



What is your favourite travel experience? Perhaps you shared a picture about it on social media. Did you tell your family and friends about the experience when you returned home?

If you are like most travellers, you did...several times. When visitors have great travel experiences they share them. Increasingly, they share them online. This is called 'word-of-mouth marketing' amplified over social media.

What is a Remarkable Experience? It's an experience that was so exhilarating, adventurous, exciting, delicious, or different, that you just had to tell someone.

And, tourism businesses that deliver remarkable experiences can benefit from the exposure gained through word-of-mouth marketing. What better way to convince a visitor to buy from you than a previous customer telling them how great you are!

### **Let's Get Remarkable**

The Remarkable Experiences Program is a one-of-a-kind tourism program in Canada. It is designed to support BC tourism operators in developing and delivering outstanding, visitor-focused experiences while enhancing their digital and social media marketing efforts.

Through in class learning, personalized coaching, and access to leading information and resources, you will have the tools you need to attract more visitors, deliver exceptional experiences, and gain more recommendations and referrals. Here's what you can expect:

- Learn about experience design – look at your business through your customers' eyes and walk through the process of developing or enhancing a product they are sure to love.
- Ensure your website is the most effective it can be. The program will guide you through all the elements that help your business get noticed online and close the sale.
- Activate your advocates on social media. Learn about some of the top social media channels for tourism and the concepts you need to know to get people talking about your business online.
- Put your ideas into action with up to six hours of personalized coaching to help you!

Here is what some past participants had to say on their program results:

“I feel I have attracted a new demographic of clientele and also filled a niche in the market with high quality, interesting experiential programming.” (Cassiar Cannery, Prince Rupert)

“My personal experience with creating website and social media is pretty limited, so having the ability to get as much out of this group as possible has been perfectly advantageous to us.” (Wildways Adventure Sports, Christina Lake)

“We switched our mindset from “selling” to “content” and it has worked! Our Facebook reach has grown dramatically and we are seeing much more engagement from our clients over the various channels.” (Spa 901, Fernie)

## The Fine Print

This program is for small and medium sized tourism operators in BC. If you run a tourism business, manage an attraction or site, or work with an organization such as a community DMO that promotes tourism in your community, then this program is for you. It's also a great way to network with your fellow tourism colleagues.

The program includes:

- A welcome webinar to introduce you to the program and the first module;
- Four full day, in-class modules: on Experience Design (2 days), Digital Marketing (1 day) and Social Media (1 day) delivered over a three month period;
- Six hours of personalized coaching that you can access when you need help implementing your ideas into action;
- A digital assessment of your website and active social media channels, before and after the program, to let you know how you are doing; and
- Access to a Facebook page where tools, tips and resources are shared.

## Don't Miss This Opportunity, Space is Limited!

Destination BC has partnered with the Kootenay Rockies Tourism to deliver the Remarkable Experiences Program along the Highway #1 Connector, including tourism business from Revelstoke to Golden (including Parsons & Field). The program runs from October–December (you can access coaching until the end of March).

The program's introductory price is \$350+gst. The fee includes all program components plus lunches during the in-class modules. Accommodation is not included.

***\*\*BONUS: Register by August 26<sup>th</sup> and you'll be entered to win an additional five hours of coaching, a \$375 value (one winner selected from all fall entries).***

**To Book:** <http://www.Destinationbc.ca/Remarkable-Experiences>

**For more information:** Shannon Harrison  
Kootenay Rockies Tourism  
250.427.4838 #207  
Shannon@kootenayrockies.com