

35 min to complete

Multisensory Experience Development

Five-Module Learning Series

Webinar

Multisensory Experience Development: Agenda

08:00 to complete

Module One: An Introduction to Culinary Tourism

- a. Bridging the Gap Between Food & Drink and Tourism Industries
- b. Culinary Tourism Value Chain
- c. Who are Culinary Tourists?
- d. The Future of Culinary Tourism



Multisensory Experience Development: Agenda

06:45 to complete

Module Two: What Are Multisensory Experiences?

- a. Tourism Product
- b. Tourism Experience
- c. Components of Multisensory Experiences

02

Multisensory Experience Development: Agenda

05:10 to complete

Module Three: Best Practices

- a. Case Study: Ballindalloch Distillery
- b. Seizing the Opportunity
- c. Case Study: Genesee Valley
Country Village and Museum

003

Multisensory Experience Development: Agenda

06:00 to complete

Module Four: Multisensory Experience Standards

- a. Core Standards
- b. Setting Goals for Your Experience
- c. 'Secret Sauce' Attributes

04

Multisensory Experience Development: Agenda

06:50 to complete

Module Five: Activating Multisensory Experiences

- a. 7 Steps to Developing Multisensory Experiences
- b. Identifying Consumer Segments and Profiles



Elevating Canadian Experiences

The Elevating Canadian Experiences Program provides businesses, tourism operators, and DMOs with strategic solutions to boost culinary tourism and winter/shoulder season tourism across Canada.

Multisensory Experience Development: Webinar Learning Outcomes

- Differentiate culinary tourism from other forms of tourism and identify unique culinary experiences
- Describe the breadth and diversity of businesses involved in culinary tourism through deconstructing the culinary tourism value chain
- Explain why culinary tourism is a vital component in servicing the needs of travellers



Multisensory Experience Development: Webinar Learning Outcomes

- Expand the connection between experiential tourism and culinary tourism
- Distinguish between tourism experiences and tourism products
- Recognize opportunities to develop new culinary tourism experiences or enhance existing experiences through food & drink
- Identify changes and improvements to meet multisensory experience standards
- Leverage a multisensory experience development plan



01

Module One:

**An Introduction
to Culinary Tourism**

Intro to Culinary Tourism

***Bridging the gap between the
food & drink and tourism industries***

Intro to Culinary Tourism: Bridging the Gap Between Food & Drink and Tourism



Intro to Culinary Tourism: Bridging the Gap Between Food & Drink and Tourism



Intro to Culinary Tourism: Bridging the Gap Between Food & Drink and Tourism

What is Culinary Tourism?

Any tourism experience where a person interacts with food and drink that reflects the local history, heritage, and culture of a place.

Intro to Culinary Tourism: Bridging the Gap Between Food & Drink and Tourism

There are countless activities and experiences associated with culinary tourism



Intro to Culinary Tourism: Bridging the Gap Between Food & Drink and Tourism

A photograph of two people fly fishing in a river. The person on the left is wearing a red cap and a plaid shirt. The person on the right is wearing a dark jacket. The sun is shining brightly behind them, creating a lens flare. The river is surrounded by trees with some autumn foliage. A large purple circle is overlaid on the center of the image, containing the text.

**Tourism experiences
often overlap with
food & drink**

Intro to Culinary Tourism: Culinary Tourism Value Chain



Intro to Culinary Tourism: Who are Culinary Tourists?

Culinary tourists are visitors who plan their trips partially or totally in order to taste the cuisine of a place.

Intro to Culinary Tourism: Who are Culinary Tourists?

In the end,
everybody has to eat.

Intro to Culinary Tourism: The Future of Culinary Tourism

- Visitors seeking human connection
- Rethinking our food systems
- Connecting visitors to place
- Rise of experiential tourism
- Culinary tourism is multisensory



Intro to Culinary Tourism: The Future of Culinary Tourism

- Driving trips will be prioritized over flying
- Local, regional, provincial, domestic, international
- Responding (and communicating responses) to safety concerns
- Rural and remote destinations seen as safer
- Outdoor experiences, incl. agritourism in demand



02

Module Two:

**What are
Multisensory Experiences?**

What are Multisensory Experiences?

First, let's define...

- Tourism product
- Tourism experience
- Components of multisensory experiences



What are Multisensory Experiences?: Tourism Product

- Mix of **tangible** and **intangible** elements
- Can include more than one experience packaged together
- Focused around a specific area of interest
- Contributes to a destination's marketing mix
- Adds to the overall visitor experience



The Edible Country

100 million acres of fine do-it-yourself dining.

THE EDIBLE COUNTRY, GUNNEBO, WEST SWEDEN
Photo: Tina Stafren/imagebank.sweden.se

What are Multisensory Experiences?: Tourism Experience

- Activities offered by a business or operator within a destination
- Facilitate learning and enjoyment
- Often developed and operated by businesses within a destination
- Multiple tourism experiences can be contained in a tourism product



What are Multisensory Experiences?: Tourism Experience

Sugar Shack Experience

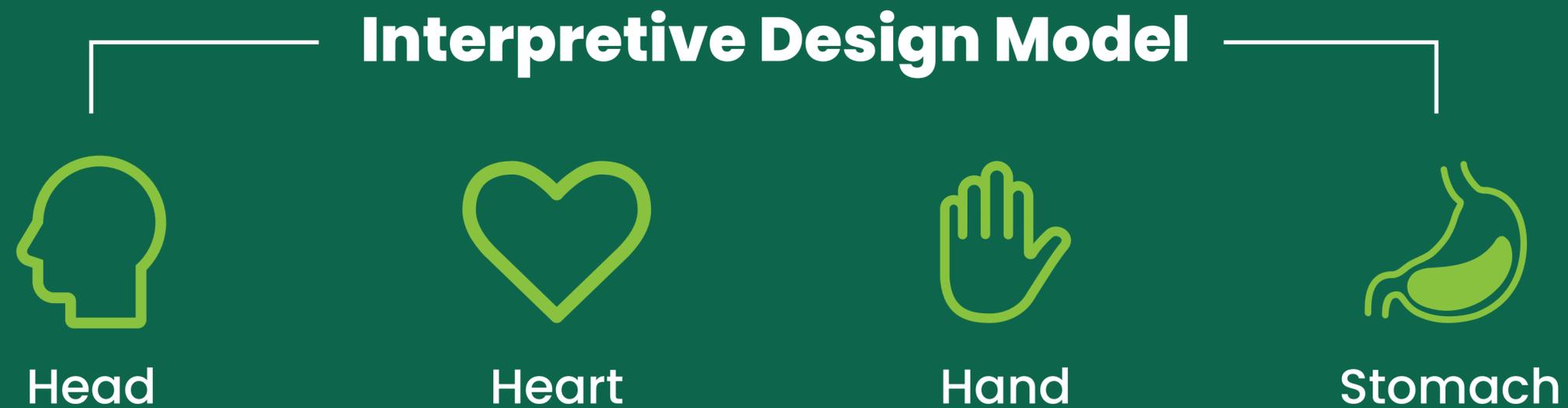
"Sugaring Off"
Sucrerie de la Montagne
Québec



What are Multisensory Experiences?

Multisensory experiences involve engaging and stimulating the 5 senses to build a fuller awareness of the surroundings and create a more memorable experience of a product, an event, or the environment. In the context of tourism, this means integrating sight, sound, smell, touch, and taste into the experiences that make your region special.

What are Multisensory Experiences?: Components of Multisensory Experience



What are Multisensory Experiences?: Components of Multisensory Experience

Head | **Heart** | **Hands** | **Stomach**



What are Multisensory Experiences?: Components of Multisensory Experience

Head | **Heart** | **Hands** | **Stomach**



What are Multisensory Experiences?: Components of Multisensory Experience

Head | Heart | Hands | Stomach



What are Multisensory Experiences?: Components of Multisensory Experience

Head | **Heart** | **Hands** | **Stomach**



What are Multisensory Experiences?: Components of Multisensory Experience

Head



Heart



Hands



Stomach



What are Multisensory Experiences?: Components of Multisensory Experience

By layering the senses, consumers are provided with a unique tourism experience.

03

Module Three:
Best Practices

Case Study: The Art of Whiskey Making, Ballindalloch Distillery

A small, family-owned distillery in Speyside, Scotland, offering a number of experiences that include multisensory elements.



Case Study: The Art of Whiskey Making, Ballindalloch Distillery

A full-day, hands-on experience at the distillery that teaches you about the art of whisky making



Case Study: The Art of Whiskey Making, Ballindalloch Distillery

I've done many things due to whisky and some that I regret, but then there are those memorable moments that always prompt a grin and fond recollection.

– Jason, Malt Editor, 2018 on
“The Art of Whisky Making” Experience

Photo Source: <https://www.ballindallochdistillery.com>



Visiting a museum

- Front desk welcome
- Introduction film screening
- Tactile displays
- Text panels for reading
- Gift store exit



Best Practices: Seizing the Opportunity

- Is there an opportunity to incorporate a sound component?
- Could the experience have been enhanced with a taste component?
- Where in the visit?



Best Practices: Seizing the Opportunity

4-hour hike and kayak excursion

- Greeting inside the shop
- Signing of forms
- Meeting the guide
- Safety and use instruction video
- Snacks and equipment
- Go to the raft



Best Practices: Seizing the Opportunity

- Could the experience have been enhanced with a touch component?
- What could have been a memorable taste component offered or prepared for the experience?
- Where in the visit?



Case Study: Genesee Valley Country Village and Museum



Video:
**Genesee Country
Village & Museum**

004

Module Four:

**Multisensory
Experience Standards**

A Multisensory Experience...

- Incorporates activities, products, and stories that are unique to the place and environment
- Highlights the unique aspects of the business and is connected to its goals and purpose
- Surprises by providing more than what visitors expected
- Creates a multisensory awareness of the product and destination



Multisensory Experience Standards: Setting Goals for Your Experience

- **What is it that makes your business stand out to travellers?**



Multisensory Experience Standards: Setting Goals for Your Experience

- What is it that makes your business stand out to travellers?
- **How to meet visitor needs and grow your business?**



Multisensory Experience Standards: Setting Goals for Your Experience

- What is it that makes your business stand out to travellers?
- How to meet visitor needs and grow your business?
- **What can you leverage to create a well-rounded multisensory experience of the environment, history, people, and unique aspects of your destination?**



Multisensory Experience Standards: 'Secret Sauce' Attributes

Enablers for Successful Development

- Collaborations
- Hands-on experiences
- Learning components
- Personal connection
- Tastes



Multisensory Experience Standards: 'Secret Sauce' Attributes



Immersive



Active



Meaningful



Engaging



Multisensory Experience Standards: 'Secret Sauce' Attributes

Immersive

Brings a visitor directly into a process of harvesting, production, or cultural practice.



Multisensory Experience Standards: 'Secret Sauce' Attributes

Active

Hands-on activities that allow the visitor to observe and act.



Multisensory Experience Standards: 'Secret Sauce' Attributes

Meaningful

Described as **genuine** or **authentic**.

The feelings, thoughts, learnings, and emotions that facilitate a sense of connection to the destination and make up the memories.



Multisensory Experience Standards: 'Secret Sauce' Attributes

Engaging

Captures attention, retains it, and creates memories through enjoyable and valuable content and activities.



005

Module Five:
Activating a
Multisensory Experience

Activating a Multisensory Experience: 7 Steps

Steps in Multisensory Experience Development

1. Inventory and assess existing tourism experiences
2. Identify opportunities for new experiences or ways to enhance existing ones
3. Develop a concept
4. Conduct market research
5. Design and develop the new experience
6. Test the new or enhanced experiences
7. Market and sell



Activating a Multisensory Experience: 7 Steps

01 Inventory and Assessment of Existing Tourism Experiences

- What are your business goals?
- What is your current offer or service?
- What are businesses around you offering?

Activating a Multisensory Experience: 7 Steps

02 Identify Opportunities to Develop a New Experience or Enhance an Existing One

- Are your existing experiences multisensory?
- Can you enhance them with sensorial components?
- What new experience can you create?
- Can you partner with neighbouring businesses or experience providers?

Activating a Multisensory Experience: 7 Steps

03 **Develop a Concept**

- What is your experience development/enhancement idea?
- What resources are available in your area?
- Who are the potential partners?

Activating a Multisensory Experience: 7 Steps

04 Conduct Market Research

- Who are your core consumers and what are their needs?
- How does your idea meet those needs?
- How is your experience different to others in your area or similar destinations?
- What can you learn from three similar experiences in Canadian destinations and around the world?
- How much are competitors charging for their experiences?
- How much will it cost you, and how much can you charge?
- What are the sustainability costs and mitigations from the experience?

05 Design and Develop the Experience

- What are the main activities of the experience?
- What are the specific sensorial components?
- What are the storytelling moments in the experience?
- How much could you charge for the experience?
- What resources and/or capacities do you need?
(personnel, equipment, financial, etc.)

Activating a Multisensory Experience: 7 Steps

06 Testing

- How does experience flow upon delivery?
- What is working well?
- Are the sensorial or “wow” moments what you expected?
- What could be improved, and what needs to change?
- Where is visitor engagement low and where can it be increased?

Activating a Multisensory Experience: 7 Steps

07

Marketing & Sales

- Where do potential visitors seek information?
- Is your website up to date with the experience information?
- Is it easy to book the experience online?
- What can promotional partners share?
- Are there any collective marketing programs for your destination?

Thank you

