



PROGRAM ALERT

“Creating Great Destinations: A Destination Development Workshop Series”

WHAT is this?

Tourism is about people – people having great experiences. A lot of tourism experiences are defined through the interactions people have with the broader community in which specific tourist attractions exist. There is an ancient African proverb that reads: *It takes a village to raise a child*. It has been suggested that this proverb reflected that African villages were intertwined communities in which members shared responsibilities for the entire group. There was a collective sense of ownership over the community’s success (or lack of success) – everybody had a role to play. One could argue that tourism is similar: *It takes a community to develop a great tourist destination*. But what does that mean?

Travel Manitoba is offering a unique opportunity for tourist attractions, tourism businesses and community leaders to come together to answer this question in a meaningful way relevant to their community through a linked set of two workshops and one Best Practices Mission.

1. Understanding Tourism Workshops – A full day workshop that helps you understand the conditions for success: how tourism impacts your community; the need to understand your local context; who plays a role in tourism; how to go about creating a tourism plan in your community.
2. Tourist Destination Best Practice Mission – A multi-day tour and facilitated learning experience that allows you to see some of the concepts from the workshop above in action. Through a combination of experiencing tourism destinations and discussions with individuals responsible for their development, and discussions with other participants, you will collect a wealth of information, knowledge and insight to use in your community or attraction.
3. Destination Planning Workshop – A full day workshop that pulls the first two components together and allows you to create an action plan to guide your efforts to achieve the tourist destination vision you have.

Organized and facilitated by Travel Manitoba, this unique opportunity will also feature expert facilitation of the Best Practice Mission by Jill Vandal of *the Tourism Company*. Ms. Vandal was our featured facilitator for our most recent Mission on Agritourism held in October 2009 about which participants raved.

WHERE will the workshops and Mission take place?

The workshops will likely be held in Winnipeg. The Best Practices Mission itinerary is in progress and yet to be confirmed. More information will be available soon.

WHO should participate in this initiative?

Participation is open to anyone involved in tourism in Manitoba. To get the most out of this opportunity, we recommend one or two people in your community, organization or business participate in all three components, and bring one or two additional participants to the two workshops.

Participants who sign up for all 3 components will have first priority for participation. Associates of these participants will have next priority for seats in the workshops only. Anyone can sign up for the two workshops alone, subject to the availability of space to be determined by the priority placements noted above.

WHEN will the workshops and Mission take place?

Specific dates for each component are not yet finalized, but are targeted as follows:

1. Understanding Tourism Workshops – April or May (date to be confirmed)
2. Tourist Destination Best Practice Mission – June (date to be confirmed)
3. Destination Planning Workshop – August (date to be confirmed)

HOW does one register and what is the cost to participate?

The costs to participate are not yet finalized. However, they are estimated as follows

1. Understanding Tourism Workshops – \$30/person
2. Tourist Destination Best Practice Mission – \$600/person*
3. Destination Planning Workshop – \$30/person

(* Persons signing up for the Mission will automatically be included in the two workshops at no additional cost.)

The final cost for the Best Practice Mission will include all required return transportation from Winnipeg (e.g. air and ground), accommodations, meals, on site excursions as well as learning program and associated materials. This cost will not include out-of-Province health insurance, but is recommended for all participants. (Expenditures of a personal nature are the responsibility of the individual and are not included.)

The cost for the workshops will include a lunch, beverages and associated materials.

To express your interest or book your spot please contact Wayne Copet at Travel Manitoba (toll free: 800-665-0040; Direct: 204-927-7819, or by email: wcopet@travelmanitoba.com).

A booking deadline has not yet been made, but space will be limited – Register today!

Background on the Best Practices Mission initiative:

“Best Practice Missions” are a Travel Manitoba program designed to supporting industry development in areas of strategic interest to the tourism industry. The objectives of Best Practice Missions are to:

- stimulate and inspire product development by strategically introducing Manitoba tourism suppliers to innovative experience possibilities;
- elevate the quality of the design and delivery of Manitoba tourism experiences through facilitated learning and hands-on participation;
- provide an innovative vehicle for information sharing in Manitoba’s tourism industry.

What participants have said about past Best Practice Mission:

“Overall I would rate the trip as very enjoyable and I learned a lot from the speakers and destinations chosen by Travel Manitoba.”

“I was impressed by the coordination; the tour was well planned and executed.”

“The presentations and discussions were all very good. The mission gave us a clearer idea of how we can work with our municipalities.”

“It gave us the push that we needed.”