

Journey to

Achieving AWESome

STEP ONE:



AWESome Experience Design Studio
Helps you start designing a memorable Saskatchewan visitor experience that works for you and your customers.



STEP TWO:



Tourism Experience Exposure
Directly participate in an in-market experience; bringing you new ideas and concepts to incorporate into your own experience design and delivery.



STEP FOUR:



Piloting
Bring your experience to life and receive meaningful feedback, advice, and support from Tourism Saskatchewan staff and your key target market participants.



STEP THREE:



AWESome Actions
With the guidance of veteran experience development consultant, Nancy Arsenault, move forward on your product concept by thinking about trends impacting your experience development and potential components that would drive value for you and your guests.



STEP FIVE:



Digital Content Capture
Host a professional photographer/videographer during an experience delivery to capture images and videos of your new offering to use in future marketing activities.