



# CREATIVE TOURISM – BRINGING ADDED VALUE TO THE ECONOMUSÉE EXPERIENCE

Tourisme créatif – Ajouter une plus-value  
à l'expérience ÉCONOMUSÉE

2<sup>ND</sup> INTERNATIONAL  
ÉCONOMUSÉE NETWORK  
CONFERENCE



# MY STORY

*I have a thing with Norway* 😊



# HELLO !

*Bonjour !*

*Hei !*



**Jason Bent**

**Tourism Cluster manager**  
Îles de la Madeleine (Canada)

*«What makes me passionate about my work is to oversee the emergence of new projects that capture the interest of businesses and on which we cooperate as we bring them to fruition»*

# MY MISSION

*Generate / facilitate collaborative projects*

Tourism Cluster in the Iles de la Madeleine



# MY MISSION

*Foster innovation*

Tourism Cluster in the Iles de la Madeleine



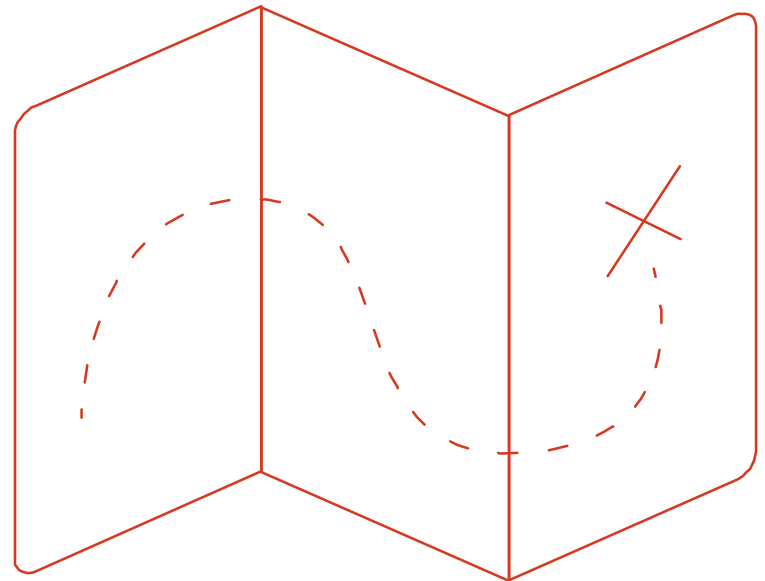
**L'INDUSTRIE TOURISTIQUE DES ÎLES DE LA MADELEINE SE MOBILISE  
POUR INNOVER !**

*18 novembre 2015*



# My presentation in a glimpse

- **The Iles de la Madeleine (Canada)**
- **The Experiential Tourism Pilot Project**
- **Inspiring Experiences**
- **Workshop**



# THE ILES DE LA MADELEINE



# Îles de la Madeleine : Location



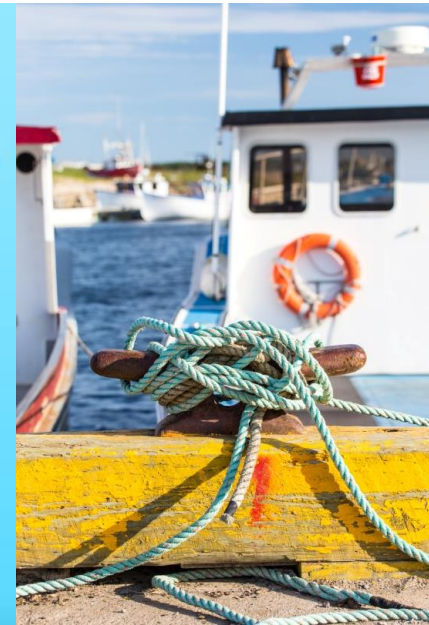


# Îles de la Madeleine : Location



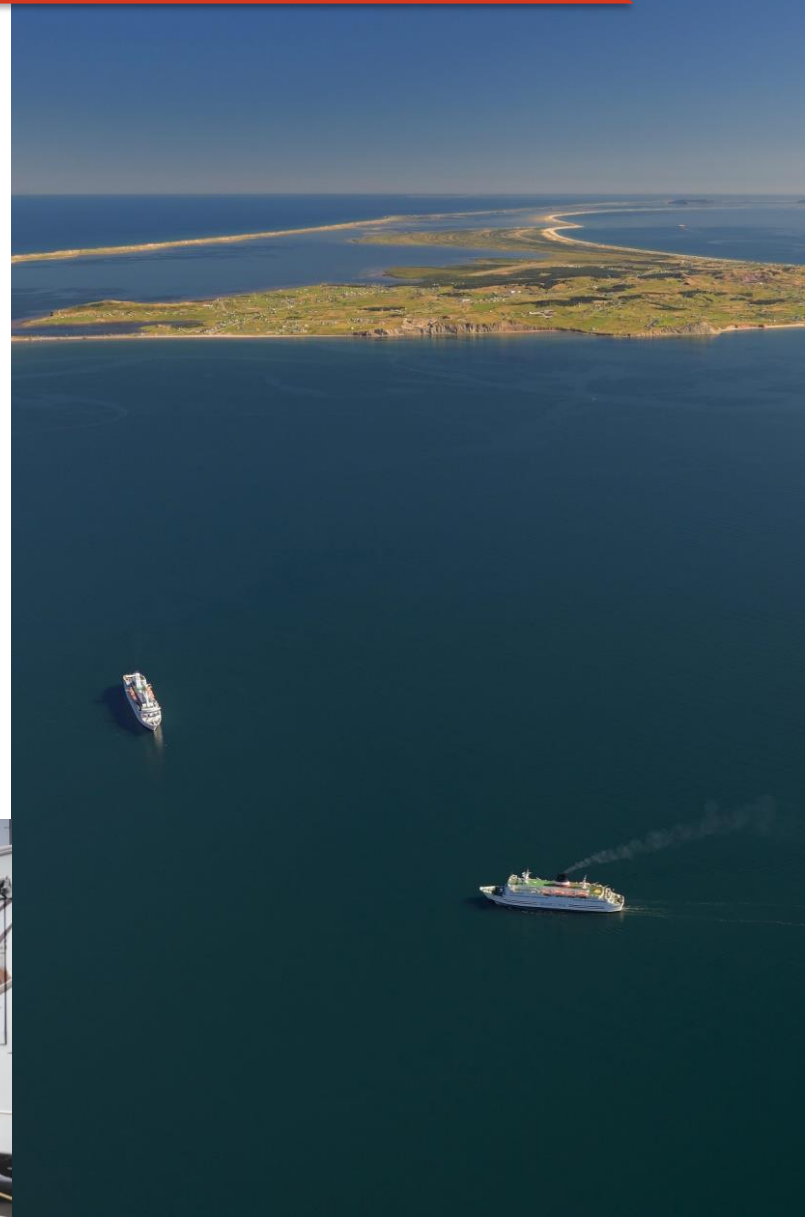
# Discover the Îles de la Madeleine

- The archipelago is composed of **6 islands**
- 12 500 residents, mainly French speaking
- The region's economy is based primarily on **fishing** (lobster, crab, oysters, mussels...) and **tourism**



# Tourism in the Îles de la Madeleine

- **Access to the islands :**  
ferry, cruise (domestic, international) and plane
- Average of **70 000 visitors** per year
- Seasonal industry



# Three experiences to discover the islands



# Itineraries and Circuits

## CIRCUIT DES ARTS ÎLES DE LA MADELEINE



### LE CIRCUIT DES ARTS et LE CIRCUIT DES SAVEURS

vous invitent à découvrir le savoir-faire  
des artisans des îles de la Madeleine



### CIRCUIT DES SAVEURS FOOD TRAIL



# ÉCONOMUSÉE in the Îles de la Madeleine



# EXPERIENTIAL TOURISM PILOT PROJECT



## *Projet pilote de tourisme expérientiel*

Le créneau Récrotourisme, en collaboration avec la Société du réseau ÉCONOMUSÉE®, a mis sur pied un projet pilote afin d'accompagner un réseau d'entreprises des Îles de la Madeleine souhaitant développer de nouvelles expériences touristiques. La démarche a suscité l'intérêt d'une demi-douzaine d'entreprises touristiques, dont deux organisations muséales, un économusée en agroalimentaire et trois ateliers en métiers d'art.

# The origin of the project

Tourists seeking a richer experience ;  
demand for creative workshops

+

Businesses needing help to evaluate feasibility  
and profitability

=

Opportunity for collaboration and innovation



*Artisans at work*  
**ÉCONOMUSÉE®**





# Project Goal

Assist a group of businesses wishing to develop new tourism experiences



# Participating businesses

1. *Pied-de-Vent* **Cheese Factory**
2. **Council for Anglophone Magdalen Islanders**  
(CAMI) – Historical Heritage Complex
3. *Maison du Potier* – **Pottery Studio**
4. **Glass Studio** *La Méduse*
5. *Limaçon* **jewelery**
6. *Musée de la mer* **Museum**

# Objectives

- **Set the limits of experiential tourism** in arts and crafts and food processing businesses;
- Allow the businesses to **define an experiential tourism project**; and
- **Plan the resources** (either material, financial, human, etc.) required for the launching of a new experiential tourism offer.

# Project Steps



1. Meeting with artisans and observation
2. Training session
3. Incubation period
4. Individual coaching and networking sessions
5. Launching the pilot activities

# Project Steps

**1. Meeting with business owners and observation ; opportunity for exchange, personalised approach, build confidence...**



# Project Steps

**2. Training session ;** what makes an experience memorable, personal accomplishment, from product to experience, visitor profile, management tools.

- Destination Canada [Experiences Toolkit](#)
- Conference on creativity as a leverage for community and tourism development



# Project Steps

**3. Incubation period** (a few weeks);  
time to let participants think about  
what they want to do, define the  
project



# Project Steps

**4. Individual coaching and networking sessions;** accompany each business and adjust to their needs :

- **Experience development** (activity scenario, interpretation...)
- **Setting the price based on value**
- **Networking session;** businesses presented their preliminary project, opportunity to discuss about the challenges, operational realities and get feedback from the group.



# Project Steps

**5. Launching the pilot activities ; project report, publish activity information online, press release and promotion of the pilot activities before the summer season**



# Pilot Project Activities



# Butter making workshop



# Butter making workshop / Cod Cakes



# Pottery workshop



# Pottery workshop / Paint it yourself



# Dairy farm visit



# Dairy farm visit



***Feedback from Renée Landry and Dominique Arsenault  
Cheese Making ÉCONOMUSÉE***



# Stone cutting and polishing workshop



# Stone cutting and polishing workshop



# Blow glass workshop



# Blow glass workshop



# Inspiring Experiences



# Farm visit and candle making workshop



# Farm visit and candle making workshop



# Farm visit and commentated tasting





# Farm visit and commentated tasting



# Sand castle building



# Caprine Goat Farm Visit



# Observations and results

- Adding an experiential component to an existing offer contributes to :
  - **Consolidate businesses** and secure jobs
  - Give a **competitive advantage**
  - **Increase visibility** (for businesses and the destination) and **sales** (i.e. arts and crafts, food) ;  
*clients have a better understanding, develop a sense of appreciation = connection with the artisan*

# Observations and results

- **Motivations** behind the development of a new experience vary a lot among businesses : share knowledge, to fill in a slow period of the day/season, increase revenues, etc.
- **Setting the price** : It is essential to consider the value of your time and knowledge, for example, through an authentic meeting with the artisan or visitor participation in the fabrication of an object (added value)

## Is it a trend?

Experiential travel represents a new layer of opportunity beyond delivering traditional tourism products based on goods and services.





***«A tourism product is what you buy. But a tourism experience is what you remember.»***

# Benefits

- Travelers are looking for **quality experiences**, and you can craft yours to satisfy that demand.
- Visitors want to **immerse themselves into local culture** – they want to see, hear, and smell new things – they want to touch and taste if they can and they will pay more for these experiences.
- Happy customers post great online reviews and provide **positive word-of-mouth promotion**.



# Artisan Testimony



**CREATIVE  
WORKSHOPS**  
WITH LA FILLE DE LA MER

# WORKSHOP

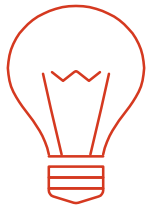


***TOGETHER,  
LET'S  
INNOVATE!***



**ENSEMBLE, INNOVONS !**

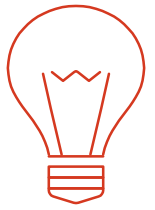




## Your mission :

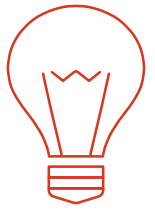
# Prototype a creative experience

- Where will your guests go, what will they do, who will they encounter? Think unique, authentic.
- How will your guests be engaged? Experiential or creative travel is about interaction and engagement; **find ways for the guests to be actively involved, not merely watching.**



## **Know your customer**

*Who are they and what interests do they have?* Focus on what your best guest is looking for rather than spending time thinking about what you currently offer.



## Identify opportunities unique to your business

*What unique stories can be told as a part of your tourism offering?*

*How can you creatively expand on your tourism offering?*

*Can you appeal to more senses than sight and sound?*



## Identify partnerships

*What are the opportunities to partner with individuals, groups, or organizations in your community to enhance the traveller's overall experience?*



## **The overall Experience**

What should your customer experience?

How will your customer remember this experience? How will he/she describe their experience to a friend or family member?

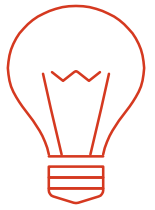
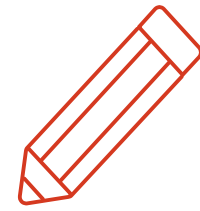


## **Set the price based on value**

The price charged to guests should reflect the commodities, goods, services, and experience – it is the combination of all these elements that creates a unique and memorable offer that cannot be replicated elsewhere.



# Workshop



1. Know your **customer**
2. Identify **opportunities** unique to your business
3. Identify **partnerships**
4. Overall **Experience**
5. Set the **price based on value** (*optional*)



*If you want to go fast, go  
alone. If you want to go far,  
go together!*

# Thank you !

# Merci !

# Takk !

*Let's stay connected*



**Jason Bent**

@ [developpement@tourismeilesdelamadeleine.com](mailto:developpement@tourismeilesdelamadeleine.com)

Îles de la Madeleine (Canada)

[Recreational Tourism Cluster](#)

 [bent\\_jason](#) [ilesdelamadeleine](#)





# Credits

**Special thanks to the people who supported the Experiential tourism pilot project**

**Carl-Éric Guertin**, Société du réseau ÉCONOMUSÉE

**Diane Attendu** and **Yvonne Langford**, Groupe Collegia Service aux entreprises

**Caroline Couret**, Creative Tourism Network

Thanks also to Ariane Arsenault, Handmade soap and cosmetic videos

Check out (!) her [YouTube Channel](#)

## **Resources :**

- [Experiences Toolkit](#) – Destination Canada
- [About Creative Tourism](#) – Creative Tourism Network
- [Creation Workshops](#) in the Îles de la Madeleine
- [The Îles de la Madeleine : winners of the Creative Tourism Awards](#)