

Reflection Questions 02

Webinar: Exceeding Expectations

01 Do we tie our visitor experience to place through the stories we tell?

- This can be in person, on your menus, chalkboards, website, or social media channels.

02 Do we source local food and celebrate it?

- If you are sourcing local cheese, meat, vegetables, or craft beer, this is part of your value proposition and should be celebrated as such.
- Residents might be aware that certain products are local, but you need to call those items out specifically for visitors. Otherwise, they won't know what they are eating and drinking is connected to the destination and its local growers and producers.

03 Does the experience we offer have a connection to our family or regional heritage?

- If so, it's important to highlight that connection. And if not, consider adding a few personal or regional connections to your experience through the tastes that you offer. This could be a family recipe or a local specialty that can't be found anywhere else.

04 Do we partner with other local businesses?

- This can be done in a variety of ways, such as events, sourcing ingredients, music, art, and collaborative products.
 - For more information about partnering with local businesses, be sure to watch the Partnering for Success webinar available in the Elevating Canadian Experiences content hub.
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05 Do we incorporate meaningful local details into our décor?

- An example of this is using locally sourced materials, whether it's a river stone pathway, repurposed barn wood, or a wheat wreath.
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06 Do we offer an experience that appeals to locals and visitors?

- In this instance, taking a typical local experience and sanitizing it to appeal specifically to tourists will eliminate the authenticity of the offering. This reduces the impact of the experience for visitors, which diminishes its appeal.
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