

Reflection Questions 01

Webinar: Exceeding Expectations

01 What makes your community and region special to you?

- Is it the people you see day-to-day? Views of the river? Local traditions?

02 Why do you choose to live there?

03 What makes you most proud to live where you do?

- Showing pride of place helps visitors feel a stronger connection to the destination and the people who live there.

04 **Are you an ambassador for your region?**

- Can you make informed recommendations to visitors based on your personal experience in the community?

05 **Do you know about the tourism offerings of other businesses in your region?**

- This is more than just knowing about their offerings; it's also about having tried them for yourself.
- For example, you know there's a craft brewery down the street from your business, but have you tried their beer? Are you able to offer visitors recommendations based on your experience at the brewery?

06 **Does your community or culture have any traditions to share with visitors?**

- Even if it is something that may be familiar to visitors already, a local twist or a new context can make it feel special.

07 **Are their experiences or stories a visitor wouldn't know about your community if you didn't tell them?**

08 **Can you think of anything that feels mundane to you but is special and out-of-the ordinary for a visitor?**

- A small creek at the end of the street might seem very basic when you walk by it everyday, but to a visitor looking for the perfect place to stop for lunch, it can be exactly what they're after.
- What's more, these types of places aren't highlighted in a tourist's guidebook. This means someone from the destination has to connect with the visitor and point these locations out to them, which adds an element of exclusivity to the experience.
