

TOURISM: A CATALYST FOR ECONOMIC DEVELOPMENT



GLOBAL TOURISM





19,000
TOURISM
BUSINESSES

127,000
TOURISM
JOBS

34.7 M
PERSON VISITS

\$2.9 B
GDP

\$4 B TAX
REVENUE

22%
GROWTH
INTERNATIONAL
TOURISM

\$8.3 B
2014 TOTAL
TOURISM
REVENUE

\$1.1 B 2014
INTERNATIONAL
TOURISM
REVENUE



VISITOR ECONOMY BENEFITS



INDIRECT & INDUCED BENEFITS

- Diversifies economy
- Attracts business
- Encourages entrepreneurial spirit
- Generates new payroll
- Enhances local infrastructure
- Enhances real estate values

DEVELOPMENTAL BENEFITS

- Neighbourhood revitalization
- Generates pride in local residents
- Encourages historic preservation
- Improves destination image
- Creates public social activities
- Aids protection of natural resources

EXPLORER QUOTIENT

EQ

Explorer Quotient

QETM

Quotient explorateur

EXPLORER QUOTIENT TYPES



Free
Spirit



Cultural
Explorers



Authentic
Experiencers



Personal
History
Explorers



Cultural
History
Buffs



Rejuvenators



Gentle
Explorers



No-Hassle
Travellers

	Global	Canada	Alberta
Free Spirit	13%	12%	15%
Cultural Explorer	12%	9%	9%
Authentic Experienter	9%	12%	17%
Cultural History Buff	6%	-	5%
Personal History Explorer	9%	13%	4%
Gentle Explorer	17%	25%	18%
Rejuvenator	6%	6%	5%
No Hassle Traveller	9%	10%	23%
Virtual Traveller	11%	-	-

EXPERIENTIAL TRAVEL

“ Arguably the most significant trend in worldwide tourism today is the demand for experiential travel. Typically meant to convey the idea of more immersive, local, authentic, adventurous and/or active travel.”

Skift (2014): The Rise of Experiential Travel

EXPERIENTIAL TRAVEL

***“Take me into your world
and bring me back to mine
with a new awareness.”***

Richard Pochinko

Fulfilling Travellers Dreams Through Experiences



EXPERIENTIAL TRAVEL INGREDIENTS





EXPERIENCE PEI
Great memories start here

[HOME](#) | [EAT](#) | [PLAY](#) | [MAKE](#)

MAKE

Great creations start here



MAKE

MAKE A ONE OF A KIND MOMENTO
OUT OF ISLAND JUNIPER

JUNIPER JOSTR

[More Info](#)



MAKE

LEARN TO BUILD THE CASTLE OF
YOUR DREAMS

SENSATIONAL SANDCASTLES

[More Info](#)

FROM PRODUCTS TO EXPERIENCES



PRAIRIE GARDENS & ADVENTURE FARM



PRAIRIE GARDENS & ADVENTURE FARM



PRAIRIE GARDENS & ADVENTURE FARM



PRAIRIE GARDENS & ADVENTURE FARM



PRAIRIE GARDENS & ADVENTURE FARM



PARTNERSHIPS



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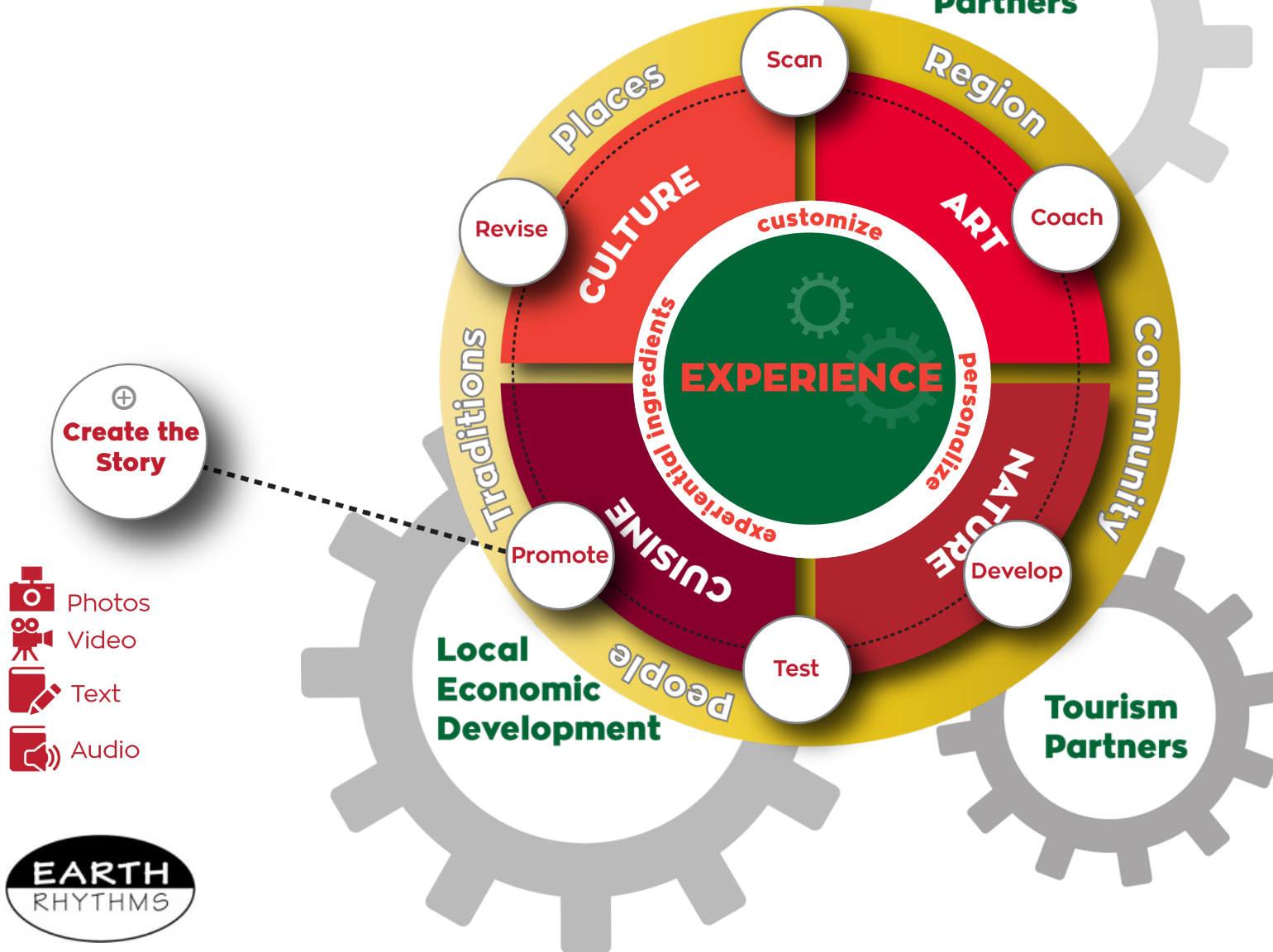
EXPERIENTIAL TRAVEL

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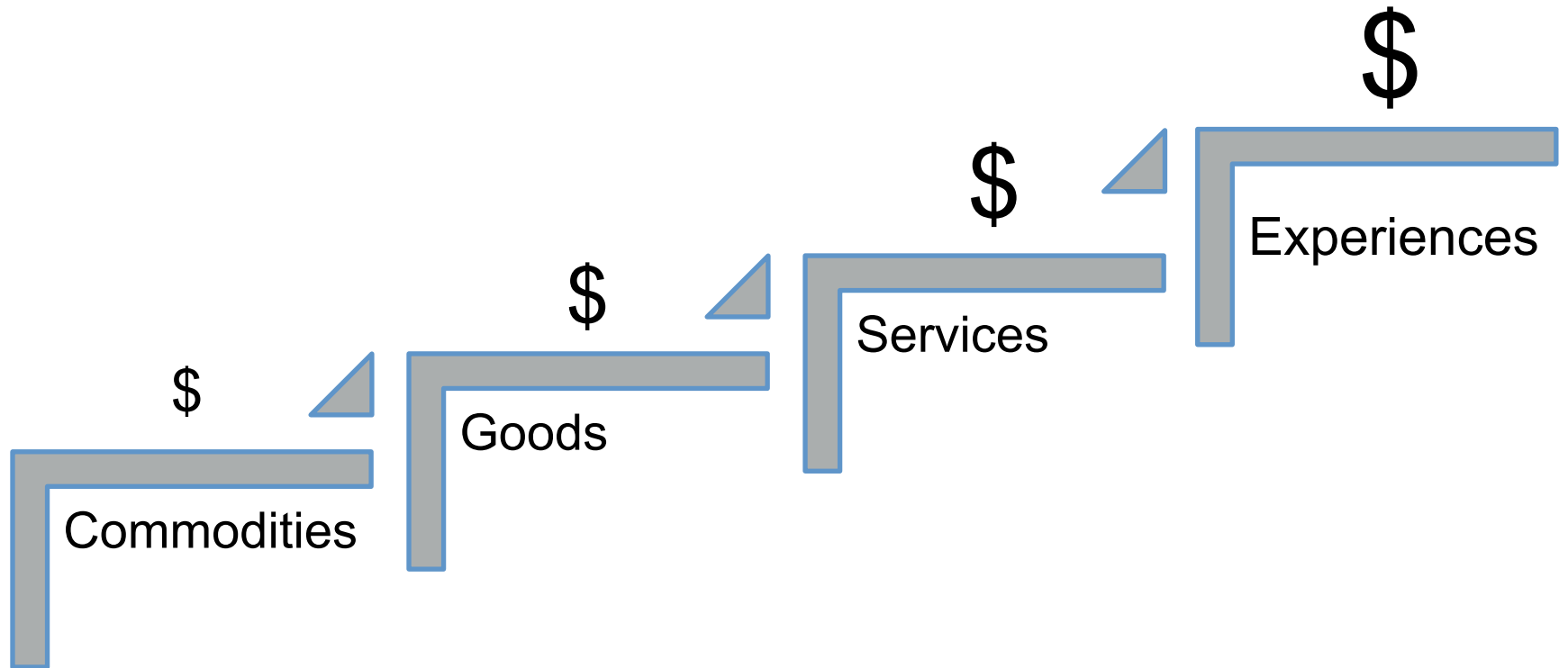
Richard Pochinko

Crafting Travel Experiences

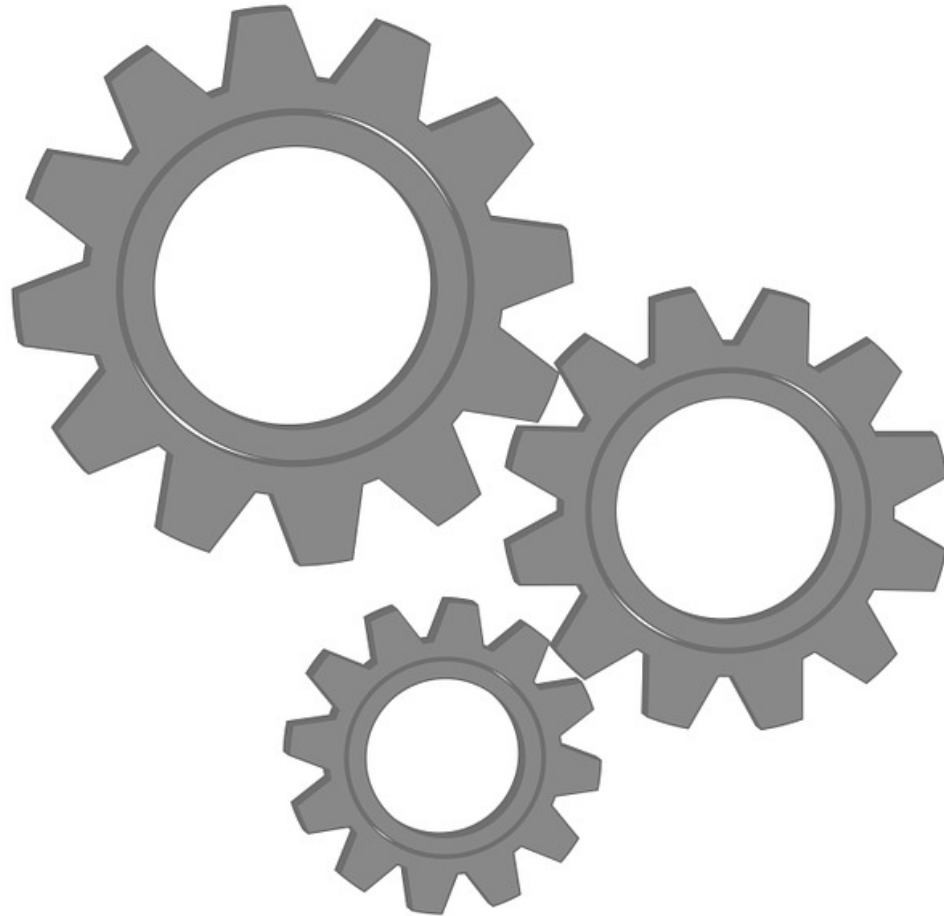
Through Community Collaboration



ADDING VALUE

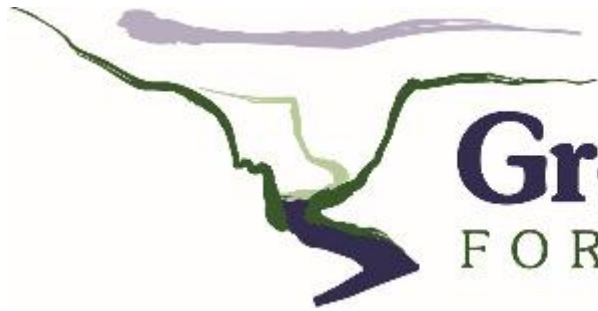


YOUR ROLE



TRAINING OPPORTUNITIES

SHiFT



Gros Morne Institute
FOR SUSTAINABLE TOURISM