

**2008-2009
The “Tourism Experience”
Product Development Workshop
Agenda**

Day 1

9:00 a.m. Welcome and Introduction

9:30 a.m. Tourism Overview

- The economic benefits of tourism on the economy
- Statistics on NWT visitors
- Why people travel, what motivates them, what are the top ten motivators, what is the “tourism experience”, how to work with other partners to offer specials
- Government and NWT Tourism Roles in Tourism
- Government’s investment to the tourism industry in the NWT through Tourism 2010 (marketing, tourism training, product development, research and infrastructure), and Product Diversification and Marketing Program

The participants will come away with an understanding of the economic benefits of tourism in the Northwest Territories, Canada and worldwide; how tourism affects everyone in the communities; where NWT visitors are coming from, what they are looking for, why people travel, what motivates them, how they can use the motivators to create product, what is the “tourism experience”, how to work with other partners to offer special; and the roles, programs and services of the Government of the NWT and NWT Tourism.

10:30-10:45 a.m. Break

10:46 a.m. Continue with Tourism Overview

12:00 - 1:15 p.m. Lunch on your own

1:15 p.m. Aboriginal Tourism Strategy

4:30 p.m. Adjourn for the Day

5 – 7p.m. Tourism Reception

Day 2 - Thursday, Feb 26

9:00 a.m. Recap of Day one

9:15 a.m. Experiences Toolkit

- How to make your product an experience to remember
- How to find the right customers for your product
- What type of images to use to sell your product
- How other tourism operators package their products that sell successfully and win awards

The participants will come away with an understanding of how to incorporate an experience into their current product, how to find the right customers, what type of images to use to market their products and best practices of other successful tourism operators.

10:30 - 10:45 a.m. Break

10:46 a.m. Continue with Experience Toolkit

12:00 - 1:15 p.m. Lunch on your own

1:15 p.m. NWT Tourism

Northwest Territories Tourism will present their 2009-2010 Marketing Plan, how they determine where to market the NWT, results reporting on past marketing initiatives and their roles as the Destination Marketing Organization and the advocacy for the tourism industry.

3:00 – 3:15 p.m. Break

3:15 p.m. Open Forum

The tourism industry will be able to express their concerns and issues.

4:30 p.m. Workshop Ends