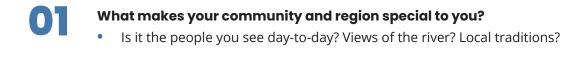
Reflection Questions 01

Webinar: Exceeding Expectations





Why do you choose to live there?



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.





Are you an ambassador for your region?

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



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?



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?



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.

