

You are invited to take part in a Tourism Excellence North Training Workshop!

The flyer features a background image of a boat on a lake at sunset. The text 'TIMMINS, ONTARIO' is centered at the top. Below it, 'EXPERIENTIAL TRAVEL TRAINING For Operators' is written in large, bold, white letters. In the bottom left corner, there are logos for Ontario, Tourism Excellence North (Tourisme d'Excellence Nord), and Tourism Northern Ontario. In the bottom right corner, there is a 'TOURISM NORTHERN ONTARIO' logo. On the right side, there is a blue vertical panel with social media icons for Facebook and Twitter at the top. Below them, the text 'WORKSHOP DETAILS' is followed by a table:

JAN	15 th - 16 th	2019
TIMMINS, ON		

Below the table, the text reads: 'Diversify the tourism experiences at your business and reach new markets!'. At the bottom of the blue panel, there is a white button with the text 'REGISTER NOW' and a link: '» tourismexcellencenorth.ca'.

Why should you attend? Experiential tourism offers can help you **reach new markets** and **increase your bottom line**.

Perhaps you are **looking to draw families, international visitors or newcomers to Canada to your business?** What experiences can you offer that are specific to them? This workshop will address these topics and more!

What is this training workshop? An interactive 2-day workshop for 12 tourism businesses which will provide the tools and insights you need to design and deliver profitable tourism experiences. This workshop will take you through 'experiential travel 101' and guide you through creating and delivering an experiential travel tourism offer that reflects your unique story, cuisine, and culture in Northern Ontario.

Who should attend? Any private sector tourism business, not-for-profit operation, or public sector organization interested in and ready to invest in the design and delivery of experiential offers.

What will I learn?

- The value experiential travel can add to your operation
- The difference between a tourism product and a tourism experience
- How to get started on an experience for your operation, with the intent of enhancing existing product to better meet the needs of visitors and generate higher profits
- How other businesses have embraced and benefitted from evolving their product into enhanced tourism experiences

Where is it?

- **Timmins, Ontario**
- **Training Venue:** Timmins Museum

When is it? Tuesday, January 15 to Wednesday, January 16, 2019

Money Matters:

- **THE COURSE, INCLUDING ALL TRAINING MATERIALS, PROGRAMMING AND SELECT MEALS IS AT THE LOW COST OF \$100.**

Space is limited, so apply early!

[>>Click here to apply!](#)

Questions? Send TEN an email at info@tourismexcellencenorth.ca