

TOURISM: A CATALYST FOR ECONOMIC DEVELOPMENT

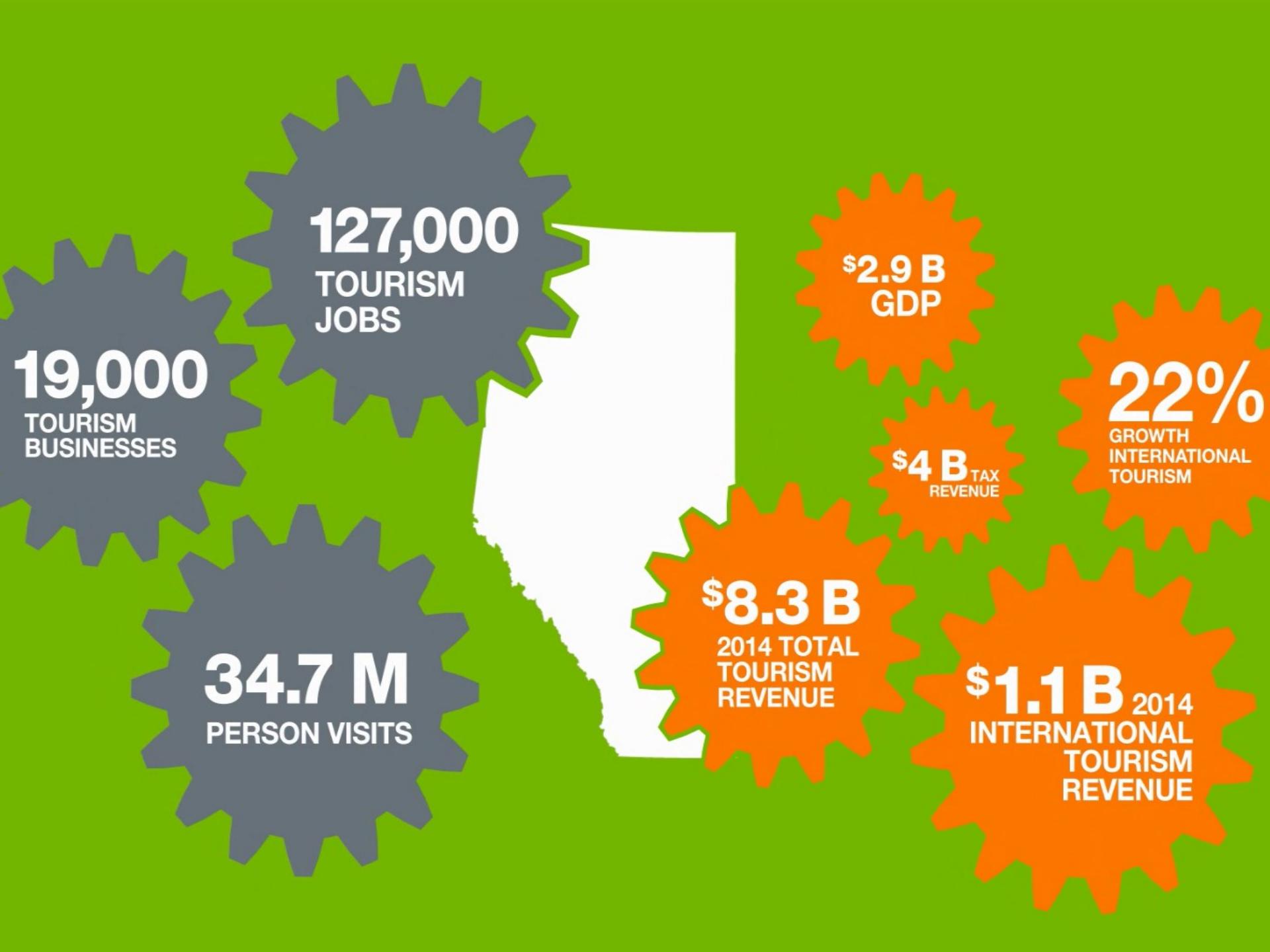
A scenic mountain landscape. In the foreground, a rocky outcrop with a small white tent in the background. Two people, a man and a woman, are standing on the outcrop, looking up at the sky. The background features a vast mountain range with green slopes and a blue lake at the base. The sky is blue with scattered white clouds.

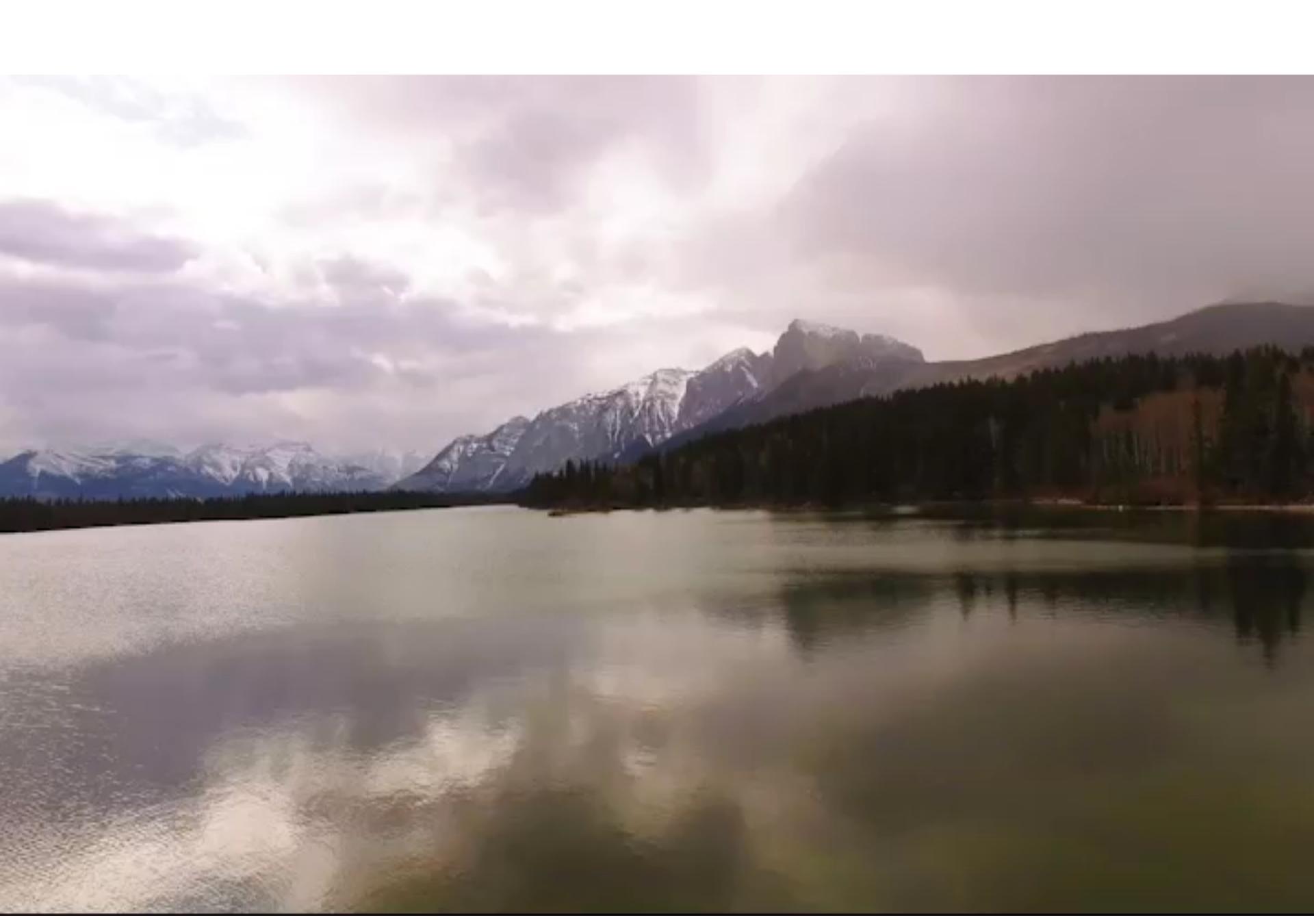
Travel
Alberta
Canada 



GLOBAL TOURISM







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 Experiencer	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.”

EXPERIENTIAL TRAVEL

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

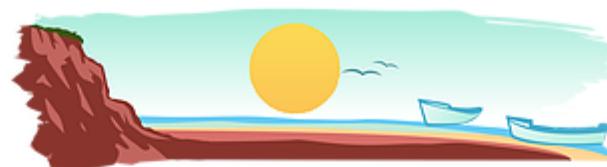
Richard Pochinko

Fulfilling Travellers Dreams
Through Experiences



EXPERIENTIAL TRAVEL INGREDIENTS





EXPERIENCE PEI
Great memories start here

HOME | EAT | PLAY | **MAKE**

MAKE

Great creations start here



NEW THIS
YEAR!

THE
original
JOSTRE

MAKE

MAKE A ONE OF A KIND MOMENTO
OUT OF ISLAND JUNIPER

JUNIPER JOSTRE

[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



PARTNERSHIPS



PARTNERSHIPS



PARTNERSHIPS



PARTNERSHIPS



PARTNERSHIPS



PARTNERSHIPS



PARTNERSHIPS



PARTNERSHIPS



PARTNERSHIPS



PARTNERSHIPS



PARTNERSHIPS



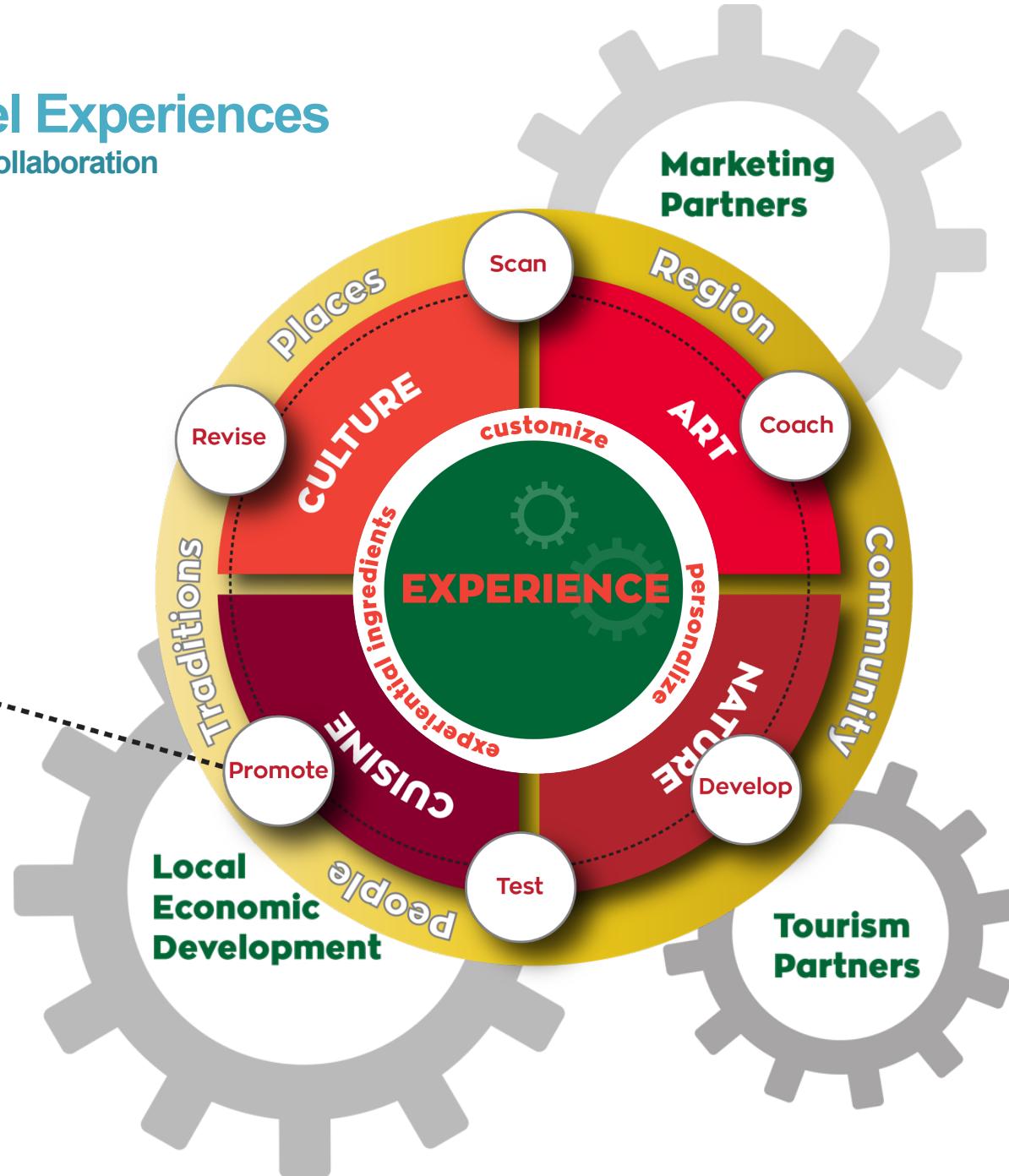
EXPERIENTIAL TRAVEL

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

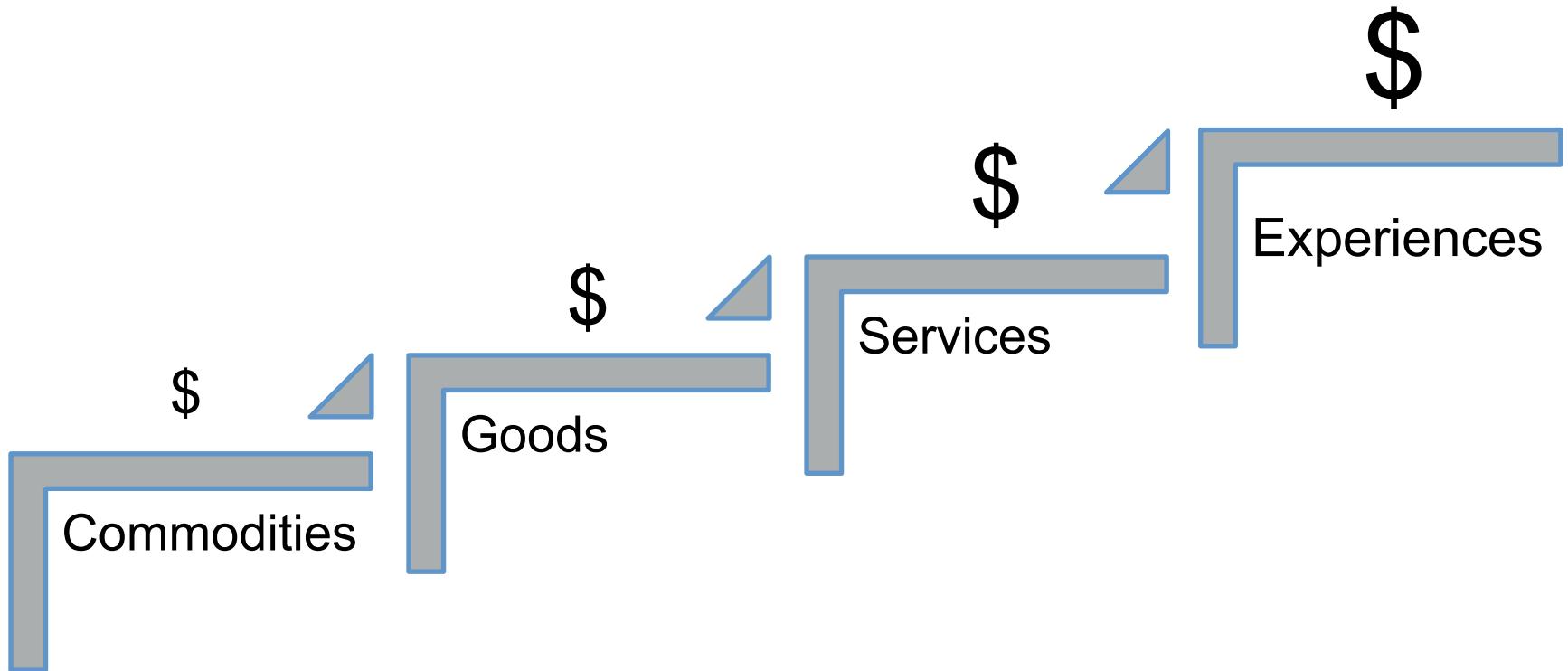
Richard Pochinko

Crafting Travel Experiences

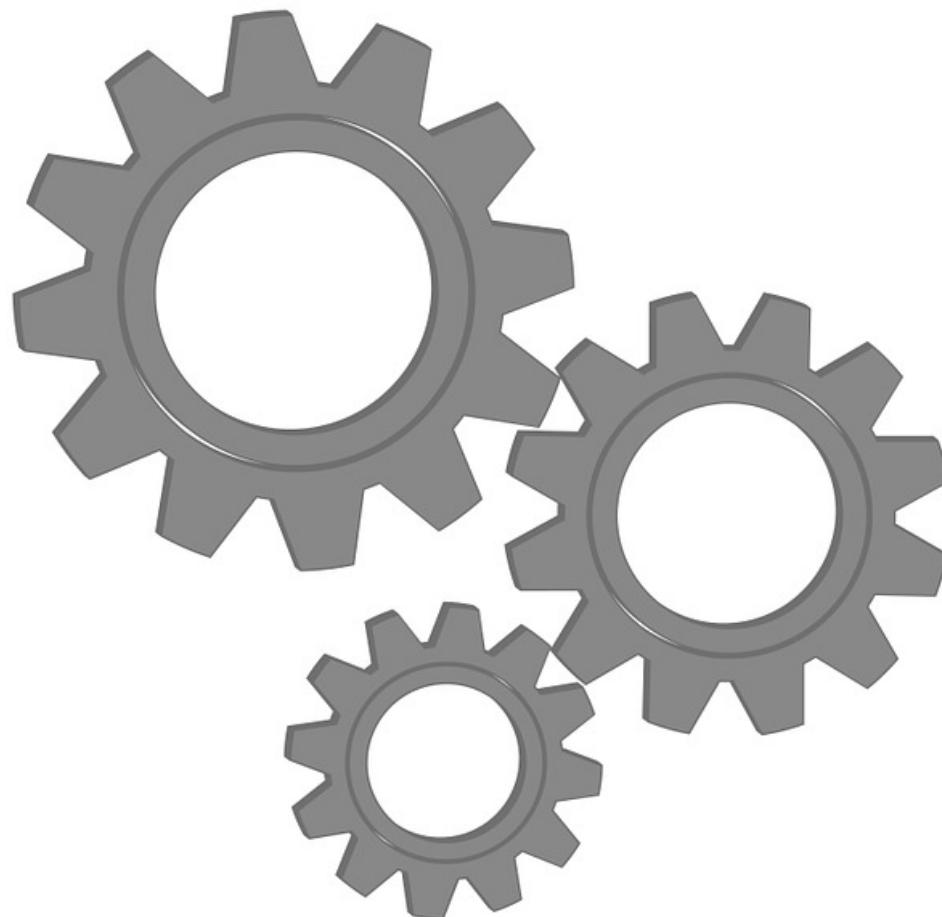
Through Community Collaboration



ADDING VALUE

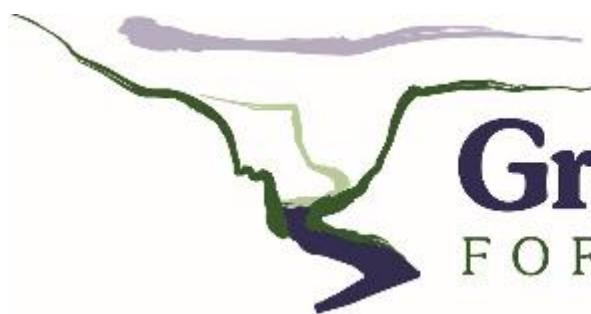


YOUR ROLE



TRAINING OPPORTUNITIES

SHiFT



Gros Morne Institute
FOR SUSTAINABLE TOURISM