

Perth County 

DISCOVER
MORE
adventures

**EXPERIENTIAL TOURISM PROGRAM
TRAINING GUIDE
&
PLANNING TEMPLATES**

Table of Contents

03 Introduction to Experiential Tourism

Discover More Adventures
Program Goals

05 Developing a Signature Experience

Understanding Product vs. Experience

12 Ingredients of a Well-Planned Experience

06 Criteria for Program Participation

08 Program Examples

10 Planning Templates

Experience Planning Template
Activity Flow Template

14 Criteria Checklist

16 Ready to Apply?

17 Application Form



Introduction to Experiential Tourism

Experiential tourism allows visitors to engage deeply with local culture, history, and natural beauty through immersive activities. By adding personal, sensory, and memorable components, businesses can create experiences that resonate with visitors on an emotional level.

The **Discover More Adventures (DMA) Program** in Perth County aims to create, support, and promote immersive tourism experiences that connect visitors with the unique culture, history, and natural beauty of the area. The program has **six primary goals that** not only enhance the visitor experience but also ensure that tourism growth benefits the local community, economy, and environment in a balanced and sustainable way.

Highlight Unique Local Experiences

Showcase Perth County's Distinct Identity: DMA aims to emphasize what is uniquely "Perth County," from agricultural landscapes to artisan traditions, culinary offerings, and heritage sites.

Encourage Authentic and Memorable Interactions: Experiences should be hands-on and immersive, allowing visitors to genuinely connect with the people, places, and stories of Perth County.

Support Economic Development Through Tourism

Enhance Visitor Spending and Stay Duration: By offering unique, high-value experiences, DMA seeks to increase visitor spending and encourage longer stays, which supports local businesses and the economy.

Attract New Visitors: DMA works to attract a broader range of tourists, including those interested in experiential, cultural, and eco-tourism, helping diversify Perth County's tourism market.

Foster Sustainable Tourism Practices

Promote Environmental Responsibility: DMA encourages participants to adopt sustainable practices, such as reducing waste and conserving resources, to minimize the environmental impact of tourism.

Enhance Social and Cultural Sustainability: Experiences should celebrate and preserve local culture, heritage, and skills, while supporting community pride and involvement.

Build Year-Round Tourism Opportunities

Reduce Seasonality in Tourism: By supporting experiences that are adaptable to all seasons, DMA aims to create year-round attractions, reducing the reliance on peak seasons and encouraging stable visitor flows.

Encourage Seasonal and Thematic Diversity: DMA also emphasizes offerings that align with seasonal events or themes, such as harvest festivals or winter activities, to attract visitors throughout the year.

Increase Collaboration and Community Engagement

Foster Local Partnerships: DMA encourages businesses to collaborate with local artisans, farmers, historians, and cultural organizations, strengthening community bonds and creating richer experiences.

Engage the Community: By involving local voices and skills, DMA aims to provide visitors with an authentic perspective while also fostering community pride and participation in tourism.

Strengthen Marketing and Brand Alignment

Promote Perth County's Tourism Brand: DMA aligns all experiences with Perth County's branding to ensure a cohesive message that highlights quality, authenticity, and local engagement.

Expand Digital and Collaborative Marketing Efforts: DMA seeks to raise awareness of Perth County as a destination by collaborating on marketing campaigns and supporting businesses with online promotion and brand alignment.



Developing a Signature Experience

Understanding a Product vs. Experience

A product is a standard service or good, while an experience engages the visitor on a personal level, often involving interaction, learning, and connection. Experiential travel involves carefully crafting activities that connect with visitors on a personal level. To guide this, we use **12 Ingredients of a Well-Planned Experience**.

12 Ingredients of a Well-Planned Experience

1. Select a Theme or Story

Every experience needs a unique theme or story that reflects local culture or heritage.

2. Celebrate Local and Authentic Elements

Integrate local food, crafts, and traditions to create an authentic connection to Perth County.

3. Set the Stage

Consider the experience's location, timing, and atmosphere. A unique venue or an off-the-beaten-path location can add value.

4. Keep it Simple

Focus on two or three small, meaningful activities rather than an overwhelming array.

5. Identify Emotional Triggers

Create a "WOW" moment that surprises and delights guests, making the experience memorable.

6. Engage All Senses

Use activities that involve multiple senses (e.g., taste local food, hear local music).

7. Guide From the Side

Facilitate rather than dictate the experience, allowing visitors to discover for themselves.

8. Positive Cues

Ensure all elements fit seamlessly, supporting the experience's theme.

9. Create Intimacy

Small group settings enhance personal interaction and storytelling, which can be more impactful.

10. Offer a Relevant Takeaway

A unique takeaway item (e.g., recipe, craft) helps visitors remember the experience.

11. Personalize the Experience

Customize elements to suit each group's interests and make them feel valued.

12. Price for Value

Emphasize the experience's unique elements and exclusivity, justifying a higher price point if appropriate.

Criteria for Program Participation

Experience Quality and Uniqueness

- **Unique Offerings:** The experience should highlight Perth County's culture, history, or natural beauty and include hands-on elements.
- **Authenticity:** Reflect a unique local story, skill, or product.
- **Experiential Value:** Go beyond typical tourism, creating a compelling narrative or activity.

Alignment with DMA Goals

- **Focus on Key Sectors:** Fit within focus areas (culinary, agriculture, arts, nature-based activities).
- **Support for Seasonal Tourism:** Offer experiences that can operate year-round or seasonally aligned with DMA's calendar.
- **Contribute to Signature Experiences:** Integrate with DMA's themes, like the Bakery Trail or Farm-To-Table events.

Commitment to Visitor Experience

- **Professionalism and Hospitality:** Maintain high cleanliness, staff professionalism, and visitor-friendly facilities.
- **Capacity and Infrastructure:** Able to manage visitor groups comfortably.
- **Accessibility:** Ensure accessibility for visitors with different mobility needs.

Safety and Compliance

- **Safety Standards:** Meet safety regulations for activities.
- **Insurance Coverage:** Carry full insurance for liability protection.

Marketing and Program Compatibility

- **Collaborative Marketing:** Willing to co-market with Perth County.
- **Brand Representation:** Align with DMA branding and messaging.
- **Digital Presence:** Have a basic digital presence (e.g., website, social media).

Environmental Responsibility

- **Sustainable Practices:** Demonstrate environmental consciousness through waste reduction, conservation, and sustainable sourcing.
- **Environmental Education:** Educate visitors on local sustainability practices.

Key Sector Support

Perth County Tourism supports high-quality, unique experiences that engage visitors in authentic, memorable ways. Here's how to align your offerings with Perth County's culture, history or natural beauty:

- **Consider Seasonality:** Offer experiences that are adaptable to both seasonal and year-round tourism needs. Ensure that activities align with DMA's calendar, creating offerings for all seasons—whether it's an autumn harvest festival or a summer outdoor adventure.
- **Embrace Storytelling:** Offer more than typical tourism by weaving a compelling narrative or activity. Whether it's a guided historical tour, a farm-to-table cooking class, or an artisan demonstration, ensure that each experience provides deeper value.

Marketing and Promotion

Collaboration with the DMA program offers businesses access to a wider audience through joint marketing initiatives. Here's how to ensure effective marketing:

- **Digital Presence:** Have a basic digital setup (website, social media) to support DMA's promotional efforts.
- **Brand Representation:** Align with the DMA brand by highlighting quality, local character, and guest engagement.
- **Collaborative Promotion:** Participate in Perth County's co-marketing initiatives, sharing content and aligning with the DMA brand.
- **Use Stories:** Share unique aspects of your experience that reflect Perth County's heritage.
- **Visual Content:** Capture high-quality photos and videos that showcase hands-on moments and visitor enjoyment.
- **Visitor Testimonials:** Encourage guest feedback and share positive experiences to build credibility.

Sustainability and Community Responsibility

To support sustainable tourism, Perth County encourages businesses to adopt practices that protect the environment and benefit the local community. Here are some ways to incorporate sustainability:

- **Use Local and Sustainable Products:** Source ingredients, materials, and items from local suppliers.
- **Reduce Waste and Energy Consumption:** Minimize single-use items, recycle where possible, and reduce water and energy use.
- **Educate Visitors:** Promote awareness about the local environment, and encourage guests to participate in conservation practices.
- **Support Community Projects:** Partner with local artisans, environmental groups, or historians.

Program Examples

Before You Get Started...

Please take a moment to review these examples of experiential, 'shareworthy' tourism initiatives. Each of these initiatives highlights the unique aspects of their communities, giving visitors both a memorable experience and plenty of photo opportunities to share on social media. These examples showcase how creative rural programs can foster community engagement, draw tourism, and support local businesses through innovative, place-based storytelling and experiential activities.

These examples reflect the heart of Discover More Adventures by showcasing the agricultural and artisanal offerings of Perth County while engaging visitors in memorable, hands-on experiences that foster a sense of community and appreciation for local producers.

Farm-To-Table GRAZE Dinners at Lynn River Farm

Experience Overview:

The Farm-To-Table GRAZE Dinners offer a unique culinary experience at Lynn River Farm, where visitors enjoy a locally-sourced, chef-prepared meal in a scenic rural setting. This experience is not just a dinner but a celebration of Perth County's agricultural richness, featuring fresh produce directly from local farms. Guests dine outdoors, often in a communal setting, enhancing connection with the land and the local community.

Why it Works:

This experience aims to deepen visitors' connection to the region's agricultural heritage, promote local food producers, and showcase Perth County's culinary talent. By offering a hands-on farm-to-table experience, it highlights the importance of sustainable agriculture and the value of supporting local businesses. Lynn River Farm prepares a multi-course meal using ingredients grown on the farm or sourced nearby. Attendees book tickets in advance, and on the day, they are welcomed with a farm tour, followed by an exquisite meal. This experience is seasonally tailored to feature the freshest produce, offering something unique with every visit. While local restaurants often feature locally sourced dishes, GRAZE Dinners at Lynn River Farm offer an immersive, direct-from-farm dining experience in a gorgeous, intimate and personal setting.

Guided Birding Tours with Ambe Winged Tours

Experience Overview:

The guided birding tours aim to immerse visitors in the diverse birdlife of Perth County, highlighting the region's ecological significance. The experience is tailored to provide both novice and seasoned birders with a rich, educational tour through various bird habitats. Ambe Winged Tours' expert guides share their knowledge about local bird species, migration patterns, and the importance of preserving habitats. Whether exploring wetlands for waterfowl or forests for songbirds, each tour is a journey into the heart of Perth County's natural beauty. The tours are available year-round, with seasonal variations offering different opportunities to spot rare or migratory birds. This experience emphasizes sustainability and the importance of environmental stewardship, giving participants a greater appreciation for wildlife and conservation.

Why it Works:

This experience works because it taps into the growing interest in eco-tourism and nature-based activities while promoting awareness of conservation efforts. The guided birding tours provide a hands-on, educational experience that aligns perfectly with Perth County's natural beauty and ecological richness, giving visitors an authentic connection to the area's wildlife.

Alpaca Walking Tours with TLC Alpaca

Experience Overview:

This experience offers an intimate, educational, and fun interaction with alpacas, reflecting Perth County's agricultural roots and natural charm. TLC Alpaca focuses on providing a memorable, family-friendly experience that highlights the importance of sustainable farming and animal care. Visitors embark on a guided tour where they are introduced to the alpacas, learn about the farming practices, and get the chance to walk alongside the alpacas through scenic trails. The tour also includes insight into the process of alpaca fleece production and how the farm's products are made. Each walk offers a unique experience as guests can observe the animals' natural behaviors and enjoy the surrounding farm landscape. The tours are offered year-round, making it an ideal activity for visitors of all ages.

Why it Works:

This experience works because it offers a hands-on, relaxing encounter with animals in a beautiful rural setting, tapping into Perth County's agricultural heritage. It connects visitors with local farming practices in a way that is both educational and enjoyable, creating lasting memories and a deeper connection to the community.

Planning Templates

Your Signature Experience

Using the examples above as inspiration, please take the time to tell us what your attraction will look and feel like, about the amount of time guests will spend during each portion, what will happen and how each element connects. Your application can focus on an experiential tourism attraction, 'Instagrammable' installation, or both. Please provide as much detail as possible, referencing the 12 Ingredients of a Well Planned Experience where appropriate to strengthen your application. Use the templates below to help structure, design, and plan your experiential tourism offerings. These templates guide you through the main steps of creating an engaging, organized, and cohesive experience.

How to Complete the Experience Plan

Experience Name: Choose a catchy, descriptive name for your Signature Experience.

Theme or Story: Identify the main story or learning takeaway.

Activity Flow: Outline each part of the experience, from introduction to conclusion.

Target Market: Define the demographics, geography, and interests of your ideal visitor.

Group Size: Determine the minimum, maximum, and optimal numbers for participant comfort and engagement.

Sample Activity Flow

Introduction: Welcome guests with a brief overview.

Activity #1: Hands-on cooking class.

Transition: Outline each part of the experience, from introduction to conclusion.

Activity #2: Guided tasting session.

Conclusion: Guests leave with a printed recipe and locally sourced ingredient.

Notes on Key Components:

- **Introduction:** Outline the experience and welcome guests.
- **Transition:** Brief, seamless movement between activities.
- **Activity Details:** Ensure each activity is engaging and flows with the experience.
- **Conclusion:** Reflect and wrap up with a takeaway.

Experience Planning Template

Experience Name

Theme or Story

Experience Providers

Main Contact:

Partners and Storytellers (if applicable):

Location

Seasonality:

Group Size

Minimum:

Maximum:

Optimal:

Experience Planning Template

Target Market

Demographic:

Geographic:

Psychographic:

Additional Interests:

Experience Overview

Why it Works

Activity Flow Template

In each section of the Activity Flow Template, please include a description of each element, the time spent in each element, and any props or additional notes.

Activity Component	Time (minutes)	Description	Props/Notes
Introduction			
Transition			
Activity 1			
Transition			
Activity 2			
Transition			
Activity 3			
Transition			
Conclusion			

Evaluation Checklist for Program Participation

Use this checklist to ensure your experience aligns with the DMA program's quality and compatibility standards:

Experience Quality and Uniqueness

Does the experience offer a distinctive element showcasing Perth County's culture, history, or natural beauty?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Does the experience reflect authenticity and strong local appeal?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Does the offering go beyond basic tourism to provide compelling narratives or activities?	YES <input type="checkbox"/>	NO <input type="checkbox"/>

Comments:

Alignment with Program Goals

Does the experience align with key focus sectors (e.g., culinary, agriculture, arts, nature)?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Is the experience seasonal or year-round, contributing to DMA calendar goals?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Does the experience contribute to DMA's signature experiences, such as the Bakery Trail or Farm-to-Table initiatives?	YES <input type="checkbox"/>	NO <input type="checkbox"/>

Comments:

Commitment to Visitor Experience

Are the location facilities clean, visitor-friendly, and well-maintained?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Does the staff exhibit professionalism and high-quality hospitality?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Does the location ensure accessibility and inclusivity for a range of visitors?	YES <input type="checkbox"/>	NO <input type="checkbox"/>

Comments:

Commitment to Safety and Compliance

Does the business meet all relevant safety regulations and have policies to ensure visitor safety?

YES **NO**

Is the business fully insured to cover activities provided, reducing risk to the DMA program?

YES **NO**

Comments:

Marketing and Program Compatibility

Does the business have a basic digital and social media presence?

YES **NO**

Is the applicant committed to joint marketing efforts with Perth County Tourism?

YES **NO**

Does the businesses brand and messaging align with DMA's mission?

YES **NO**

Comments:

Environmental Responsibility

Does the business demonstrate a commitment to sustainable practices (e.g., reducing waste, conserving energy, protecting natural resources)?

YES **NO**

If applicable, does the experience educate visitors about local environmental initiatives or sustainable practices?

YES **NO**

Comments:

Ready to Apply?

Once you have completed the program training guide, Experience Planning Template and Activity Flow Template, you are ready to submit your application to participate in the Discover More Adventures Experiential Tourism Program!

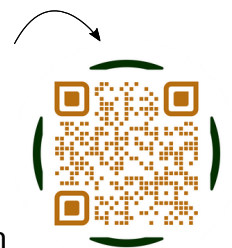
Complete the Application Form

Complete the application form **on the next page** using your completed planning templates and the criteria checklist provided, and send the completed package to ecdevtourism@perthcounty.ca. A member of the Perth County Economic Development and Tourism Team will reach out to discuss the next steps.



Want to Apply Online?

Scan the QR code to complete the short online application form using your completed planning templates and the criteria checklist provided, and a member of the Perth County Economic Development and Tourism team will reach out to discuss the next steps.



**This program is exclusively available to businesses that are physically located within the County of Perth. Eligible businesses must be situated in and paying taxes to the Municipality of North Perth, The Townships of Perth East and South and the Municipality of West Perth. Unfortunately, businesses located outside of these specific municipal boundaries, including those in surrounding areas, are not eligible for participation in this program.*

Discover More Adventures Application Form

Business Information

Criteria	Your Response
Business or Organization Name	
Business or Organization Address	
City/Town/Village	
Municipality	
Preferred Contact Number	
Preferred Contact Email Address	

Interest in the DMA Program

I have a market-ready product or experience that would be a good fit for the DMA program.

YES **NO**

I am interested in developing a market-ready product or experience to promote through the DMA program.

YES **NO**

Project Details

Criteria	Your Response
Title of project/event/experience	
Estimated total project cost	
Approximate dollar contribution from applicant (if applicable)	
Amount requested for project	
Brief description of initiative (include collaborators and their functions)	

Target Audience and Goals

Criteria	Your Response
Who is your target audience?	
What is the price point of your experience?	
Is this experience available year-round or seasonally? (If seasonal, specify timing)	
What are your goals/ expectations for the project?	

Marketing and Promotion

- I already have marketing and promotional material for the experience. **YES** **NO**
- I have attached it to this application. **YES** **NO**

How will this project encourage user-generated content sharing on social media before, during and after?	
--	--

Acknowledgement

I understand that this is an application form to indicate interest in joining the Discover More Adventures Program and does not guarantee eligibility or participation in the program.

YES

NO