

Be Extra-Ordinary.

“Be worthy of notice, exceptional, conspicuous, uncommon.”

The Ex-Factor

“Seeing the sights is no longer enough. Experiential travellers want to venture beyond the beaten tourist paths and dive deeper into authentic local culture, connecting with people from other cultures in deep and meaningful ways, the arts, architecture and music, cooking and food, sports, adventure and nature, language, history, economics and literature, philanthropy and a desire to “give back.”

~ Source: Joe Diaz (2009) Co-founder. Afar Magazine

Make the shift from:
competing against
your neighbour, a
focus on “me” and
“my business”.

to:
benefiting from what
“we” can do together
to amaze and engage
visitors and enhance
the destination
appeal.



(c) Nancy Arsenault @tourismcafe.org

DEEP CONNECTION
TO PLACE **up close**
& **personal** *small*

groups hands-on doing

AUTHENTIC

S L O W I N G D O W N

interactive Meeting
the locals and learning
their stories. **Me to We**

TAILORED

Sprezzatura: “a squirt
of something EXTRA”

Unconventional Locations

Fusion

What makes you extra-ordinary?

Describe your future in words and images.



Make Connections

Who might you connect with in your circle of tourism allies?

Be Incomparable

1. Respond to what traveler are seeking.
2. Expand the visitor economy.
3. Increase sales volume.
4. Attract a higher price point.
5. Appeal to new customers.
6. Sell something new or enhanced.
7. Engage non-traditional experience providers.
8. Immunize against crisis.
9. Deliver pure joy.



What's uniquely yours?

- **Stages:** Indoor and outdoor locations where people can gather
- **Talent:** Story-tellers, actors, artists, crafters & performers
- **Things locals do:** Local activities
- **Products:** Locally grown, locally produced, offering a taste of place, something to take home
- **Hosts:** Places to rest your head, be fed amazing food
- **Events:** What's happening? When?

FIND YOUR EX FACTOR

EXperiential travel thrives when tourism allies have creative conversations about what might be possible. Working collaboratively, combining the best of what each partner can bring to the table, lays the foundation for creating new innovative guest experiences to reach new markets. Best of all, this kind of authentic, regionally designed guest experience can be offered to visitors at a premium price, with virtually no competition. It's incomparable.

What two ideas or assets can be combined to create something unique and authentic. Take well-known components, products, or services and recombine them to produce something that no one else sells and everyone wants to buy.



TourisMad Libs

Fill in the blanks to imagine a remarkable, new experience.

New invitation to _____ (ideal guest / visitor persona)

Join us for _____ (experience title) with _____ (talented person), renowned for their _____ (talent) while we _____ (verb: things locals do) and _____ (verb: another local activity) in/at the _____ (stage) during _____ (event). It all takes place at _____ (time of day). Bring an appetite because we'll have the chance to sample _____ (adjective describing food) _____ (local food) and _____ (local food) surrounded by _____ (surroundings: local products, views, people, etc.).



Retrain Your Brain

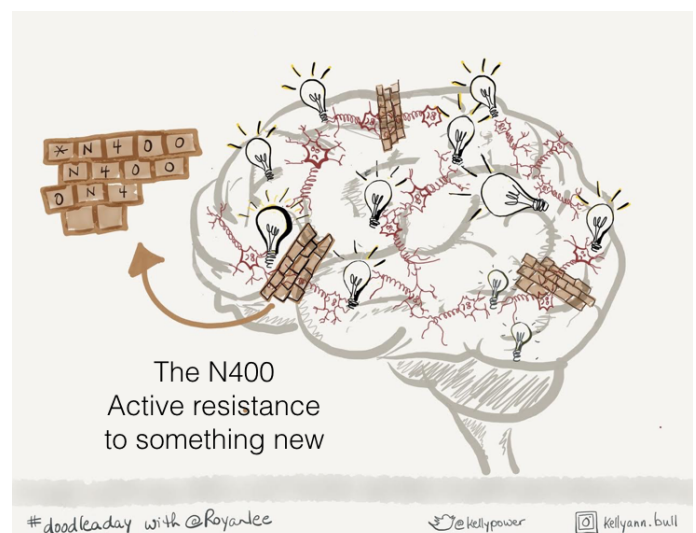
Creating Remarkable Insights

- Doodle.
- Arrive early.
- Move your body.
- Take more breaks.
- Stop multi-tasking!
- Take a different way to work.
- Turn the radio off in your vehicle.
- Unplug: Savour in-between moments.
- Filter email, limit the times you read and respond.
- Carry something in your pocket that makes you smile.
- Smile! Surround yourself with things that bring you joy.
- Step away from your desk and change your environment.
- Get outside: Find sanctuary in nature with defocused or diffused attention.
- Symposium: Present ideas to diverse audiences. Seek alternative viewpoints.
- Listen to music that doesn't distract your work (ambient sounds / white noise).
- Develop a system for identifying distractions, noting them and getting back to focus.

Support Fresh Thinking

(and overcome active resistance to new ideas)

- ▶ Identify the principles and values that matter the most to everyone.
- ▶ Ask those opposing new ideas to put their concerns into the form of a question. Listen for underlying concerns and address them.
- ▶ When presenting new ideas, use phrases like "I wonder . . ." or put forward new ideas as "something to test."
- ▶ If you realize you're the one having an N400 response, take a moment to take a few breaths and smile. Try to put your own concerns into the form of a question.



Fostering Innovation and Productivity

INSPIRING YOUR TEAM

According to a recent study, an engaged employee is 44% more productive than a satisfied worker, but an employee who feels inspired at work is nearly 125% more productive than a satisfied one.

Organizations with inspired employees perform better than the rest. (*Gallup: State of the American Workplace Report 2013*)

20 WAYS TO INSPIRE YOUR TEAM

1. Words and symbols that communicate your core values.
2. Symbols of achievement.
3. Dreamtime (eureka/aha time).
4. Unplugged meetings.
5. Dedicated quiet space.
6. Creative expression.
7. Plan for play time.
8. Set shared goals.
9. Welcome contradictions.
10. Incubate side projects.
11. Don't rush solutions, sit with uncertainty.
12. Include everyone's voice.
Keep each person's contribution short and connect to the ideas of others.
13. Limit interruptions and impromptu meetings.
14. Encourage social connections outside your business.
15. Face-to-face time, community gatherings, departmental interaction, potluck.
16. Comfortable work conditions, a happy workplace.
17. Celebrate success and share ownership of solutions.
18. Identify the source of chaos and get rid of it (even if it's people).
19. Learn and evolve. Embrace Kaizen, continuous improvement, testing new ideas.
20. Ask for, and respond to feedback.



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