

The Experiential Connection



Inner
Journeys

New  Nouveau
Brunswick
Be...in this place • Etre...ici on le peut

New Brunswick Tourism and Parks presents:
TOURISM PRODUCT DEVELOPMENT DAY
The Experiential Connection

10:00 am to 12:30 pm
GRAND BALLROOMS C & D

Opening Remarks

*Hon. Stuart Jamieson, Minister
New Brunswick Tourism and Parks*

Welcome and Overview of the Day

*Ellen Barry, Deputy Minister
New Brunswick Tourism and Parks*

The New Product Development Direction

*Kara Sutherland, Director, Product Development
New Brunswick Tourism and Parks*

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Key Note Speaker

Dr. Nancy Arsenaault, Product and Market Innovator

Royal Roads University and Hatley Park National Historic Site and one of the facilitators involved with the successful "Edge of the Wedge" experiential travel training with the Gros Morne Institute for Sustainable Tourism.

The Customer is Changing – So Must We!

We are living in unprecedented times with undeniable opportunities – now is the time to prepare for the future. Gone are the days of packaging travel by scheduling together a variety of activities, meals and transportation options with a clever price. Today, the traveler is demanding much, much more and companies of all sizes and types are responding individually and collectively – are you?

Dr. Nancy Arsenaault challenges some of the traditional ways we think and provokes you to stretch your horizons. Discover new insights about tomorrow's customer and the importance of staging, stories and delivering innovative experiences. Each element is vital for companies who want to differentiate themselves in today's competitive market.

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12:30 pm to 4:45 pm
GRAND BALLROOMS A & B

Lunch

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Special Guest Speaker

*Michele McKenzie, President and CEO,
Canadian Tourism Commission*

Catching the attention of today's traveller: Turning tourism products into experiences

Consumers are increasingly seeking travel opportunities that deliver new experiences, satisfy curiosity and add novelty and exoticism to their lives. For increasingly sophisticated travellers, travel is becoming more and more about new experiences and adventures for their own personal fulfillment. Canada's tourism brand, "Canada. Keep exploring", is well-poised to leverage this new trend in travel preference by offering consumers opportunities to create their own unique stories and experiences.

Michele McKenzie introduces the Explorer Quotient™ – a powerful consumer segmentation tool that identifies underlying emotional motivations for travel and takes into account that traditional demographics (e.g. income, age, geographic location) have little to do with peoples' travel preferences. Michele also introduces the CTC's Experiences Toolkit – a unique guide to help tourism businesses turn a product into a world-class experience that sells in this increasingly competitive market.

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Inner Journeys...

Introductory Briefing
Nancy Arsenault

Introduction to the Inner Journeys Experience Collection

*A workshop-based
interactive series of presentations.*

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Celebrate what is already great: Best Practices in our own backyard!

A sampling of operators who deliver a “wow” experience share some of their elements of success. We hope their stories will provide both inspiration and some practical tips:

The Power of the Tower
Science East (Child's Play)

Indulge Yourself
Savonnerie Olivier Soapery
(Cultures and Customs)

Summary

Nancy Arsenault

The Journey Ahead

Kara Sutherland, Director, Product Development
New Brunswick Tourism and Parks

Joanne Berubé-Gagné, President
Tourism Industry Association of New Brunswick

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***Building experiential travel...
a series of memorable events that are revealed over time,
are inherently personal, involve the senses,
and make a connection on an emotional, physical,
spiritual or intellectual level.***