

Worksheet: 03

Webinar: Enhancing Winter and Shoulder Season Tourism in Canada

01 What is the goal of the destination?

02 What are causes of seasonality related to the destination?

03 Is there stakeholder interest to enhance off-season tourism in the destination?

04 Are conditions ripe for tourism re-development or enhancement in the destination?

05 Is there consumer demand for new offers the destination can develop?

06 Will development of winter and shoulder season tourism impact the already established tourism environment?

07 What are the long-term challenges for sustaining winter and shoulder season tourism in the destination?
