



BENEFITS TO YOUR BUSINESS

- The Remarkable Experiences Program seeks to enhance your tourism experience offering
- Access to traveller research and subject matter experts
- Connection opportunities with operators and mentors
- The Remarkable Experiences Program provides the tools to make your tourism experience stand out
- Elevate your online & social media presence
- Increase referrals and revenue potential

FAQS

What is a remarkable experience?

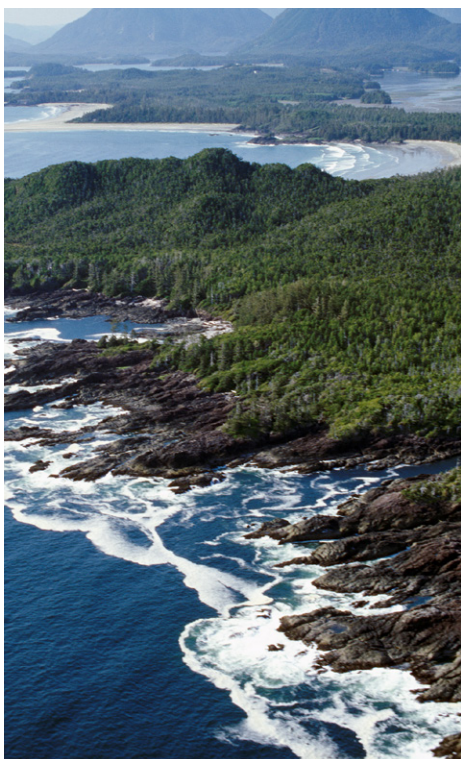
A remarkable experience is a well-designed, developed and delivered travel experience that inspires a visitor to recommend or share it via word-of-mouth to their friends, family and colleagues.

Why should I choose to attend the Remarkable Experiences Program over other programs in my region?

Destination BC is inherently vested in strengthening the BC Tourism Industry and because of its constant research, collaborations with regional partners and connections, Destination BC is able to source the top subject matter experts and mentors in the fields of Tourism Experiences Design, Social Media and Digital Marketing. The Remarkable Experiences program's unique approach to collaborative curriculum also offers participants the ability to gain insights into the consumer experience thereby discovering new and innovative ways to elevate their current or future tourism experiences or services.

What is the goal of the program?

The goal of the program is to provide tourism industry operators with the information, tools and resources they need to enhance new, or existing products, based on a solid understanding of visitors to BC. In addition, the program seeks to encourage digital and social media marketing excellence. Overall, the goal of the program is to encourage repeat visits and recommendations for BC tourism businesses.



What benefits and results can I expect from the program?

- Access to traveller research and subject matter experts;
- Better understand your visitor using customer segmentation tools;
- Connection opportunities with operators and mentors;
- Open up new markets or revenue opportunities by using a well-defined process for experience design and development;
- Increase web traffic and conversion to sales by improving your online presence and website;
- Make it easy for fans to talk about your business online and increase recommendations and advocacy;
- Make your tourism experience stand out;
- Benefit from coaches who are experts in the program subject matter.

How long is each program module?

Module 1: Experience Design is the first two-day module (7.5-8 hours each day).

Module 2: Digital Marketing and Social Media is the second two-day module (7.5-8 hour each day).

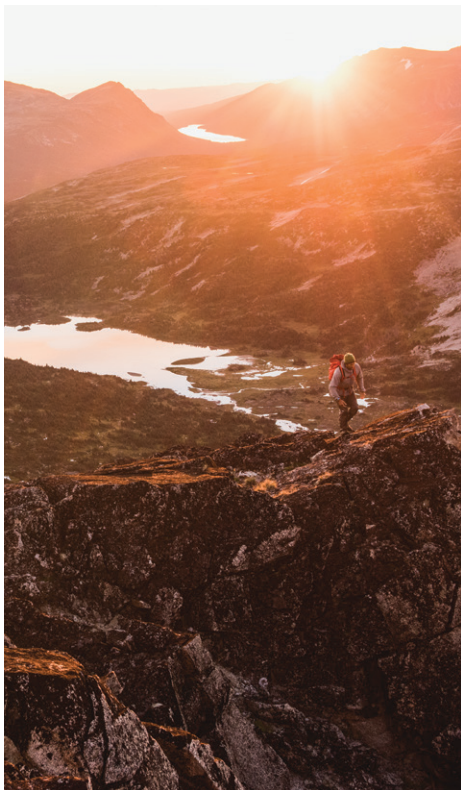
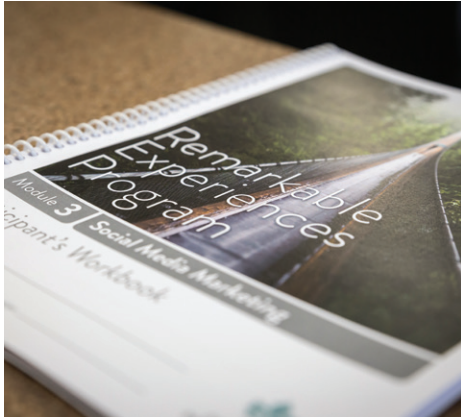
What will I learn?

Module 1: Experience Design uses psychographic segmentation to develop a deeper understanding of visitors to BC. Using that knowledge as a basis, participants then move through the process of designing, developing and delivering new experiences that will appeal to various traveller types.

Module 2: Review concepts related to business ranking in search (such as Google my Business, Search Engine Optimization) and various website components that ensure websites are the most effective they can be for closing the sale. Look at key concepts for taking full advantage of social media to promote your business including User Generated Content, Influencers/Advocates, integration into the tourism system, and also reviews Facebook, Twitter and Instagram, as they relate to tourism.

What does experience design mean?

Visitor experience design is a systematic approach for a business or cluster of businesses to design, develop, deliver and promote new travel opportunities in ways that inspire travellers to “choose you”! Through access to traveller data as well as industry experts through the Remarkable Experiences Program, tourism businesses are able to precisely design travel experience to optimize revenue and future referrals.



What do I need to do to prepare for the course?

There will be some module specific requirements prior to each module that will be shared closer to the module date.

When and where will the program be available?

Typically, the program is available from October to March or April each year at various locations across the province. Please visit DestinationBC.ca/Remarkable-Experiences to find a location near you.

Who is the audience for the program?

The program is available to small and medium sized tourism businesses (fewer than 50 employees) and organizations that manage attractions or are involved with the promotion of tourism (community DMOs).

How long is the program?

The program runs for two months with the in-class learning modules being delivered one month apart. Coaching may be accessed after the first module and can be used for up to four weeks after the completion of the second module (at which time unused coaching hours will expire). The time commitment for the program is estimated at 40 hours over the two month period.

Do participants need to use the coaching?

The Remarkable Experiences Program coaches are experts in the field of experience design, digital and social media marketing. They are available to program participants to help create a plan for advancing some of the ideas they may come up with from the learning modules or to guide participants through areas where they have questions. Coaching is shown to improve results for businesses. Participants will receive 1.5 hours of coaching. Although it is not mandatory, it is highly recommended.

Do coaching hours expire?

Yes. Coaching hours expire four weeks after the completion of Module 2 (Digital and Social Media Marketing).



What qualifications does my business need to have?

Businesses or organizations participating in the program should:

- Derive 50% of their revenue from visitors and have been in business for a minimum of one year;
- Have an active business/organization website used for marketing;
- Have at least one active social media channel used to market their business (Facebook, Twitter, Instagram etc...);
- Be able to commit time to the program (40 hours over two months);
- Have an interest in and ability to develop or enhance their product offering, website and social media marketing activities.

How is a tourism business defined?

If 50% of the business's revenue is derived from visitors to the community, the business is considered a tourism business.

How much does it cost?

The program fee is \$450 plus tax. This fee includes four full day, in-class modules on Experience Design (2 days) and Digital and Social Media Marketing (2 days) delivered over a two month period. It also includes 1.5 hours of personalized coaching to help you put your ideas into action, a digital assessment of your website and active social channels to let you know how you are doing, and workbooks and other resources to take home with you.