

# Sample Visitor Experience Concept

Experience Title	Half-Day Fishing Trip on Whitefish Lake
What is the main theme or story of the experience?	Connection to nature and caring for the land through sustainable harvesting practices.
How will the experience share one or more aspects of your community's culture?	The experience will share traditional ways of acquiring food and our respect for the land.
How will the experience benefit your community?	<p>Employment and reliable income will be provided to operators.</p> <p>Visitors will learn how to fish sustainably, contributing to the environmental health of the lake.</p> <p>Connections between Indigenous hosts and non-Indigenous visitors will create opportunities for cross-cultural understanding.</p>
What types of visitors will you aim to attract? Consider: <ul style="list-style-type: none"> <li>- How old are they?</li> <li>- Where do they come from?</li> <li>- What is their income level?</li> </ul>	Domestic and national visitors who are middle income earners and between the ages of 25-55.
Who will deliver the experience? (i.e., local guides, interpreters, storytellers, performers, etc.)	Local fishermen
Where will visitors be the most immersed/involved in the experience? These moments can be referred to as the peak or "wow" moments.	Visitors will be the most immersed while on the boat fishing. A "wow" moment would be the experience of catching a fish themselves.
How will the experience be immersive using the five senses and hands-on learning activities?	Visitors will have the hands-on experience of fishing while their senses of sight and smell will be engaged from being out on the water in a picturesque and fresh air environment.
What will the minimum and maximum group sizes be? (If applicable).	Minimum 2 people and maximum 4 people per group.
What resources do you need to deliver the experience? This may include: <ul style="list-style-type: none"> <li>- Interpreter scripts</li> <li>- Supplies &amp; equipment</li> <li>- Take-away gifts/souvenirs</li> </ul>	Boat Fishing rods Tackle box Bait Life jackets First Aid equipment Refreshments