

MY VISITOR EXPERIENCE TAKEAWAYS TEMPLATE



As a tourism operator you likely already know that one of the first things to consider when designing an experience is what your ideal guests/visitors want from the experience and what their expectations and concerns are. You can use this knowledge to determine which themes, activities, and components will appeal to them.

Consider what you want your visitors to take away from your experience. Explore the following questions as they pertain to your tourism experience.

1. When guests arrive, what first impression do you want to create for them?

2. During the experience what outstanding feelings and sensations do you envision for them? (e.g., healing moments in remote nature, immersive moments of creation and inspiration)

3. When guests leave, what unique, outstanding memories and feelings do you want them to take with them? (e.g. feeling rooted in Mother Earth)

4. What do you want them to share with others about their experience? (e.g., what pictures do you want them to post on social media, or what do you hope they will write in their TripAdvisor reviews?)

5. What do you want them to remember about your business values, your Indigenous culture, and stories?

6. What other key takeaways do you envision for your ideal guest? (e.g., experience of purchasing hand-made products or trying local Indigenous food)