

Reflection Questions

Webinar: Enhancing Winter and Shoulder Season Tourism in Canada

1. What is the top opportunity for winter and shoulder tourism in your region?

- a. Food & drink
- b. Outdoor adventure
- c. Festivals & events
- d. Cultural experiences
- e. Something else: _____

2. Who are the prime consumers for winter and shoulder tourism in your region?

- a. Business travellers
- b. Couples
- c. Young families
- d. Small groups
- e. Sporting teams
- f. Another group / market: _____

3. What are the top challenges for winter and shoulder tourism in your region?

- a. Perceptions of weather
- b. Awareness of activities
- c. Access to labour
- d. Lack of operator training
- e. Quality services / authentic experiences
- f. Other: _____