



CALL FOR PARTICIPANTS

“Working Together to Grow Festival Tourism”

A BEST PRACTICES MISSION TO OTTAWA

WHAT: This escorted Best Practices Tour and learning initiative presented by Travel Manitoba will allow Manitoba festival organizers, tourism business and community leaders to see how other festivals and community organizations have worked together and with tourism suppliers and officials to enhance or offer new experiences to visitors. It will include a diversity of meetings and discussions with representatives of Tourism Ottawa, the National Capital Commission (organizers of Winterlude), tourism suppliers and the organizers of the Tulip Festival and Celebridée.

WHERE: This tour will take place in Ottawa, Ontario and vicinity.

WHO: If you currently organize a festival or want to explore how working with a festival can offer opportunities to help build your tourism business this opportunity may be of interest to you. Participants could include:

- Destination Marketing Organizations and economic development agencies
- Key staff and board members from festivals
- Tour Operators
- Key tourism suppliers such as hotels
- Regional tourism associations (RTA)

Individual participants are welcome, but Travel Manitoba encourages representation from several different sectors from any geographic location. For example, learning will be enhanced if a festival organizer attends with a local hotel representative plus someone from the RTA.

WHEN: Depart Winnipeg via WestJet 10:00 AM Wednesday 15 October, 2008

Arrive back in Winnipeg via WestJet 4:00 PM Friday 17 October, 2008

(Flight times subject to change.)

COST: \$685 per person single accommodation / \$560 per person, shared accommodation (GST included) – Air and ground transportation, accommodations, meals, on site excursions as well as learning program and associated materials are included. This cost reflects return airfare and approximate hotel rates at the time of writing and as such is subject to adjustment. If possible, the confirmed cost to participate will not exceed those noted above and may be lower. The estimated cost above does not include out-of-Province health insurance, but is recommended for all participants. Travel Manitoba will cost share this additional cost with participants as required upon request. (Expenditures of a personal nature are the responsibility of the individual and are not included.)

Tour Highlights:

“Working Together to Grow Festival Tourism” is the second Best Practices Tour and learning initiative presented by Travel Manitoba. Its overall objective is to explore opportunities that will assist festivals in Manitoba in attracting more tourists to their event and community. The Mission will be a travelling, facilitated workshop that:

- examines the need to improve interaction between festivals and potential travellers in Manitoba

- identifies how to connect Manitoban destination marketing organizations, festivals, commercial tour operators and suppliers to achieve this improved interaction
- explores ideas and best practices around how to share, package, bundle or sell festival information to increase tourism
- develops action plans for implementing ideas learnt, focussing on either improving existing systems and processes or developing and supporting new initiatives

***The deadline to book your space is Wednesday, August 20, 2008.
Maximum 12 participants – Reserve your spot today!***

For more information, or to book your spot, please contact Wayne Copet at Travel Manitoba (toll free: 800-665-0040 ext 7819; Direct: 204-927-7819, or by email: wcopet@travelmanitoba.com). Bookings are confirmed upon payment. Owing to booking requirements, cancellations of confirmed bookings will be subject to a \$100 cancellation fee.

Background on the Best Practices Mission initiative:

Travel Manitoba is supporting a new industry development initiative, entitled “Best Practice Missions” on subjects of strategic interest to the tourism industry. The objectives of Best Practice Missions are to:

- stimulate and inspire product development by strategically introducing Manitoba tourism suppliers to innovative experience possibilities;
- elevate the quality of the design and delivery of Manitoba tourism experiences through facilitated learning and hands-on participation;
- provide an innovative vehicle for information sharing in Manitoba’s tourism industry.

In September 2007, the first Best Practice Mission was run with great success. It engaged Manitoban Bed & Breakfast operators and regional tourism officers in dialogue with their counterparts in Minnesota. The Mission participants examined how others have availed themselves of public wildlife viewing infrastructure, particularly for birding, to capitalize on market opportunities and grow their business. The end result was a three day trip filled with hands on learning, engaging conversations and successful, enthusiastic achievement of the Mission objectives.

What participants said about the last Best Practice Mission:

“The tour was well put together and thanks to the Travel Manitoba staff and Ruth Marr for keeping us on track and entertained.”

“Overall I would rate the trip as very enjoyable and I learned a lot from the speakers and destinations chosen by Travel Manitoba.”

“I was impressed by the coordination; the tour was well planned and executed.”