



## Free Tourism Workshop

### Is your business realizing its full potential?

Joggins Fossil Cliffs World Heritage Site  
Thursday November 5<sup>th</sup> 9:15 AM-3:30 PM  
Lunch Included

---

**Tourism is Nova Scotia's biggest industry generating 1.3 billion dollars in revenue and you are an important part of it. The industry has evolved, with visitors now looking for *experiences*, rather than location. Who are your visitors? Who isn't but you want them to be and how can you attract them and keep them?**

This workshop is designed to show you how to stop, take a step back and review your operation, how you market, who you can market in partnership with to share costs and most importantly, how you can make money without having to spend on marketing which does not work for you. You will also learn how to improve the visitor experience through industry market readiness and address the importance of customer service in improving your bottom line.

**Morning Session**  
(9:15 AM-12:45 PM)

**Positioning for Tourism Marketing.**  
Facilitator: Melanie Cookson Carter, Operations Coordinator  
Joggins Fossil Institute

**Lunch Served**  
(12:45 PM-1:30 PM)

**Afternoon Session**  
(1:30 PM-3:00 PM)

**Insider Tips for Connecting Visitors to Experiences**  
Presenter: Terri McCulloch, Manager  
Bay of Fundy Tourism Management Partnership

**Summary and Wrap-up**  
(3:00 PM-3:30 PM)

Please pre-register by contacting Geoff de Gannes at CREDA at 667-3638 or email [geoff.d\(at\)creda.net](mailto:geoff.d(at)creda.net).

Deadline to register is November 2<sup>nd</sup>, 2009 and places are limited.

This workshop will be beneficial to small business owner/operators, hotels, restaurants, museums, development agencies, community groups and other industry partners in both the Fundy and Northumberland Regions of Cumberland County. The workshop is being sponsored by the Cumberland Regional Economic Development Association (CREDA) and the Fundy Shore Tourism Destination Area Committee.