



With Kim Clarke, Tourism Experience Development Specialist
 Hosted by Tourism Simcoe County & BruceGreySimcoe (RTO7)

Friday,
October 12, 2018
 8:30am - 2:30pm

Museum on the Boyne,
 250 Fletcher Crescent, Alliston

Join us to learn:

- What experiential travel is and why it has value.
- How you can build on existing products within your business.
- Why collaboration can put you further ahead.
- The 12 ingredients of an experience.
- The tools and templates for development.
- How to find the right target market for your business using consumer segmentation profiles.
- Immersion in a newly created experience giving participants first hand knowledge.

Who should attend?

- Tourism operators (museums, guides, attractions or product clusters) who are looking to create another revenue stream for their business by developing new experiences.
- Festival and Events organizers that are looking to develop a new experience as part of their festival or event.

FREE Workshop

- Part 1 of RTO7's Experience Development Program
- Networking with Industry Colleagues
- Catered Lunch
- Participation in a newly created experience



Registration is required by October 9

To register email tourism@simcoe.ca