

Worksheet: 02

Webinar: Multisensory Experience Development

When activating multisensory experiences, follow these 7 steps and ask yourself:

Step 1: Inventory and assess existing tourism experiences

a. What is your offer or service?

b. Who are your visitors and what audiences are you trying to attract?

c. What are businesses around you or in similar destinations offering?

Step 2: Identify opportunities for new experiences or ways to enhance existing ones

a. Are your existing experiences multisensory?

b. Can you enhance them with sensorial components?

c. What new experience can you create?

d. And can you partner with neighbouring businesses or experience providers?

Step 3: Develop a concept

a. What is your idea?

b. Is it developing a new experience or enhancing an existing one?

c. What resources are available in your area both regionally and provincially?

d. Who are the potential partners, including sourcing, delivery, marketing, and promotional?

Step 4: Conduct market research

a. Who are your core consumers?

b. What are the needs of these travellers?

c. How does your idea respond to those needs?

d. And how is your experience different to others in your area or similar destinations?

Elevating Canadian Experiences

When conducting market research, explore at least three similar experiences from destinations within Canada or around the world...

e. What can you learn from these experiences and destinations?

f. How much are competitors charging for their experiences?

g. How much will delivering your new experiences cost you?

h. What price is justifiable in your marketplace?

i. What are the sustainability costs and mitigations from the experience?

Step 5: Design and develop the new experience

a. What are the main activities of the experience?

b. What are the specific sensorial components? This includes taste, sight, smell, touch, and hearing, as well as the head, hand, heart, and stomach.

c. What are the storytelling moments in the experience? This could be your personal story, a story about your business, or a story about the region you operate in.

d. When can you highlight other businesses in the region?

e. Based on the market research and your operational costs, how much can you charge for the experience?

f. What resources or capacities do you need? For example, personal equipment or financial support.

Step 6: Test the new or enhanced experience

a. How does the experience work upon delivery?

b. What is working well?

c. Are the sensorial or wow moments what you expected?

d. What needs to change?

e. Where is visitor engagement low and where can it be increased?

Step 7: Market the experiences

a. Where do your target markets seek information?

b. Are your website and social platforms updated with information about your new experience?

c. If applicable, is it easy to book the experience online?

d. What can promotional partners share?

e. Are there any collective marketing programs for your destination?
