

September 28, 2021

# Identifying Local Talent to Diversify Tourism Potential

Hospitality Saskatchewan Conference

# We want more tourism visitation... But How?































~~What~~

~~What~~

Who ✓

**But how do we start with finding the who?**















































# What makes an experience unique?

















**Visitors are looking for more:**



# Visitors are looking for more:

- Understand



# Visitors are looking for more:

- Understand
- Why do you do that?





# Visitors are looking for more:

- Understand
- Why do you do that?
- How do you live?



# Visitors are looking for more:

- Understand
- Why do you do that?
- How do you live?
- Immersed



# Visitors are looking for more:

- Understand
- Why do you do that?
- How do you live?
- Immersed
- Participate





# Visitors are looking for more:

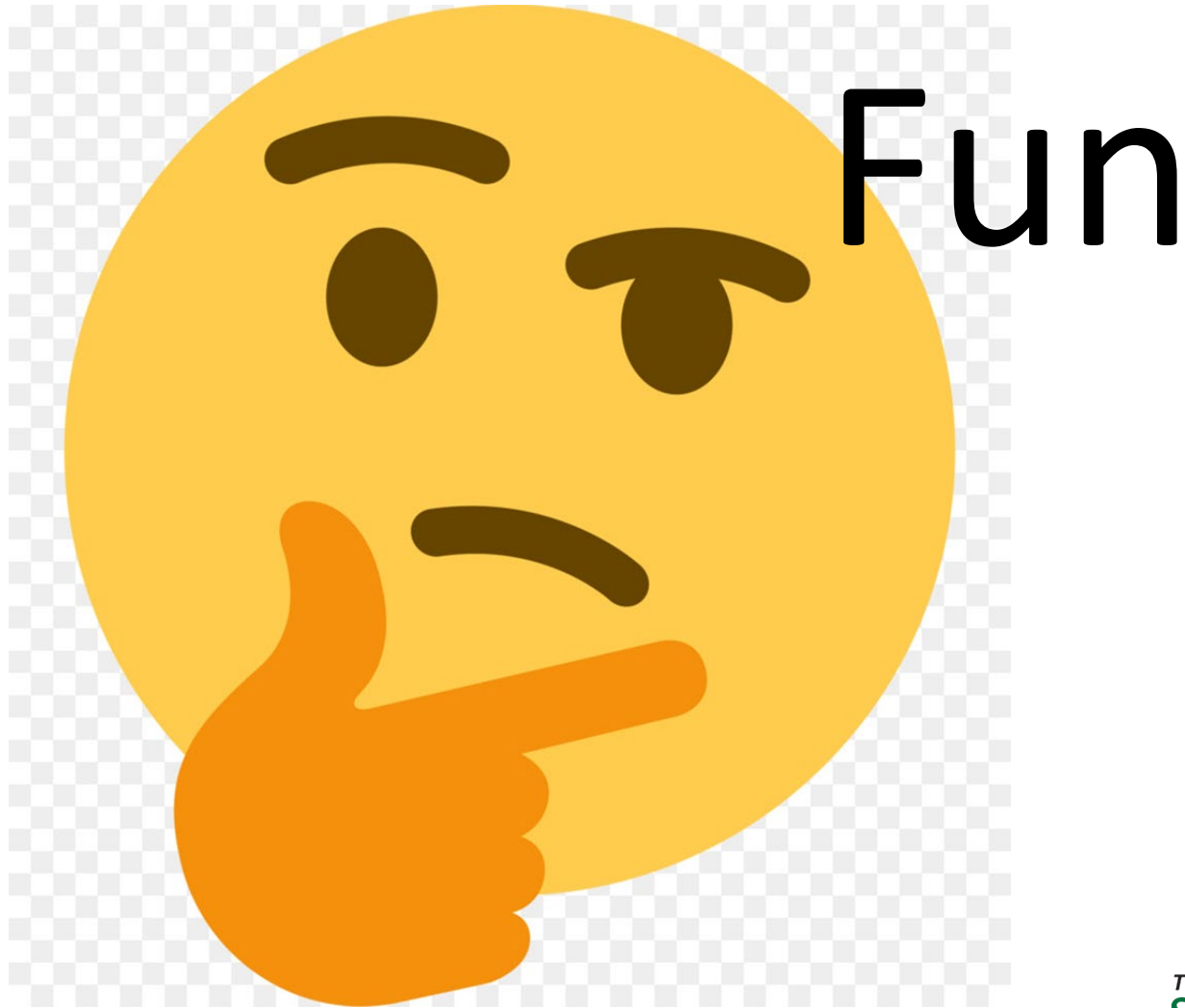
- Understand
- Why do you do that?
- How do you live?
- Immersed
- Participate
- Brag



**Ask the locals: who do you know?**

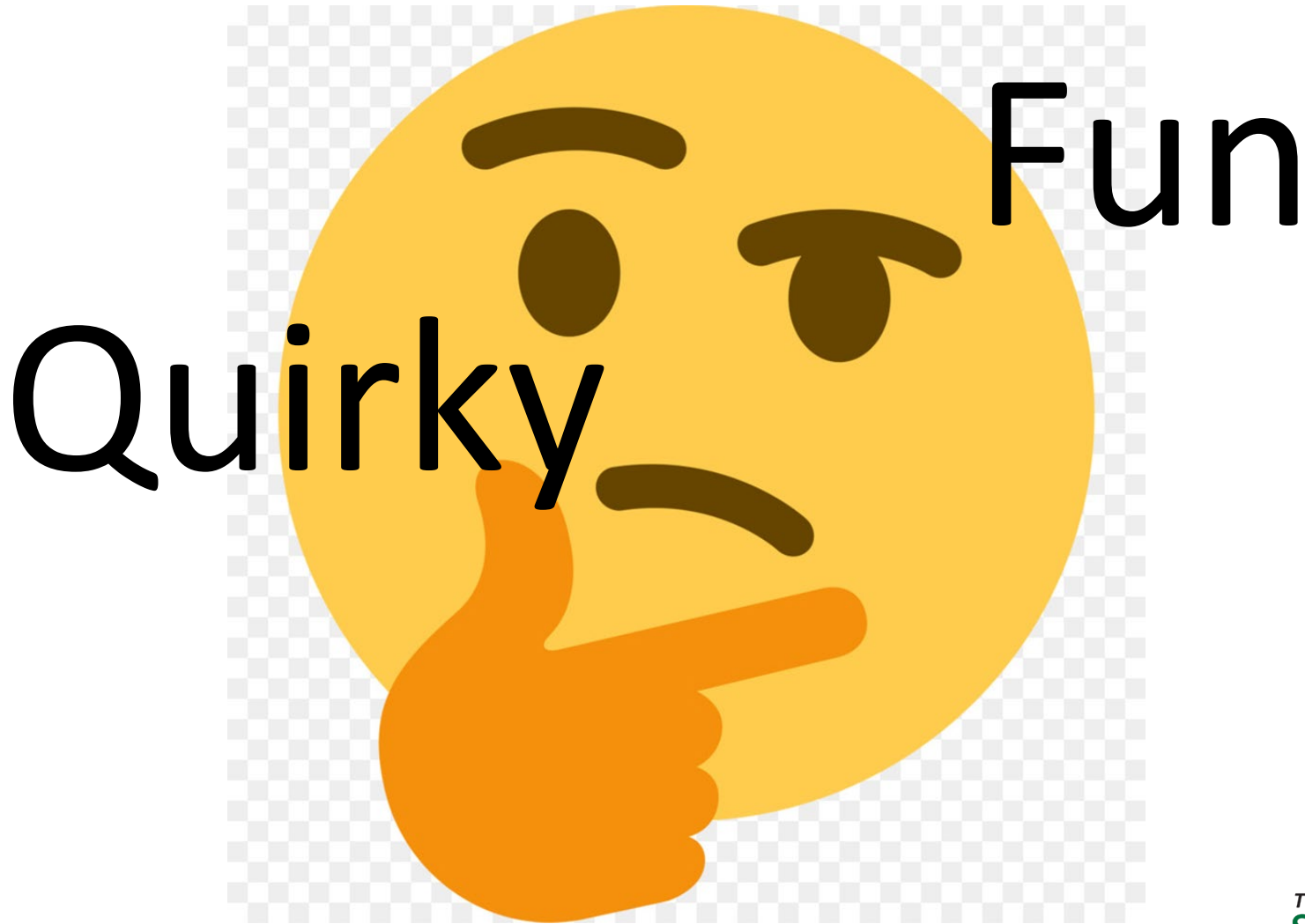


Ask the locals: who do you know?

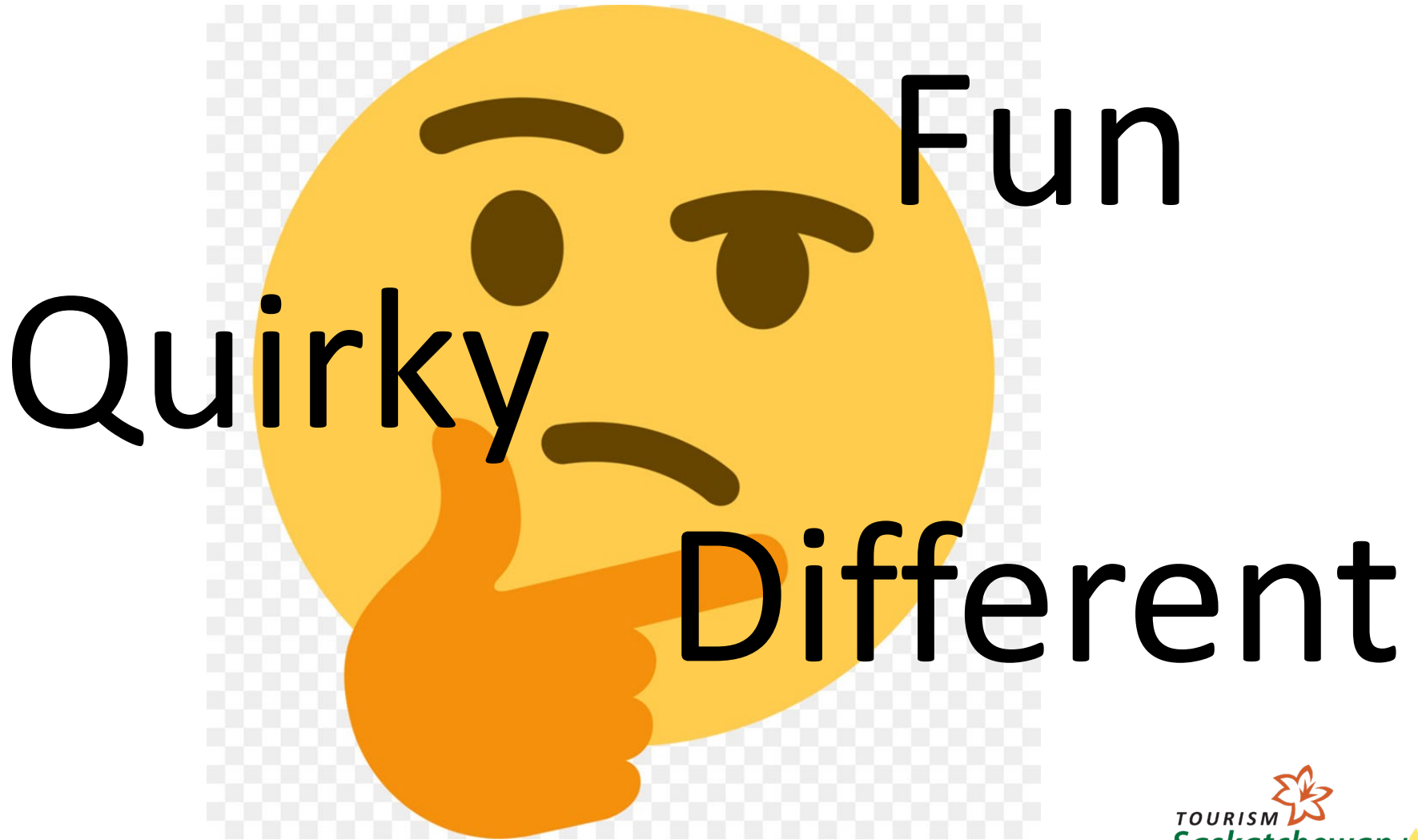




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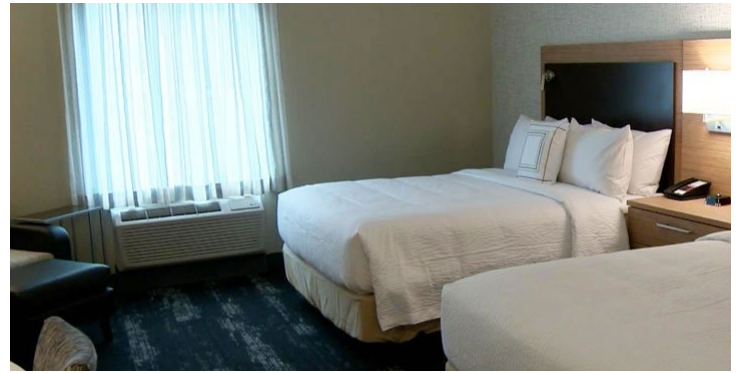
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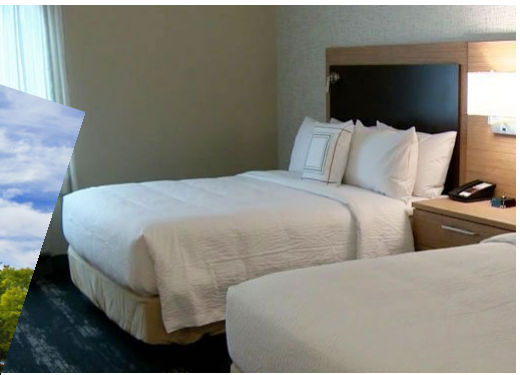














# Tourism Champions

- A \*NEW\* online course,
- workbook and
- additional resources
- information you need to develop tourism
- Currently available  
FREE of charge with the code  
CHAMPIONS2021





# AWEsome Experience Design Studio

- An online course that assists the participant in creating unexpected tourism experiences by focusing on the little details that create positive “AWE” moments
- Great for anyone within the tourism industry who is considering expanding their current tourism offering and looking for some guidance along the way
- Currently available FREE of charge with the code WEAREAWESOME



# Diversification and New Market Funding Program

- Funding to assist market-ready tourism businesses by supporting the development of new experiences
- Application-based funding up to \$30,000
- Next intake is anticipated for January 2022





# Community Experience Cluster Program

- Funding program to support and facilitate the development of clusters of experiences within communities or destination areas
- Application-based funding up to \$20,000
- Intake currently underway



# Achieving AWESome

- New application based program
- New experience providers
- Several training opportunities
- Affordable





# Communications:

- Industry Updates:  
Corporate newsletters  
Check the headlines

- Business Hub

<https://business.tourismsaskatchewan.com/>

- Corrina Kapeller

[ckapeller@tourismsask.com](mailto:ckapeller@tourismsask.com)

1-306-812-8882





# Questions?



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