



Seeking Tourism Experience Partners in Eastern Manitoba Expression of Interest – DEADLINE EXTENDED TO JUNE 14, 2021

Eastman Tourism Association is excited to announce a new regional initiative that will help rebuild and enhance tourism in Eastern Manitoba. Thanks to funding support from Western Economic Diversification and the Rural Opportunities Fund, Eastman Tourism and Community Futures is implementing a Coach the Coaches Program that will train a team of experience development coaches that will work with your tourism business to develop marketable tourism experiences that visitors can purchase.

Through the training process, four tourism businesses will be selected to receive one on one coaching with the expectation of launching the new experiences in 2022. Through a series of online workshops with Celes Davar and the Eastman Tourism Experience Development Team (ETEDT), you will be coached in experience design, delivery, pricing, and marketing in preparation for bringing your experience to market in 2022.

Note that even if your business is not chosen for the Coach the Coaches Program, the ETEDT will be available to assist anytime thereafter as an on-going service that Eastman Tourism will provide.

We are looking for partners who are:

- ❖ Yearning to share a story that honours Eastern Manitoba through food, drink, nature, heritage, culture, arts, wellness, or agriculture.
- ❖ Passionate, creative, enthusiastic, open, and keen to learning and working collaboratively.
- ❖ Seeking balance, not boom-bust burnout.
- ❖ Willing to assess your business critically and candidly, to explore year-round opportunities, and make changes where appropriate.
- ❖ Interested in crafting tourist opportunities that give back to the community.
- ❖ Keen to build sustainable, green practices into your business and offerings.
- ❖ Inclusive and/or celebrate diversity as a core value and interested in the opportunity to welcome newcomers.
- ❖ Willing to invest your time in developing an experience that can be shared online or in person.

Benefits for Partners | Marketing Support

The idea is that this partnership is mutually beneficial. The four partners will walk away with a market-ready experience and knowledge and skills that will help develop and sustain their business, year-round. The Eastman Tourism will walk away with four new marketable experiences that are models in helping to build a sustainable destination. Using the ETEDT's tools and channels, we will help to amplify the content and messages of partners.

In agreeing to work together toward launching an experience, partners will receive the following marketing support with partner contribution in some cases:

- ❖ Inclusion on a new Experiences landing page on EastmanTourism.ca.
- ❖ Professional photography promoting the experience that can be used by the partner, Eastman Tourism and Travel Manitoba for marketing purposes.
- ❖ Professional videography promoting the experience that can be used by the partner, Eastman Tourism and Travel Manitoba for marketing purposes.
- ❖ Group testing with peers and local champions once the experience has been developed.
- ❖ Launch with local champions, media, etc.
- ❖ Inclusion in Eastman Tourism’s marketing tools and products - ETA visitor guide, sponsored digital posts, familiarization / media / influencer visits, travel trade, and more.
- ❖ Graphic design and branding support / guidance.

Time Commitment

Partners must be able to commit to attending all of the following online training sessions at the identified dates and times:

Session & Length	Date (may be subject to change)	Topic
1. Coaches and Experience Partners Overview Session (2.5 hr)	June 24, 2021, 9:00am	Introductions. Overview of experience development components and process. Align coaches and experience partners and determine how to move forward.
2. Experience an Experience (3.5 hr)	June 29, 2021, 9:00am	Learn about both in-person and online experiences from an award-winning tourism operator from Newfoundland. Storytelling is showcased along with 12 ingredients of an experience and sustainable/regenerative tourism.
3. Coaching Call #1 (3.5 hr)	July – date TBD	Individual session between coach, experience partner and Celes to brainstorm the new experience using Experience Guide and templates.
4. Market Readiness (2.5 hr)	Summer – date TBD	Develop a market readiness approach in support of new experiences.
5. Coaching Call #2 (2.5 hr)	Late summer/early fall – date TBD	Receive feedback from Celes on draft experience template and receive next assignment.
6. Coaching Call #3 (2.5 hr)	Early fall – date TBD	Receive feedback from Celes on second draft experience template, visitor experience statement, itinerary and proposed marketing materials. Discuss sales platform.
7. Coaches and Experience Partners Wrap Up (2 hr)	Fall – date TBD	Discuss lessons learned and next steps for pilot experience testing.

Are you interested in being one of the four partners?

Express your interest in becoming a partner by completing the application below.

Application for Experience Development Partnership

1. Yes / No Criteria (To be a partner, you must answer yes to the following statements or be well on your way to answering yes to the following statements.)
 - ❖ Through my business I welcome guests/visitors and/or can provide programming for visitors through a partnership.
 - ❖ I can support at least one of Eastman Tourism's tourism pillars – culinary, outdoor adventure, wellness, culture, winter/shoulder season.
 - ❖ I currently, or have the potential to, support year-round or shoulder-season visitation.
 - ❖ I have been in operation for at least one year.
 - ❖ My business is physically located in Eastern Manitoba.
 - ❖ My business operates legally with relevant licenses, registrations, certificates (e.g. MB registration, Food Inspection Certificate, appropriate license, permitted zoning, etc)
 - ❖ My business has a website, social media channels, and the capability to take online bookings and payment.
 - ❖ I can commit to attending the seven workshops listed above.
 - ❖ I have a minimum of \$2 million general liability insurance covering the business.
2. Selection Criteria - In no more than a couple of sentences for each question, tell us how you meet the following:
 - ❖ Fit – I have the eagerness and drive to share an idea and story; I'm open to exploring new possibilities; I'm a positive individual with a can-do attitude.
 - ❖ Time, financial resources, and willingness to commit – I can commit to being ready to begin offering a new experience in 2021 by investing the necessary time and financial resources. I'm able to attend the scheduled workshop sessions identified above.
 - ❖ Passion and Enthusiasm – I have the desire to change, to do things better and to do things with sustainability in mind.
3. Briefly describe the idea(s) that you are interested in turning into an experiential tourism offering.
4. I would make a great partner because ...

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Please submit written application by June 14 ~~May 28~~, 2021 to Jenny Dupas, Executive Director, Eastman Tourism Association | admin@eastmantourism.ca | Box 248, Whitemouth, MB, R0E 2G0 | 204-451-1757

What happens after I apply?

Following the June 14 ~~May 28~~, 2021 application deadline, the Selection Committee will meet to review and rate each application. All applicants will be notified by email or phone call no later than June 18, 2021. If you are not selected at this time, you will be contacted for a future opportunity. **Please keep your availability open for the training dates identified in the chart above in case you are selected as participation is a mandatory requirement.**