

TOURISM EXPERIENCE WORKSHOP

Presented by Tourism Western Australia

Tourism WA is delighted to invite you to participate in a new Tourism Experience Workshop designed specifically for West Australian regional businesses who want to use tourism as an additional income stream. This workshop will utilise evidence-based research and industry knowledge to teach you how to develop and promote immersive tourism experiences in the specialties of Agritourism, Dark Sky Tourism, glamping and unique accommodation and WA Wildflower Tourism

When is the workshop on?

Where: Dowerdy Wines
25 Graham Rd, Dumberning WA 6312

Time: **Tuesday 26 October 2021**
1.00pm to 4.30pm

**Afternoon tea provided*

What is included in the program?

- Half day interactive workshop featuring industry expertise and current WA tourism research
- Opportunity to participate in a 1:1 Post-Workshop Consultation with one of the key speakers.
- Access to online resource materials.

Who should attend?

Whether you are a seasoned tourism operator offering immersive visitor experiences or just beginning the tourism journey, the program will help you move to the next level of tourism experience development and delivery. This workshop is open to all who are looking to learn more about tourism development.

What will you learn?

- Global tourism and travel trends influencing regional tourism
- Understanding visitor motivations in relation to: Agritourism, Dark Sky Tourism, glamping and unique accommodation and WA
- Designing memorable visitor experiences
- Creating effective tourism partnerships by packaging and bundling products and experiences

How to register

Please register for this event through the following link: <https://www.eventbrite.com.au/e/tourism-experience-workshop-tickets-175218973667>

To register for the opportunity to have a free 1:1 consultancy session please contact **Victoria Bushell** at Victoria.bushell@westernaustralia.com or 92621643 and provide some detail on the additional tourism element you would like to add to your business.

Please note that spots are extremely limited.

