



Discover the Power of Canada's New Traveller Research

Destination Canada's Traveller Segmentation Program is here with introducing seven distinct traveller types for Canada and nine key international markets. With free access to in-depth traveller profiles, interactive quizzes, a how-to guide, and a 25-minute introductory e-course, this program is a game-changer for the tourism industry.

Now is the time to equip your team and industry partners with the knowledge and tools to attract the right travellers and maximize your marketing impact. The Tourism Café, the creators of the program's training resources, is offering an engaging, interactive workshop—available in-person or online—to introduce your staff and industry to the program tools and help them to apply the insights to their marketing and development activities.

This workshop will fast-track your team's ability to apply the research, leverage the tools, and make data-driven decisions for stronger marketing and product development strategies.

Don't miss this opportunity to stay ahead—book your workshop today!

Why invest in hosting a workshop?

- Fast-track your learning – Give your staff and industry partners hands-on experience with the new tools and insights.
- Turn data into action – Apply research directly to marketing and product development using Canada's visitor profiles.
- Get hands-on – Use the Traveller and Destination Quiz tools to refine your targeting.
- Explore real-world applications – Learn how different input variables and seasonal shifts impact segmentation.
- Align your industry – Build a common understanding of the traveller segments to maximize marketing investments.
- Learn from the experts – Our facilitators have 15+ years' experience teaching tourism research and helped develop the new training tools for Destination Canada.



Tourism Café Canada

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In-Person and Online Options

Included in Standard Workshop Fee	In-Person Option	Online Option
Prepare for and deliver the 4.5 hour Destination Canada workshop <ul style="list-style-type: none"> One facilitator delivery with member of your staff Online maximum group size 12 In-person maximum group size 20 	✓	✓
2-3 hours of client meetings <ul style="list-style-type: none"> Discuss goals for hosting the workshop Learn where you'd like to foster alignment Staging the workshop 	✓	✓
Replace national photos with destination photos you provide	✓	✓
Securing the traveller quiz results from participants	✓	✓
Providing sample communications to use in promoting and registering participants: <ul style="list-style-type: none"> Newsletter post with participant benefits Registration form and 48-hour reminder notice Confirmation email with preparation details Evaluation Thank you for participating 	✓	✓
In-person workshop set up <ul style="list-style-type: none"> Ensuring room set up before delivery, testing the AV equipment, organize handouts, confirming breakout rooms 	✓	
Online workshop set up <ul style="list-style-type: none"> Collaborate with your tech team to stage the meeting Pre-test your platform and break-out room 		✓
Workshop host responsibilities <ul style="list-style-type: none"> Scheduling, recruiting, promoting Appointing a staff liaison to support and attend the workshop Securing the venue, hospitality, AV equipment Printing handouts Providing the online platform with technical and participant support Co-facilitating breakout room discussions and managing the chat 	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓
Basic Workshop Fee	\$4000 + travel	\$4500
Customizations available on demand <ul style="list-style-type: none"> Managing registration Hosting the online evaluation Creating destination specific applications Adding additional sessions to expand the content Using our online platform with second co-facilitator for breakout room discussion Second facilitator if no one from your organization is attending Train-the-trainer session Requesting a specific trainer 	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓

Ready to empower your team?

Contact us today to bring this interactive and engaging workshop to your organization!