EcoAdventure
Chippewa Cruise
Debbie (& Mark) Crocker, Trapper
White Squall
Bear Claw Tours
Georgian Bay Airways
Johnston's Cranberry Marsh
Kudos Kuisine
Lick's Home Burgers
Parry Sound Snowmobile Club
Stockey Centre
Trysport
Museum on Tower Hill
Parry Sound Snowmobile Club
Parry Sound Water Taxi & Fishing Charter

Supporting Organizations: RTO12 – Explorers' Edge, Georgian Bay Country, Canadore College, Georgian Bay Biosphere Reserve, Manning Consulting, Yours Outdoors.

2. Presentation by Trish Manning & Barrie Martin (see Agenda below)

3. Possible Themes & Sample Packages in Development...

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| <ol style="list-style-type: none">1. Winter2. Outdoor Adventure3. Culture4. Canadore Learning Vacation5. Cycling6. Depot Harbour | <ul style="list-style-type: none">- Motorcycle tours from Wilson Lake- Canadore ecotourism experiences (4)- Red Rock ecoAdventure culture/nature- Johnston's Cranberry tours- Taste of Parry Sound – B&Bs/dinners- Wasauksing & Depot Harbour tour- Roughing it in the Bush: Woodland Echoes |
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Agenda

Building & Packaging Experiences Workshop

Thursday, December 13, 2012

Canadore College, Parry Sound

- 8:30 Arrival, Registration and Networking (snacks and refreshments)
- 9:00 Welcome and Introductions
- 9:15 Experiential Travel
- What is experiential travel? How does it differ from other forms of travel?
 - Why package experiences? How can they benefit your business?
- 9:30 Introduction to Experiential Packaging
- What is an experiential package? The packaging continuum
 - Best practices and some examples
 - Meet your partners
- 10:15 Health Break
- 10:30 Building 3 day/2 night Experiential Packages
- 13 Step process for building a package
- 10:45 Creating Your Own Experience Package – Steps 1 to 5
- Overview of Steps 1 to 5
 - Small group work
- 11:00 Creating Your Own Experience Package – Steps 6 to 8
- Overview of Steps 6 to 8
 - Small group work
- 11:45 Sharing What You Have Created
- 12:00 January 17th “Marketing Strategies for Tourism Packages”
- 12:05 Wrap –up & Evaluation
- 12:15 Lunch

4. Workshop Outcomes: Dec. 13 & Nov. 23

Over the 2 workshops, there have been 36 businesses represented, with the following status:

44 participants (ranging from Honey Harbour to Magnetawan and to Bala)

17 accommodations (total beds will be calculated soon)

19 experience providers (recreation, culture, art, music, restaurant, food/culinary, outdoor)

*Note that several of the accommodations (lodge/resort) also provide on-site experience.

13 businesses already offer some sort of package, alone or with one other operator

13 new businesses would now be interested in partnering on package development

8 businesses are unknown and require follow-up contact

2 businesses are not operators but would act as consultants and referrals for tourists.

85% of people found that the opportunity to network was the most important value of the workshops.

50% of tourism providers said they would be interested in partnering with Canadore College.

5. Existing Package Examples of single or multi-operator:

- Georgian Bay Airways: Fly & Dine
- Bear Claw Tours: Corporate retreats
- Woodland Echoes: Wedding, Honeymoon, Spa packages
- Kudos Kuisine provides room service for Comfort Inn
- Comfort Inn and Ridge at Manitou Ridge: Stay n' Golf
- Chippewa Cruise and Log Cabin Inn dinner
- White Squall theme kayak trips: yoga, geology, cabin-based, etc.

Based on discussions among operators and a facilitated working session on “Building & Packaging Experiences” led by Trish Manning and Barrie Martin (or Manning Consulting Group and Yours Outdoors), participants were able to design preliminary package itineraries and pricing. However, the majority of participants had unanswered questions about: insurance, food safety rules, partnership logistics, bookings, profit-sharing, marketing strategies, and target markets. 90% wanted more time to develop the concepts they began in December and more time to network with potential partners.

6. Workshop Feedback – Survey from Dec. 13th

To date: N= 20 completed = 50% response rate Waiting for Online Survey Monkey results...

To access survey, go to: <http://www.surveymonkey.com/s/YKHSTQD>

1. How did you hear about the workshop?
2. Was workshop #2 “Building & Packaging Experiences” useful?
3. What was the best part?
4. Was there enough time for networking?
5. What could be improved?
6. What do you still want to learn?
7. Do you currently offer any packages at your business?
8. Do you plan to build off what you started at the session?
9. If you answered “no” to question #8, why not?
10. Do you plan to attend the next session on Jan. 17th?

Canadore College appreciates the Tourism Product Development Funding from Explorers' Edge for this project.

