



# Introduction to Experiential Tourism

Wednesday, Nov. 4, 2020

**“We travel not to escape life,  
but for life not to escape us.”**

**-Meena Singhal**

**The Transformative Power of Travel  
Thrive Global**

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# THE PROMISE OF NORTHERN MANITOBA

WHY EXPERIENTIAL TRAVEL?  
NOW? TOMORROW?



# EXPERIENTIAL TOURISM

- 1. Programming generates revenues; infrastructure by itself does not.**
- 2. The heart of an experience is a guide or storyteller (Experience Partner) who is paid to share that story.**
- 3. Many Experience Partners may not consider themselves to be part of the tourism sector. They are “non-traditional” tourism partners.**

©Heidi Cook

# TripAdvisor 2019 Experiential Travel Trends

**HEALTH &  
WELLNESS**

**NEW SKILLS**

**FAMILY  
& GROUP  
ACTIVITIES**



# Experiences Offer Business Resilience

**Within the travel and tourism industry, there is a growing sense of urgency to find long-term, resilient, sustainable tourism industry development pathways that are respectful of destinations' natural and local social ecosystems.**

# Covid-19 Opportunity for Tourism Experience Development

- Small groups - Bubbles, Families, Friends. **Safety.**
- Longer Stays in the Destination - much longer. **ROI Higher.**
- Experiential programming offers **new ways to experience** culture. place, travel, learning.
- **Employment** - local people as guides, storytellers  
**(Training)**
- Disruption of international travel and trade channels well into the next 3 - 4 years means **we need to adapt, do different.**
- **Private tours, customized programs, personalized packages** will be the key. **The experiences will be the key module within these tours and packages.** Now, and well into the future. **This means higher yield.**

# What is Experiential Travel?

Experiential travel involves an **immersive, hands-on way of engaging visitors to connect them to the people, stories, and places that they visit.**

**Experience design is a creative process, using a “recipe of ingredients” to engage the senses and create memorable travel activities that are revealed over time.** Travellers take home memories, and become advocates for the people and places they have visited.

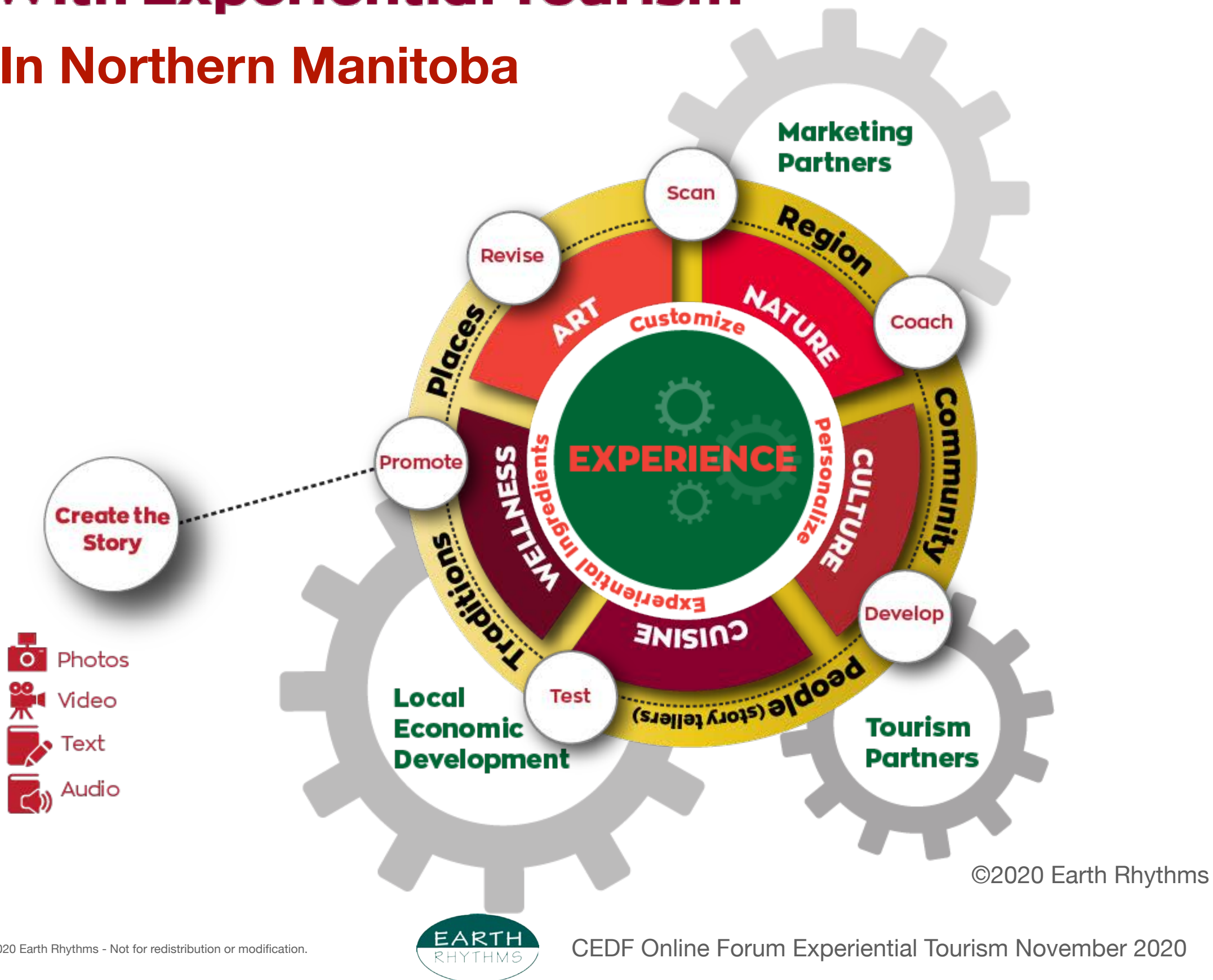
**Transformation is the goal of experiential travel, with guests responding in ways that are personal, making connections that are social and involve physical, emotional, spiritual or intellectual engagement.**

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# COMMUNITY DEVELOPMENT PROCESS With Experiential Tourism

## In Northern Manitoba



# An Economic Context for Experiential Tourism

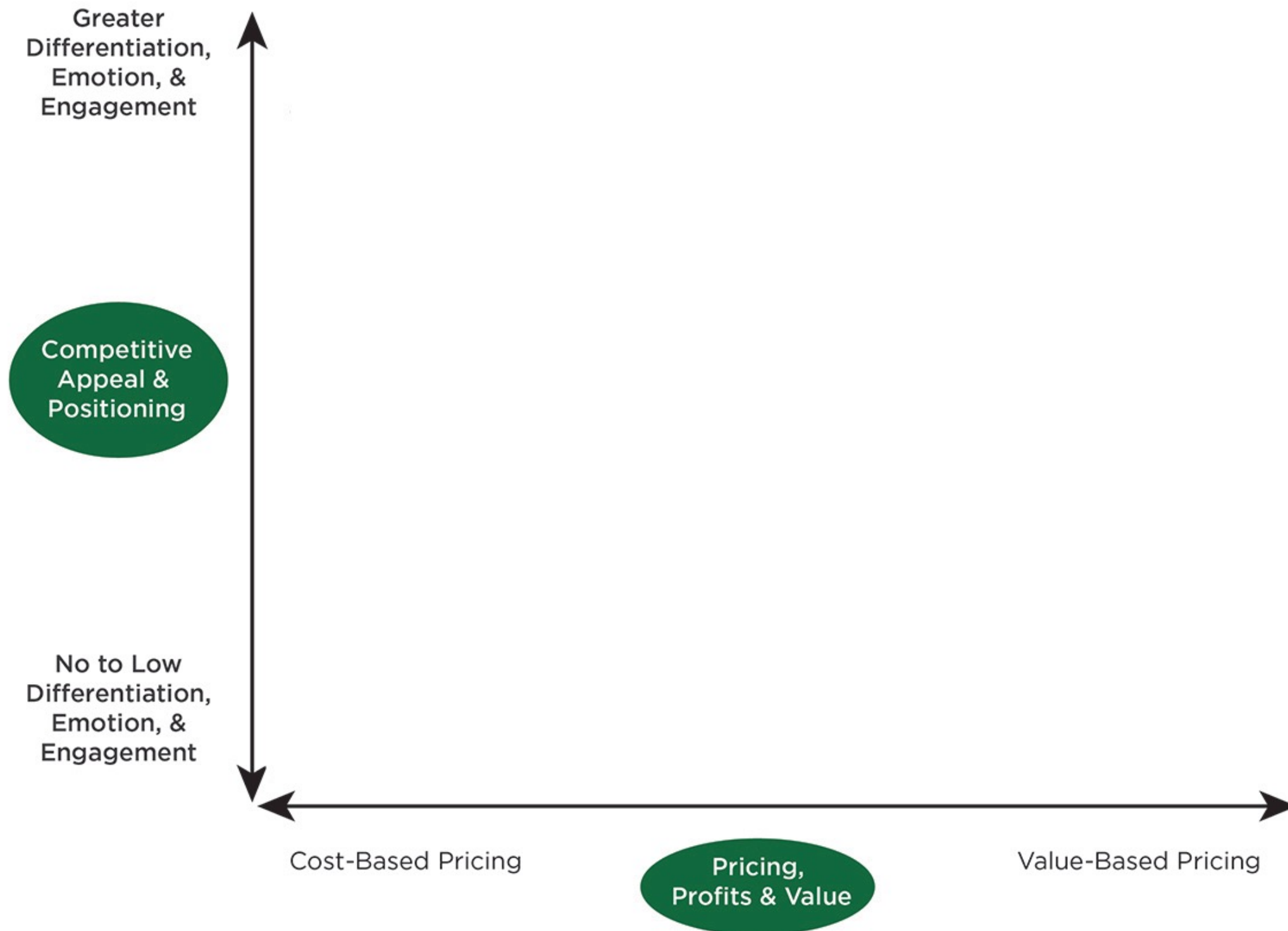
# Progression of Economic Value



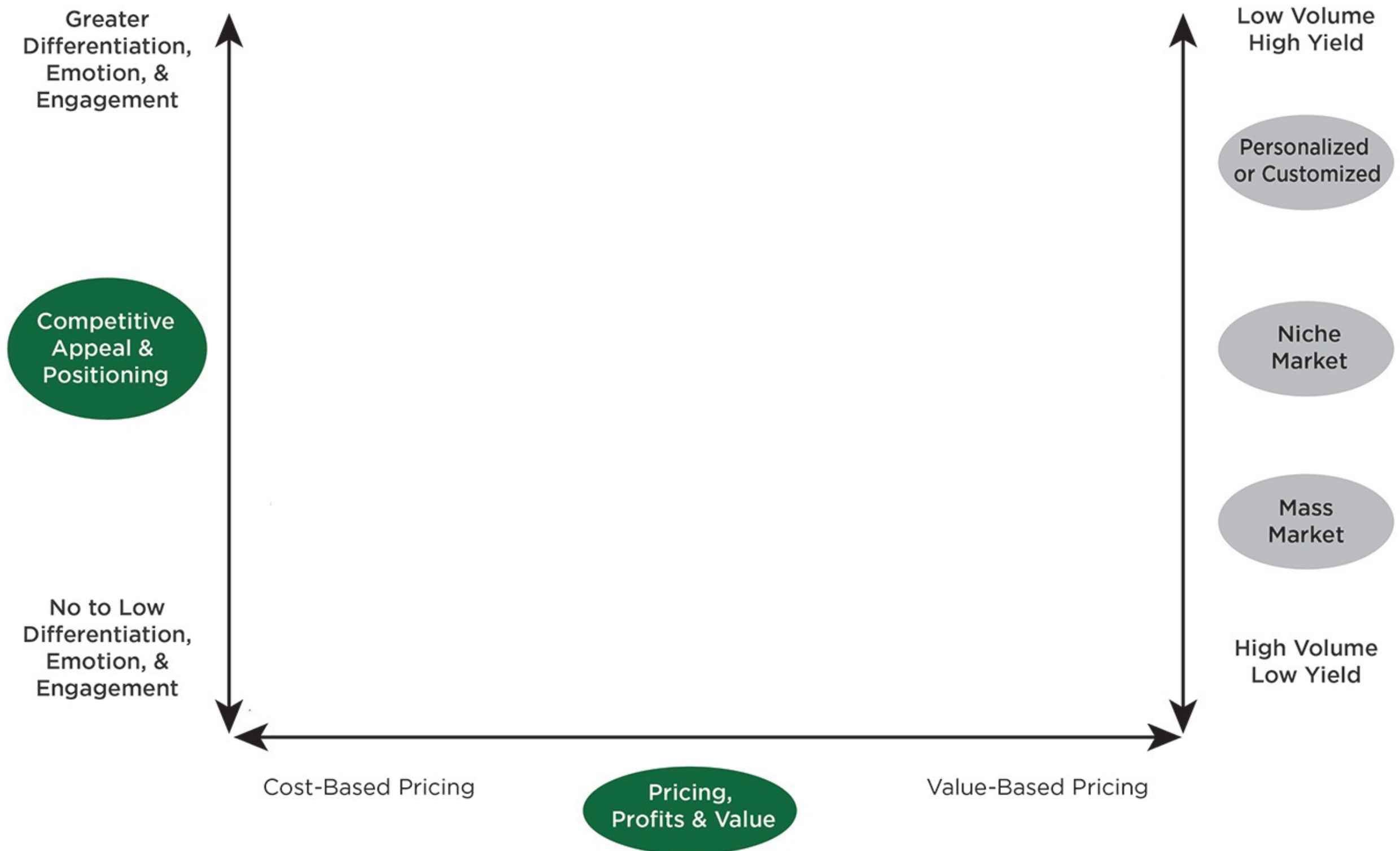
# PROGRESSION OF ECONOMIC VALUE



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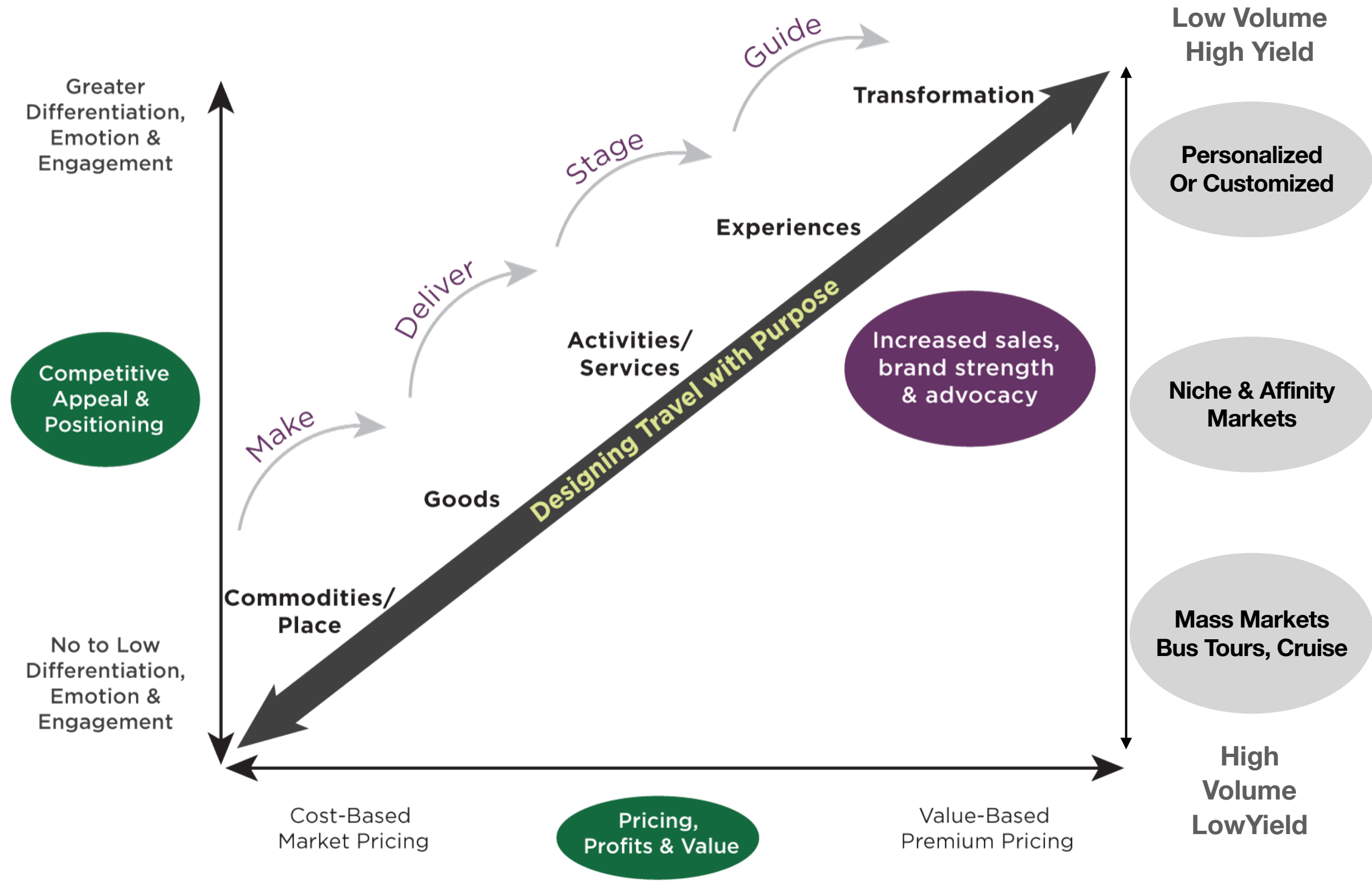


# PROGRESSION OF ECONOMIC VALUE





# PROGRESSION OF TOURISM ECONOMIC VALUE





# Prairie Gardens, Alberta



SUCCULENT WORKSHOP CALENDAR

BIRTHDAY PACKAGES 2020

COMMUNITY SUPPORTED AGRICULTURE



COME TO THE FARM 2020 ▾

PUMPKINS 2020

FALL FAMILY FARM PICNICS

WEEKLY FARM MARKET

ONLINE STORE

ABOUT US ▾



## Prairie Gardens & Adventure Farm



Fall Admissions

Triple Play of Mazes & More



Family Farm Picnics

Book a Spot Today



Pumpkins 2020

Learn More





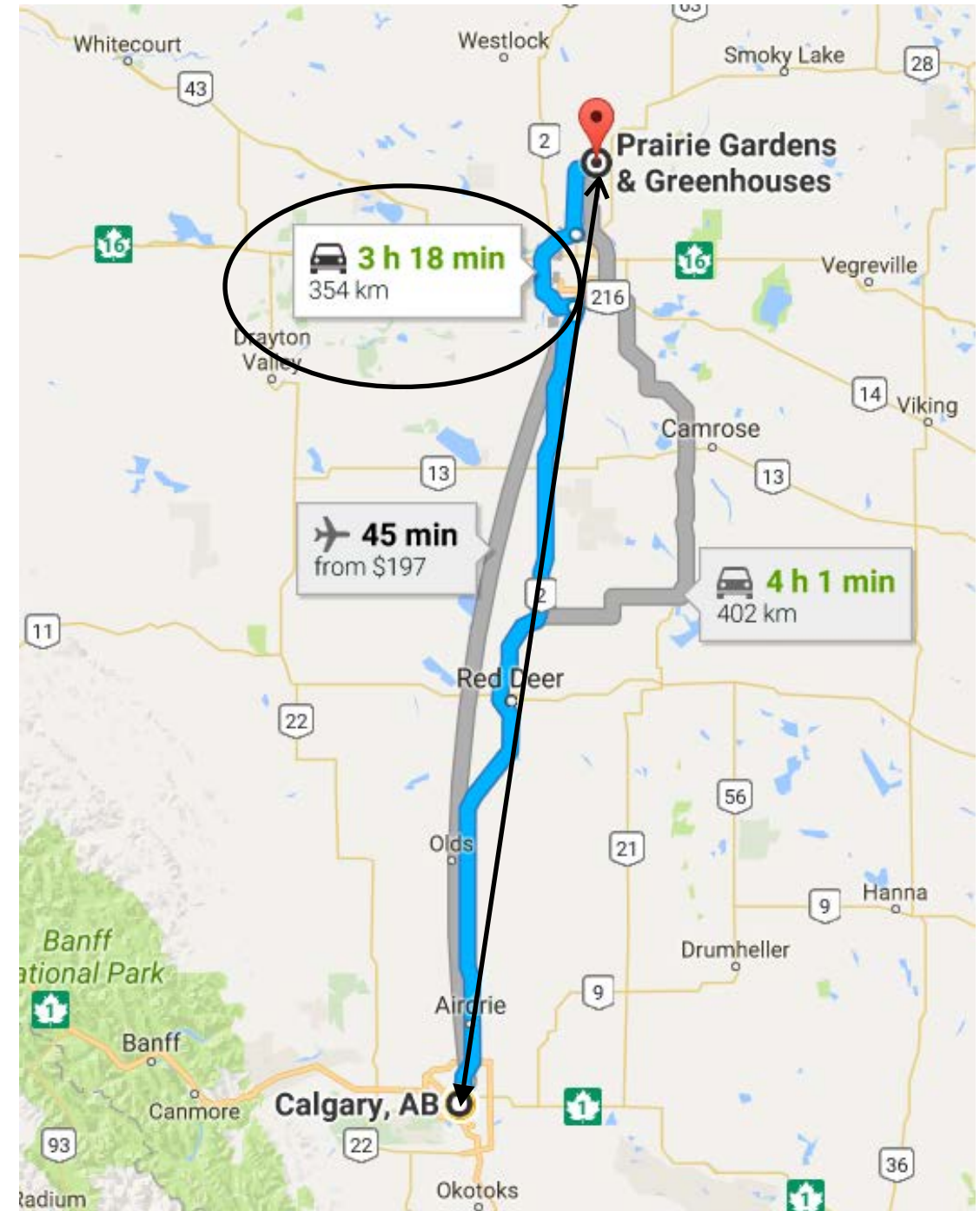
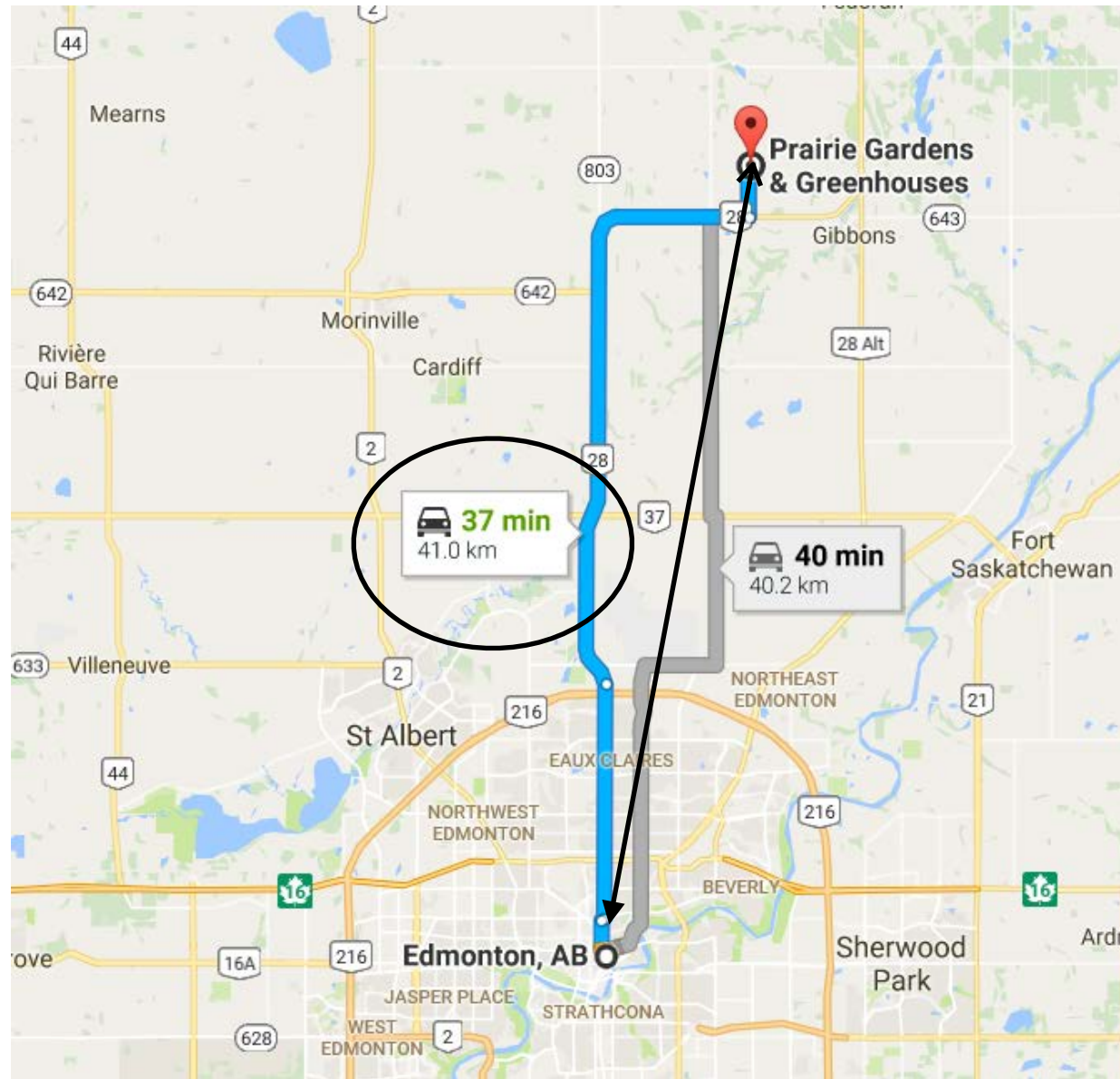
# HOW AN EXPERIENCE FITS INTO AN EXISTING BUSINESS

1. **Understand the Progression of Economic Value.**  
How a farm producer has added experiences, new audiences, and new revenues.
2. When adding **new core experiences**, make it adaptable to new markets and seasons.
3. Demonstrate **how a collaborative approach with community partners to developing experiences** has value.



# LOCATION: BON ACCORD, ALBERTA

## PROXIMITY TO EDMONTON



# The farm

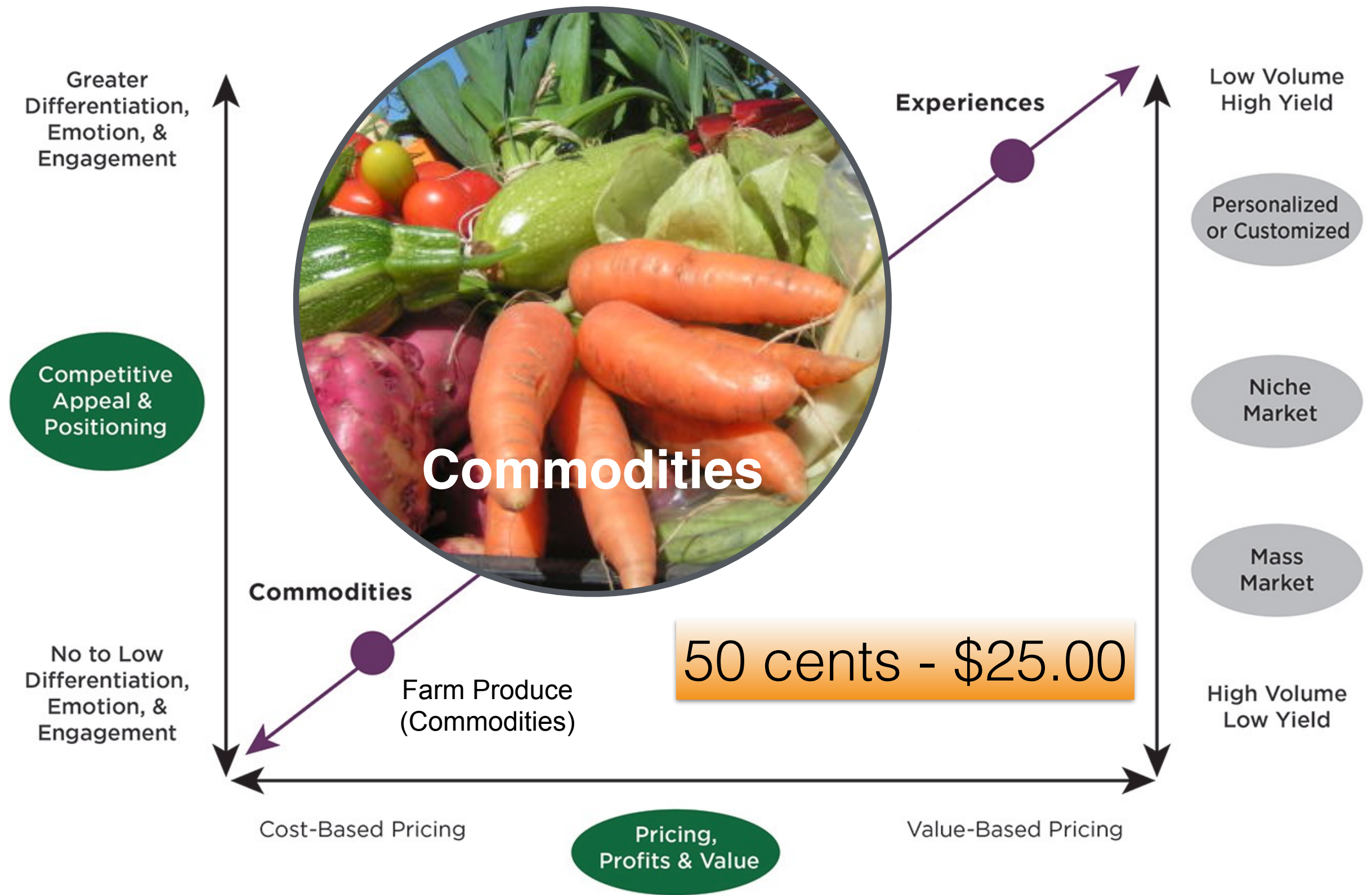
“We are a working sustainable family farm.  
We grow 35 acres of produce, naturally,  
for family dinner tables.

Our goal is to connect visitors back to the land,  
to each other, and to a simpler time.  
Rustic country weddings, corn mazes,  
and pumpkin patches  
re just a few of our family fun activities.”

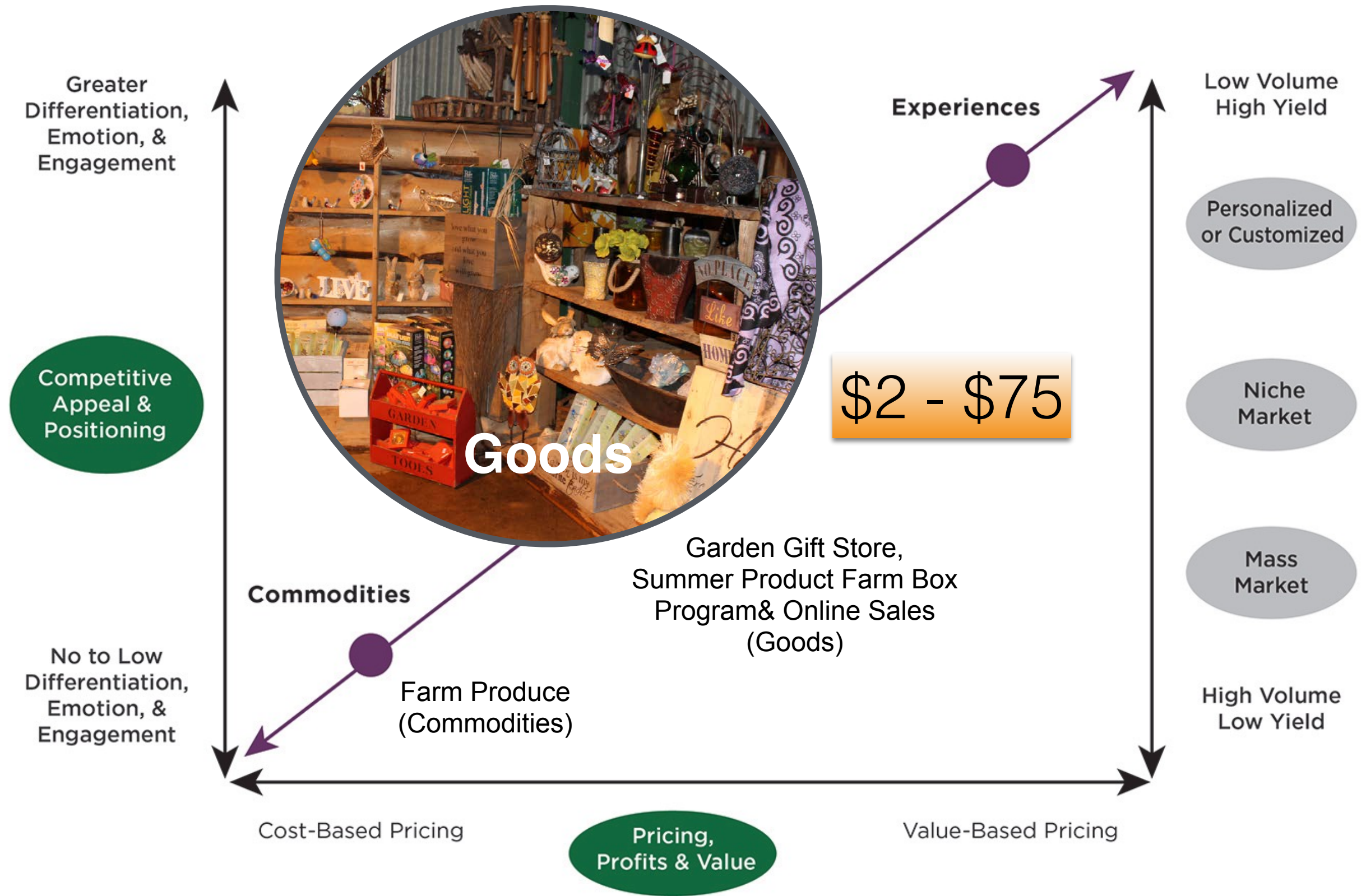
[prairiegardens.org](http://prairiegardens.org)



# PROGRESSION OF ECONOMIC VALUE



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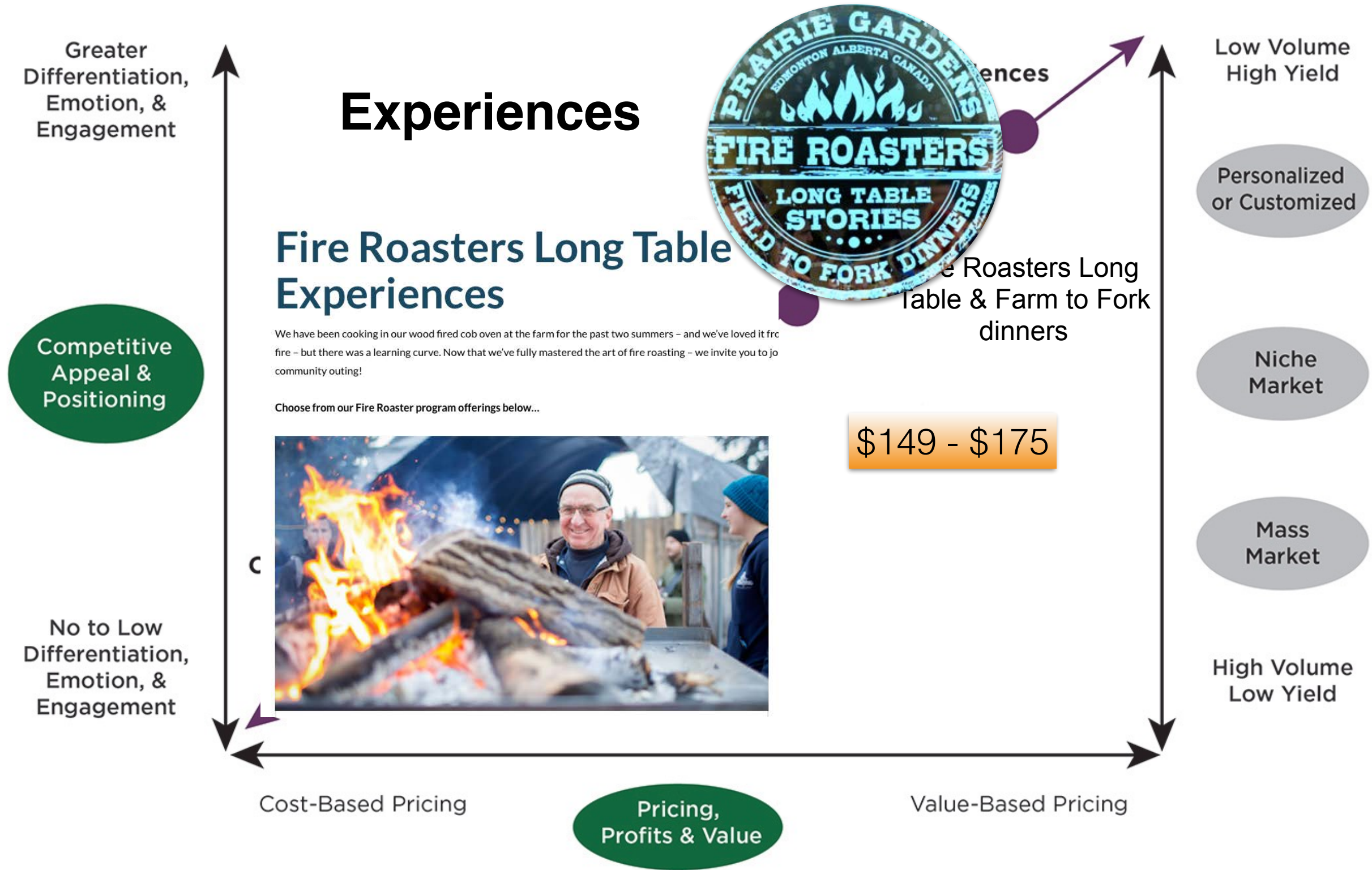




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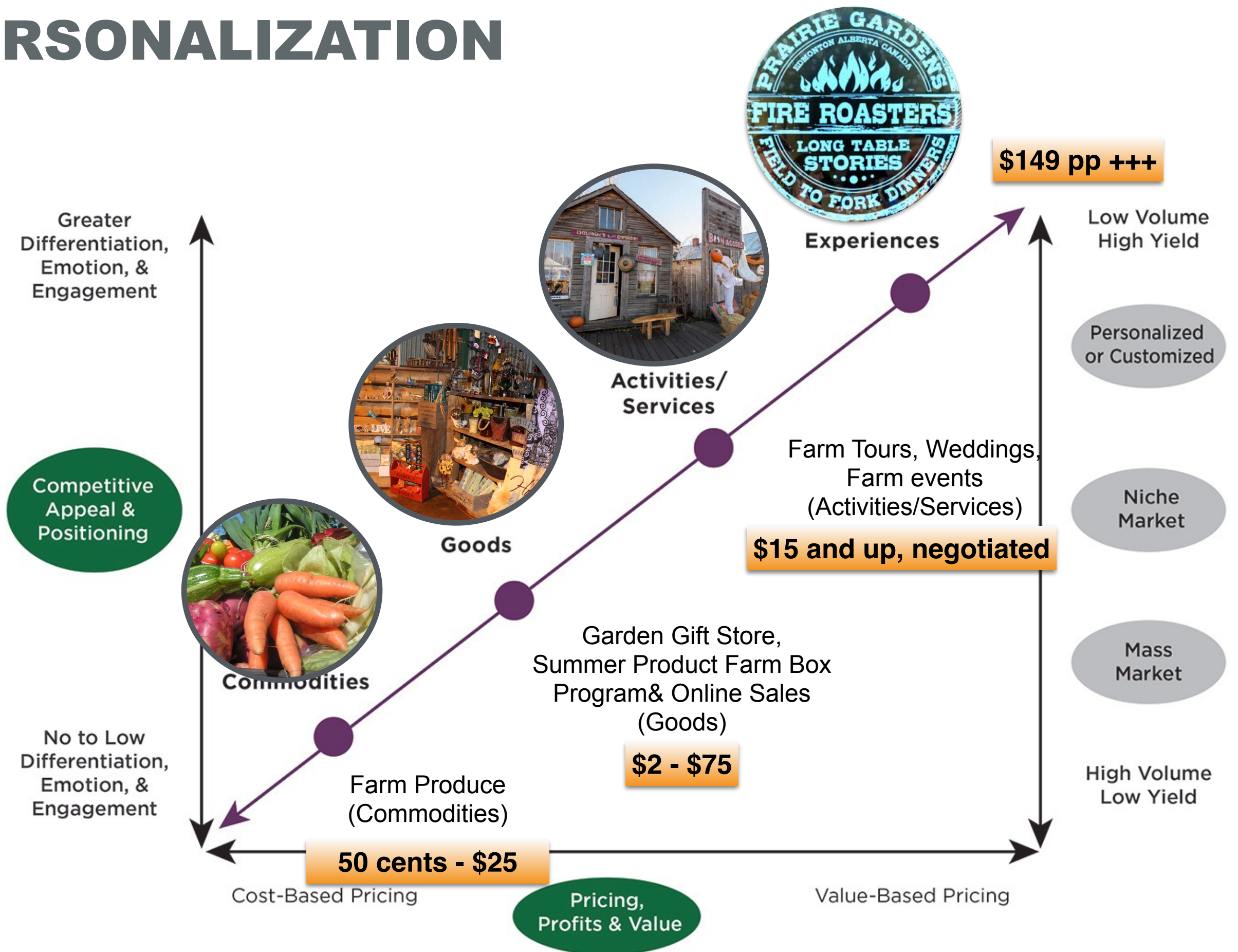


# PROGRESSION OF ECONOMIC VALUE





# PERSONALIZATION







Fire Roasters Christmas Parties

[Learn More >](#)

[Inquire Today >](#)



Fire Roasters Company Outings

[Learn More >](#)

[Inquire Today >](#)



Fire Roasters Campfires

[Learn More >](#)



Fire Roasters Cooking Classes

[Learn More >](#)

# Suite of Experiences

*All year long*











## Prairie Gardens Fire Roasters

### Field-to-Fork Long Table Stories of Alberta

#### Price Includes:

- Unique Fire Roasters experience on the most northern pumpkin farm in the world.
- 5 course gourmet dinner with fresh produce grown right here on the farm, in a cozy warm greenhouse or surrounded by the fields of produce we grow.
- Explore year round sustainable and natural food production practices.
- Immerse yourself into our community through "Long Table Stories" gathered over 60 years of farming in northern Alberta.
- Learn how to make a herbal infused smoked salt rub to take home.

**W**elcome to a Fire Roasted Culinary Adventure at Prairie Gardens! Take part in a truly Alberta experience and be one of the over one million guests who have visited Prairie Gardens and Adventure Farm, 22km from Edmonton.

Upon arrival you will be greeted by our storytellers and, of course, Farmer Tam! Your evening will begin around a campfire to hear the history of Prairie Gardens and our local partners, enjoy a fire roasted treat and warm your belly with a taste of locally still Moonshine.

As you move from the fire pit to the greenhouse, you'll step into our world. Try your skill at making a smoked sea salt and herb rub that you will get to take home in unique locally crafted fire kilned pottery.

For the main event, our signature salad board will present our fresh garden greens in a way that will have your cameras snapping and your mouth watering. On to the main course of organically raised meat or vegetarian option paired with freshest ingredients grown right on the farm. Heirloom tomatoes, baby potatoes, fresh herbs and pumpkin are a few of the taste sensations you will experience during your meal.

### WE LOVE TO CUSTOMIZE - ASK US!

#### YEAR ROUND GROUP RATES

	2016 RETAIL RATE	2016 GROUP RATE	2017 RETAIL RATE	2017 GROUP RATE
<b>12</b> PEOPLE MINIMUM	<b>\$149</b> PER PERSON	<b>\$125</b> PER PERSON	<b>\$159</b> PER PERSON	<b>\$135</b> PER PERSON
<b>25+</b> 60 PEOPLE MAXIMUM	<b>\$139</b> PER PERSON	<b>\$115</b> PER PERSON	<b>\$149</b> PER PERSON	<b>\$125</b> PER PERSON

Pricing per person. Transportation contact available upon request. Dates available December 1st - March 30th. Blackout dates: October weekends, Christmas and New Years Day. Limited availability Saturday evenings during the summer. 5% GST excluded. Rates valid to December 31, 2017 but are subject to change. Bookings require a minimum 7 days notice in advance. All cancellations less than 30 days will result in a 25% penalty. Luncheons: 11:00am to 3:00pm. Dinners: 5:00pm to 9:00pm.

P: 780.921.2272 | E: info@prairiegardens.org | www.PrairieGardensAdventureFarm.com



#### Tour Details:

Celebrate every season from spring, summer, fall or winter and enjoy the spectacular farm fun, local food, and fire roasters cookouts. Enjoy hiking, team building, seasonal cuisine, a moonlit walk through the corn maze or a stroll through the forest. Learn how to build a campfire, go on a trackless train ride, giggle through a Farmer Olympic challenge, and cook kettle corn or bannock on a stick over a campfire.

## Prairie Gardens

### Youth & ESL Campfire Cookouts

**O**ffering Fire Roasted Culinary Adventures at Prairie Gardens & Adventure Farm! Established in 1956, Prairie Gardens & Adventure Farm has welcomed over 1 million guests to visit the farm.

Take part in a truly Canadian culinary experience at the world's furthest north pumpkin farm, 22 km from Edmonton. With over 50 family fun farm activities we offering a wide range of experiences from youth group corn maze and campfires adventures, farm tours and luncheons to youth farm to fork junior farmer and cooking classes year round. Great for educational youth adventures, corporate MICE programs, and seniors outings. Min 12. Max 250.

### WE LOVE TO CUSTOMIZE - ASK US!

#### ALL INCLUSIVE CAMPFIRE COOKOUT PRICES:

	2016 RETAIL RATE	2016 NET RATE	2017 RETAIL RATE	2017 NET RATE
<b>12</b> PEOPLE MINIMUM	<b>\$26.50</b> PER PERSON	<b>\$19.95</b> PER PERSON	<b>\$29.50</b> PER PERSON	<b>\$22</b> PER PERSON
<b>13+</b> 60 PEOPLE MAXIMUM	<b>\$24.50</b> PER PERSON	<b>\$17.95</b> PER PERSON	<b>\$27.50</b> PER PERSON	<b>\$20</b> PER PERSON
	<b>\$12.00</b> PER PERSON - EXCLUDES CAMPFIRE AND HOT DOG ROAST			

Pricing per person. Transportation contact available upon request. Blackout dates: October weekends, Christmas and New Years Day. Limited availability Saturday evenings during the summer. 5% GST excluded. Rates valid to December 31, 2017 but are subject to change. Bookings require a minimum 7 days notice in advance. All cancellations less than 7 days will result in a 25% penalty. Luncheons: 11:00am to 3:00pm. Dinners: 5:00pm to 9:00pm.



Book TODAY! Space is limited.  
P: 780.921.2272 | E: info@prairiegardens.org  
www.PrairieGardensAdventureFarm.com



# COLLABORATION OFFERS WIN:WIN

**None of us alone will create a destination but together we have greater appeal and can offer a more interesting experience.**

- We all grow our businesses by supporting each other;
- More flexibility to customize and adjust our price;
- Exposes new businesses with relatively little risk;
- We get inspired by each other's energy and ideas;
- Guests love meeting people from the community;
- Grass roots collaborations are win:with municipalities.



# Northern Manitoba Opportunities

1. How could the **inland fishery be the heart of a suite of new northern Manitoba experiences** that include learning about the fishery, but also northern cuisine (making and cooking a shore lunch together), and life skills?
2. How can **non-timber forest products** be shifted to be also **non-timber forest experiences**? What's the value proposition? How much will people pay?
3. How might you create a **luxury winter cabin camping experience to experience night and northern lights in the shelter of** northern forests, and make your own snowshoes to take away?

What is “ordinary” to you is “extra-ordinary” to those from away.

Because of that, you can help them see the extra-ordinary in a personally guided, storytelling way in your forest, at your fishing boat, or in your community.

The economic value comes from charging the guest for the privilege of learning about your “ordinary”.





OTTERCREEK WOODWORKS



# NON-TRADITIONAL (AN ARTIST) EXPERIENCE PROVIDERS

1. **Celebrate how a rural wood-worker in southern Ontario** has created a new experience that generates new revenues, and is rewarding to him.
2. **How developing a new experience revised his investment into a new workshop** to include programming space, and how that has become critical to their business strategy.
3. Demonstrate **how this experience partner understands that the story is the product.**





**Tillsonburg**







# Tree To Table

## The Experience



CREEK WOODWORKS

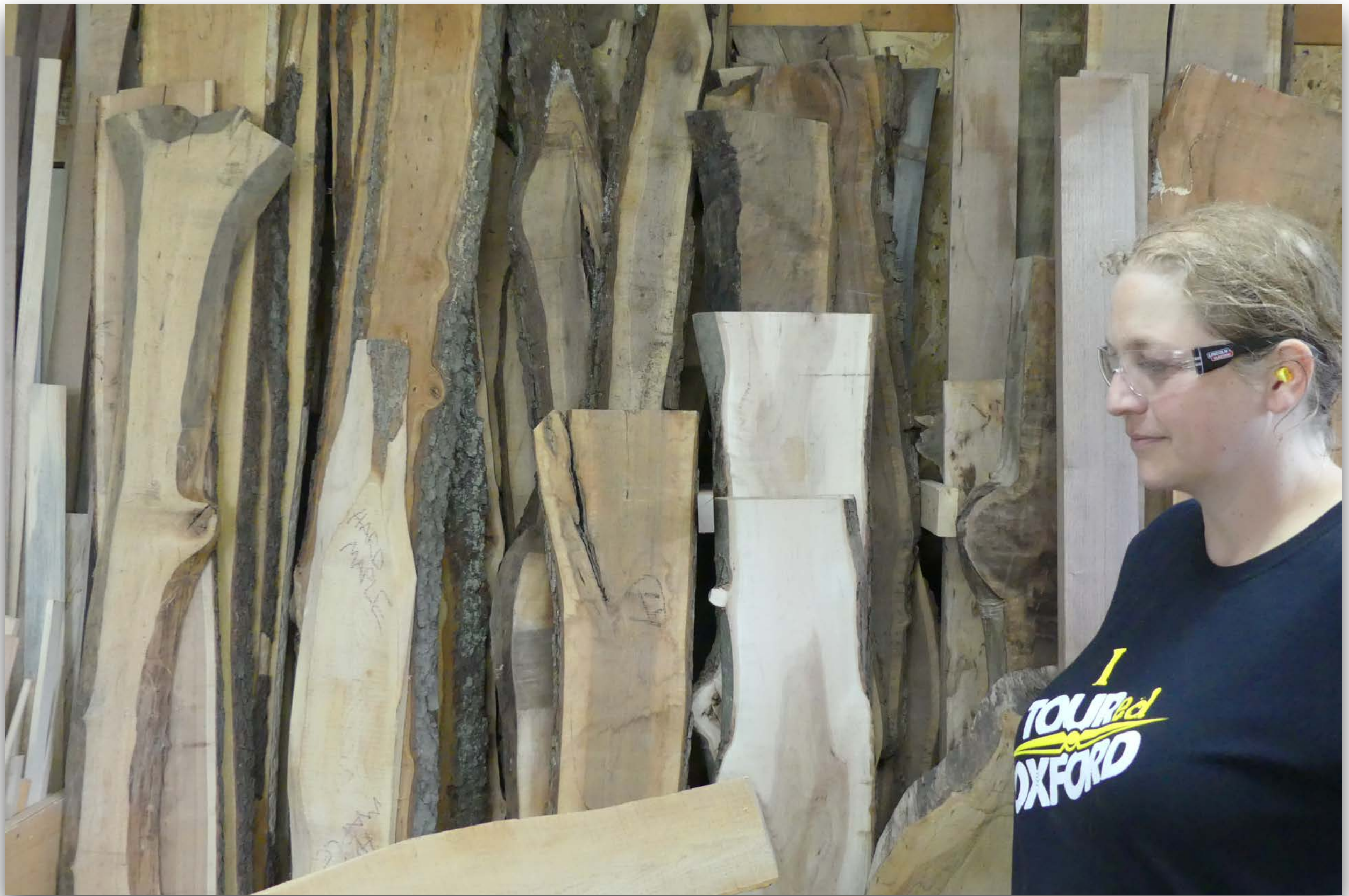




















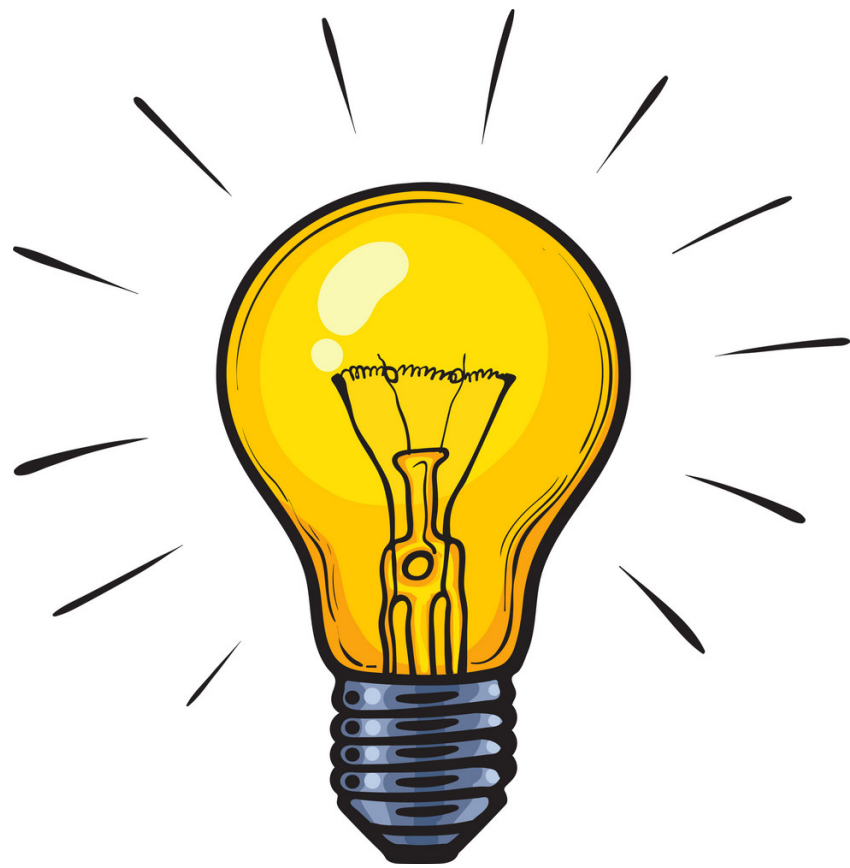












What I realized is  
that my story was the product.  
Not the board.  
It was me.

*Tree to Table*  
has become a reflection of my  
real life. And, so that's  
the story I tell.



# LESSONS LEARNED & INSIGHTS



# Business Benefits

- First time offered (Four weekends in May, 2018) - Sold Out! And again in 2019. And again in the fall of 2020.
- Year 1: Revenues from this experience were 7% of my annual revenue.
- Year 2: 12% (just based on pre-sales and gift certificates)
- Year 3: Even with Covid, new \$



# Shifts in business model

- Using his business to create understanding for a better planet.
- Experiences = new revenues, high yield
- Focusing on a different customer base.
- Changed the design of their new shop; invested capital into programming space.





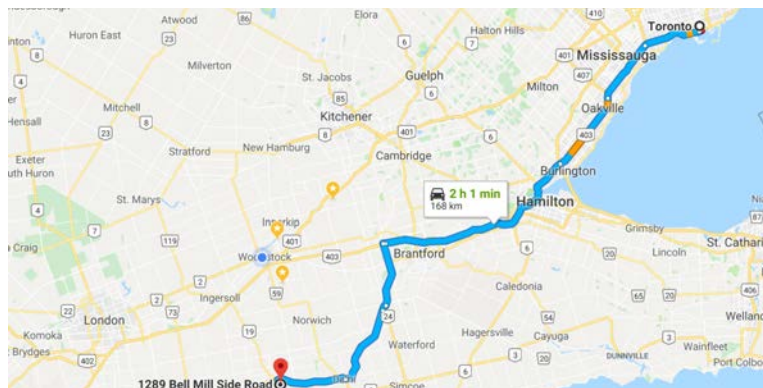
OTTERCREEK WOODWORKS

# FROM TREE TO TABLE

A BUILD YOUR OWN BOARD EXPERIENCE

## DEEPEN YOUR REVERENCE FOR THE FOREST WHILE CREATING A LIVE-EDGE CHARCUTERIE BOARD

Enjoy a guided walk inside a Carolinian Forest with woodworker David Schonberger to get a behind the scenes look at life in the country and get in touch with the roots of the forest. Enter the artisanal workshop and create your own live-edge charcuterie board alongside Dave using a piece of locally harvested lumber you select yourself. Draw your board with local artist Michelle Schonberger and work with a variety of tools including David's grandfather's tools to create your board. In addition to getting your hands dirty in the woodshop, enjoy a handpicked selection of savoury, local charcuterie while socializing around a table crafted from a towering white pine. Finally, return to the workshop to explore a studio of handcrafted boards, add a custom tag to your work and learn how to use your new charcuterie board at home to enjoy with friends.



## WHAT YOU NEED TO KNOW

The workshop must have a minimum of 4 people registered to run and up to 6 people maximum. It runs 9:30-3:30pm.

Dress for the weather and bring a pair of boots that can get muddy. This is a day of exploration and discovery!

For gift cards, to register & more info:  
[OttercreekWoodworks.com](http://OttercreekWoodworks.com)

### DATES AVAILABLE:

Mon. April 29th  
Sat. May 4th  
Sun. May 5th  
Fri. May 10th  
Fri. May 17th  
Sun. May 26th  
Sat. June 1st  
Sun. June 2nd

**\$250**  
+HST

  @the.woodsman  
The shop is located on  
Bell Mill Side Rd. in Tillsburg  
N4G 4G9  
1-519-983-9199

**\$99**

**\$230**

**\$250**

***\$275/pp + taxes***



# Northern Manitoba Opportunities

1. **Who are your storytellers** that will share their stories as new revenue-generating experiences?
2. Where are the **stages** for these experiences?
3. How will you develop a strategy for thriving, being paid a living wage for the stories you share as experiences? **(Programming generates revenues.)**

EXPERIENCE PARTNERS WITH STORIES  
TO SHARE AS EXPERIENCES

ARTISTS

FISHERS

CRAFTSPEOPLE

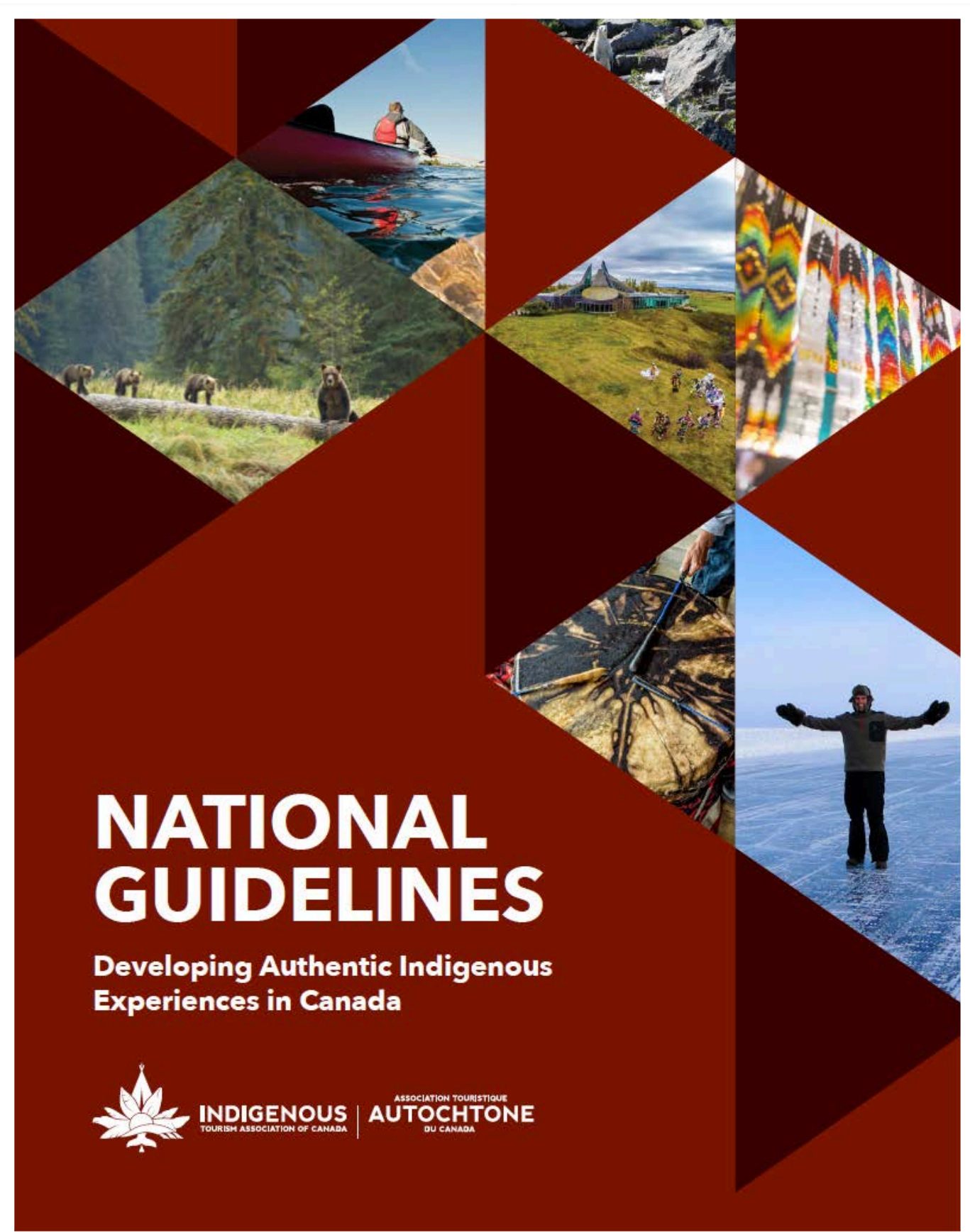
FORAGERS

SNOWSHOE MAKERS



# The Power of Indigenous Tourism in Canada







**“Indigenous cultural tourism experiences need to find a balance between offering an experience that has wide tourism appeal, while still remaining true to the past and present culture of their community.”**

*—National Guidelines, Developing Authentic Indigenous Experiences in Canada*

## **Authenticity is at the heart of Indigenous Tourism**





## Alberta

From the prairies in the south, the badlands, to the foothills and mountains plus the northern boreal forest, Alberta's Indigenous people share their culture through many tourism experiences.



## British Columbia

Canada's westernmost province is filled with breathtaking scenery and diverse geographic regions and climates. British Columbia is home to Métis and more than 200 distinct First Nations – one-third of all the Indigenous people in Canada.



## Manitoba

Located in the centre of Canada, Manitoba's untouched natural beauty will leave you captivated. There are 63 different First Nations in Manitoba as well as Métis. Visit Manitoba to hear the beating of the drums during the vacation of a lifetime.



## New Brunswick

New Brunswick is home to the Mi'kmaq and Maliseet people. You can enjoy Indigenous festivals, events and pow wows that celebrate and embrace native language and uphold Indigenous heritage.



## Newfoundland & Labrador

Newfoundland and Labrador is on the most easterly edge of Canada. A vast land, with a relatively small population, Newfoundland and Labrador is home to a diversity of Indigenous cultures plus stunning coastlines, breaching whales, icebergs, and more.



## Northwest Territories

The Northwest Territories landscape is vast and beautiful, encompassing huge lakes, mighty rivers, mountains and the spectacular barrenlands. Dene, Inuvialuit and Métis invite visitors to explore a variety of authentic cultures.

**indigenoustourism.ca**

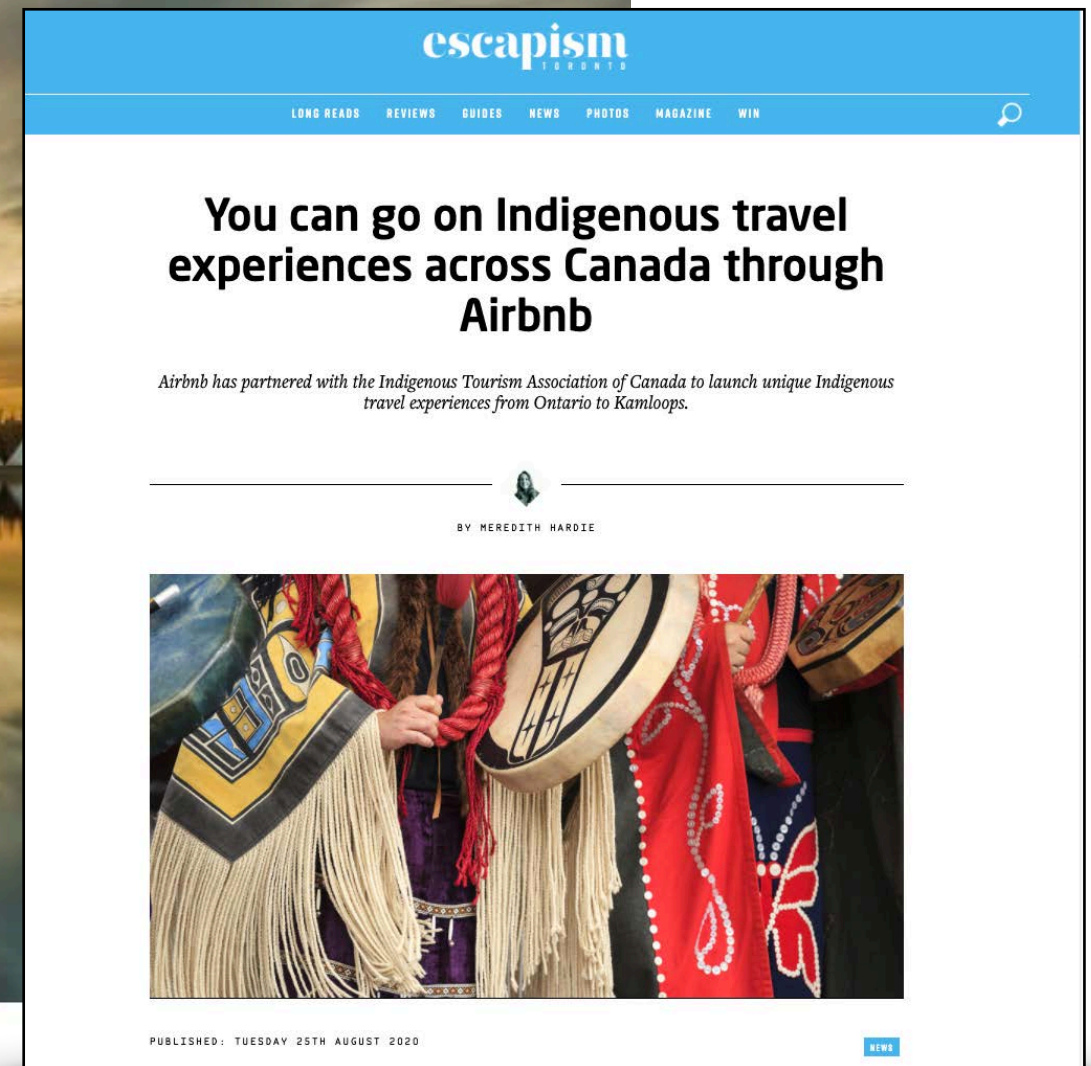




# Journey through the Indigenous lands of Canada

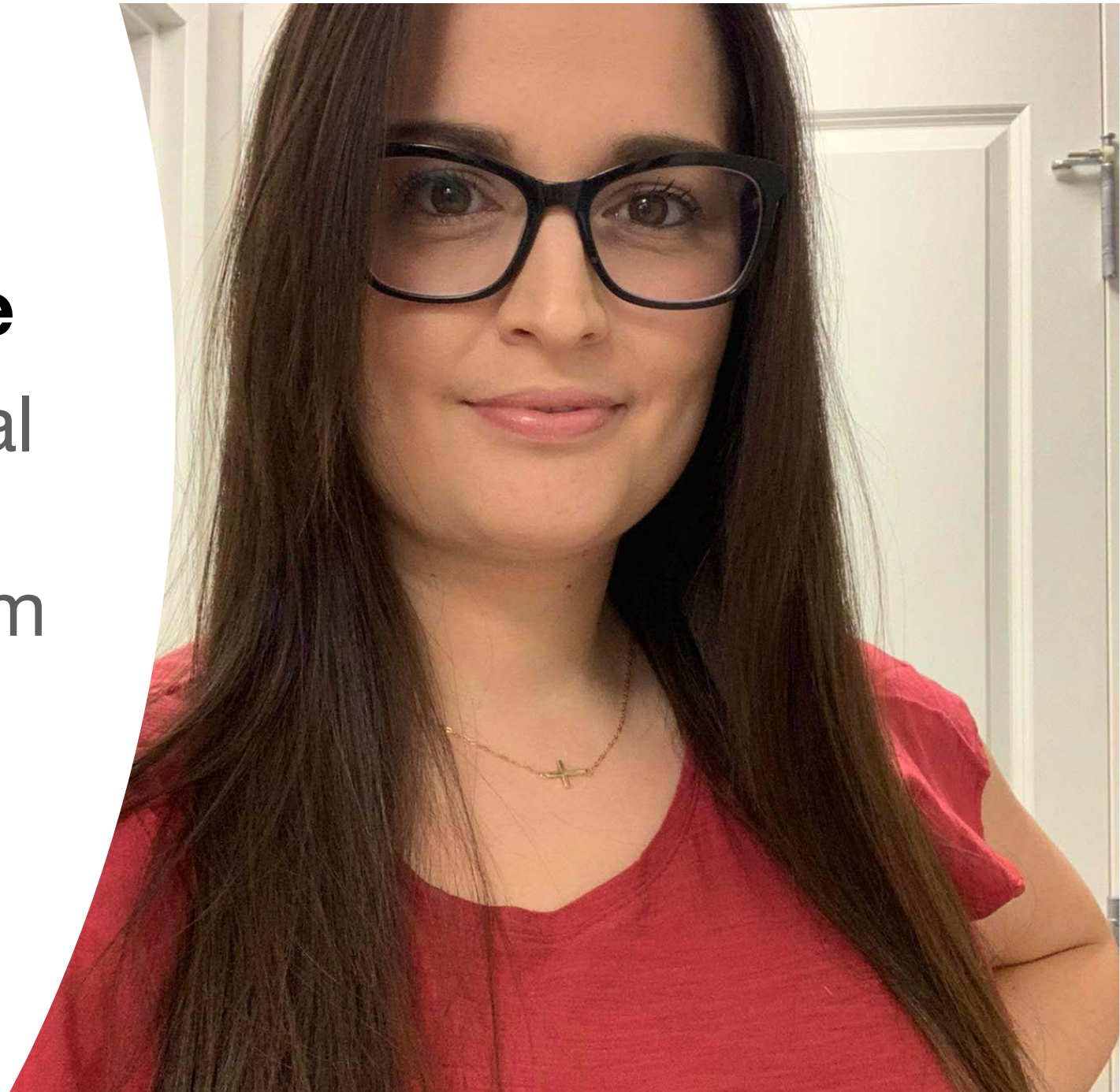
## Visit nearby Indigenous tourism experiences

Airbnb and the Indigenous Tourism Association of Canada have partnered together to showcase exciting First Nations, Inuit and Métis Cultural sites and tourism experiences. Immerse yourself in 15,000 years of Culture, Tradition, food, and history of Indigenous Peoples in Canada — all on your doorstep.





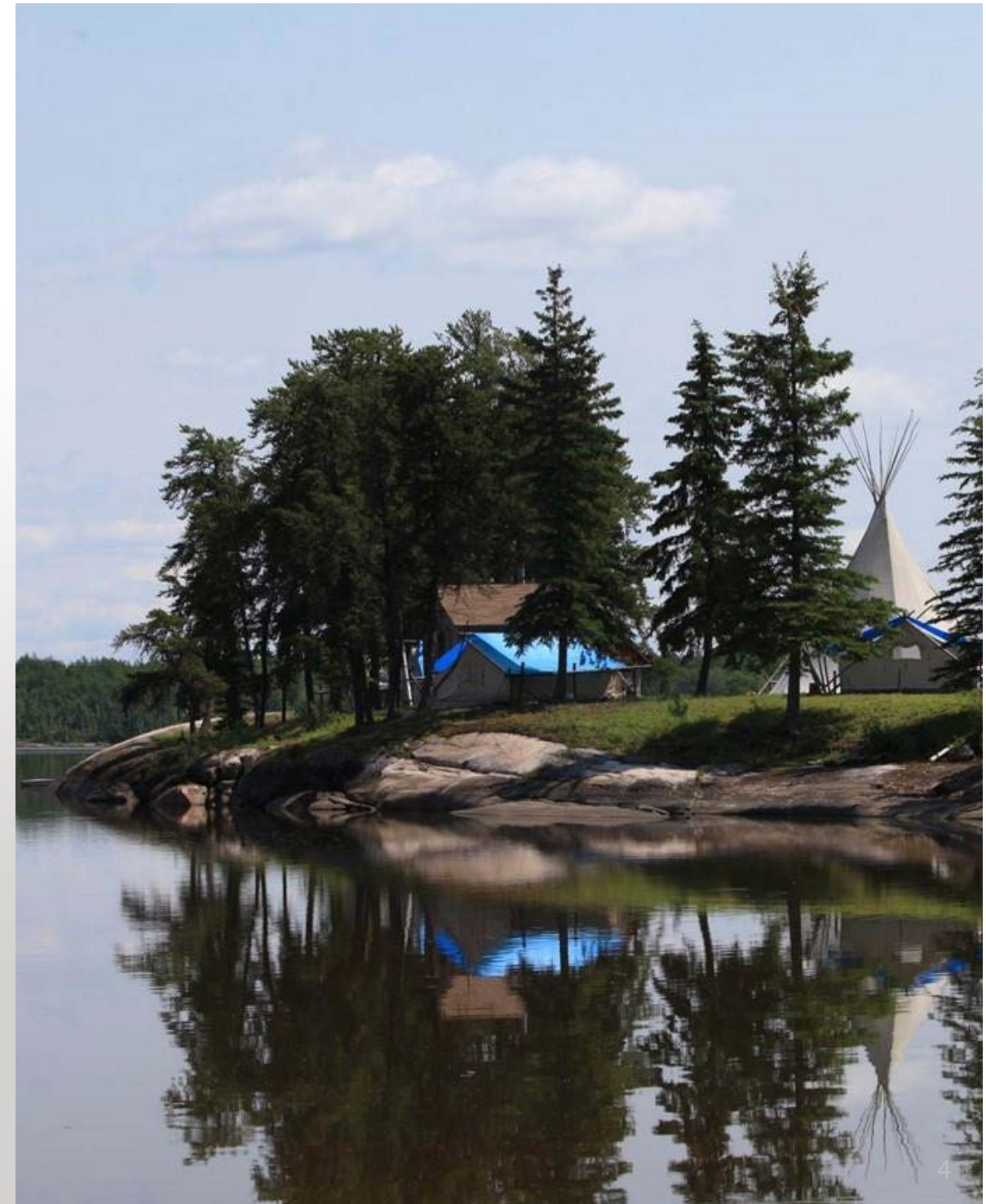
**Holly Courchene**  
Manitoba Regional  
Coordinator  
Indigenous Tourism  
Association of  
Canada





# Memorandum between Travel Manitoba and ITAC

- Travel Manitoba and the Indigenous Tourism Association of Canada aim to grow the Indigenous Tourism economy.
- The MOU sets the foundation for partnerships with other organizations interested in advancing economic development and tourism growth that supports Indigenous communities throughout Manitoba.





An aerial photograph showing a dense green forest on the left, a narrow sandy beach in the middle, and turquoise water on the right. The text is overlaid on the water portion.

# Vision

A prosperous Indigenous tourism industry across Manitoba, providing unique, engaging experiences

# Mission

Telling our stories, growing the Indigenous tourism economy in Manitoba



# Who is offering Experiential Tourism? (Global)

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**G Adventures**

**Frontiers North, Churchill**

**Great Spirit Circle Trail, Manitoulin Island**

**Responsible Travel**

**Friendly Planet Travel**

**Road Scholar**

**Pure Life (Luxury)**

**Wineries**

**Voomago (Italy)**



# Differentiators for Northern MB experiences?

- Culture
- Indigenous people, stories, culture, foods, way of living.
- The opportunity to develop a series of northern MB experiential guides as distinct and different from fishing or hunting guides.
- Single Experiences about culture, northern forests that are not in Churchill.
- Water-based travel, and “walking on water” in winter
- Northern culinary, wild foods.
- Remote.
- Stay longer. Visit multiple communities.



# Mindset for Experiential Tourism at this time

- Collaborative
- Champion what's local
- Practicing sustainability
- Think as a destination (Northern Manitoba is the Host Community welcoming Guests, not just individual communities.)
- It's business - New \$, as single experiences, multiple experiences, multiple locations. High yield.
- Covid-19 is a pause, and an opportunity to shift.



**Where do you start?**  
**With what already exists.**



