



**Saskatchewan Economic Development Alliance  
PRESENTATION**

**TOURISM PACKAGING  
Offering Peace of Mind**





# Today's Presenters



**Todd Brandt, BSc**  
*Lead Consultant, Sask  
Destinate Group Ltd.*



**Kyla Bouvier**  
*Owner  
Back2Nature Wellness  
and Adventures*





# What is Packaging?

- ✓ Aligning and marketing complementary products together to form compelling and unique experiences for the consumer.
- ✓ Improving visitation through regions
- ✓ Increasing tourist revenue through multiple suppliers offering complementary products, or via single suppliers providing services that complement their core offering.





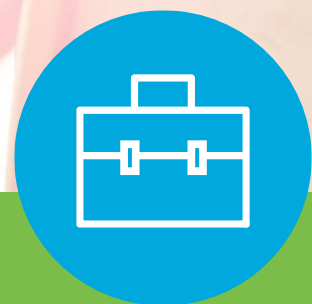


# Potential Components

- Accommodations
- Transportation Services to and within the Destination
- Unique Food and Beverage
- Activities or entertainments such as Guided Tours and admissions to galleries
- Mementoes or Souvenirs
- Related Services such as interpreters
- Creative Extras – just about anything!



# The Packaging Cycle



**ASSESS**  
Markets,  
inclusions and  
Time Elements



**DEVELOP**  
Partnership,  
Terms of  
Operations  
and Package  
Pricing



**CREATE**  
Branding,  
positioning  
and  
Marketing  
Program



**EXECUTE**  
and adapt



**TRACK and**  
Assess  
results





# Key Package Considerations

- Market Suitability
- Product Tailoring
- Unique Selling Points
- Product Feedback
- Package Pricing
- Location
- Accessibility
- Seasonality
- Hours of Operation
- Information Availability
- Reservation Systems



# Understand Your Key Markets



## AUTHENTIC EXPERIENCERS

- families & younger seniors
- understated travellers
- looking for authentic engagement
- value education and adventure
- drawn to nature
- travel often and stay awhile
- primarily located in Alberta



40,376 households in SK  
231,895 households in AB  
53,777 households in Winnipeg



\$161,698 household income in SK  
\$216,453 household income in AB  
\$163,247 household income in Winnipeg

### Top Values:

1. Legacy
2. Culture
3. Health



## REJUVENATORS

- intergenerational families
- travel to escape
- travel closer to home
- comfort seekers
- understated indulgence and relaxation
- drawn to nature
- unstructured travel
- primarily located in Saskatchewan



100,725 households in SK  
237,088 households in AB  
77,931 households in MB



\$101,838 household income in SK  
\$110,045 household income in AB

### Top Values:

1. Nature
2. Emotional Control
3. Culture





## PACKAGE BEST PRACTICE #1:

# Think Seasonal!

- An effective way to drive business during your need periods
- Extend your operating season
- Use special occasions, holidays, community festivals and events to develop interesting themes to design your package





## PACKAGE BEST PRACTICE #2:

# Plan Carefully

- Plan well in advance to allow proper planning and promotion
- Confirm all staffing needs and schedules
- Match your offers to the needs of your target markets
- Partners need to be fully engaged to align all components





## PACKAGE BEST PRACTICE #3:

# Create a Hook

- You have to stand out from your competitors – there's lots of them!
- Add a unique or enticing service
- Consider adding incentives to add exclusivity and appeal





## PACKAGE BEST PRACTICE #4:

# Provide a Unique Customer Benefit

- Add a benefit if customers buy complete packages
- Could include a discount on select services, such as a spa treatment, or complimentary equipment rentals

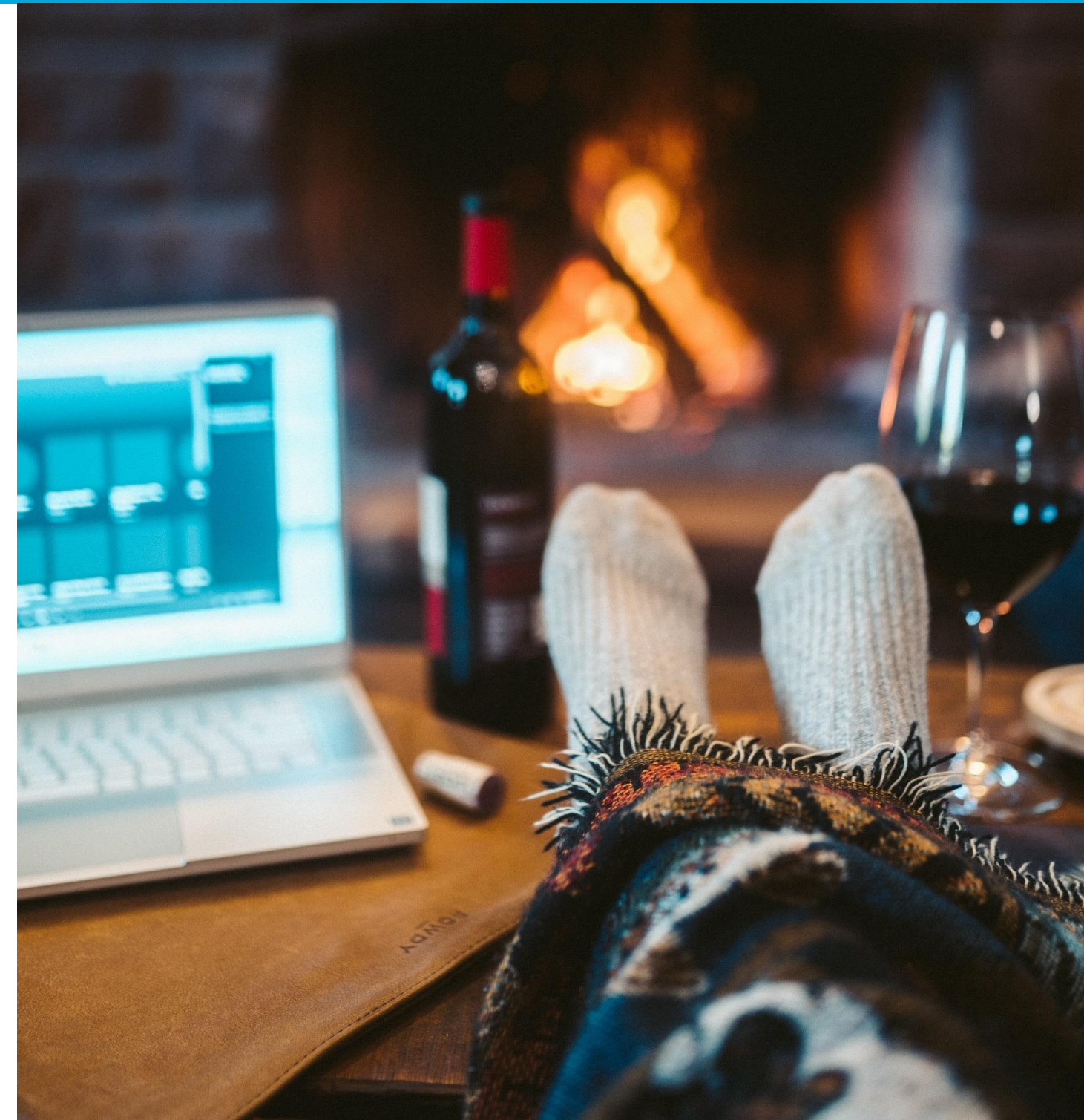
THINK  
ABOUT  
THINGS  
DIFFERENTLY



## PACKAGE BEST PRACTICE #5:

# Price your offer competitively

- Aligns with your competitors
- Affordable to target markets
- Profit must be reasonable to make effort worthwhile





# IMPLEMENTATION

- A product must be priced consistently, accurately and competitively to be successful in the marketplace
- Mature Packages and operators can be introduced to the Travel Trade Distribution system (Receptive Tour Operators, Wholesalers, Retail Travel Agents, Meeting and Incentive Planners)
- Contact Tourism Saskatchewan





# THANK YOU

Questions?







# Meet Kyla

- ✓ Owner & Founder of Back2Nature Wellness & Adventures
- ✓ Operates an outdoor wellness and adventure guiding business in Saskatchewan
- ✓ Passionate about collaborating with other local businesses





An aerial photograph of a river with a small boat in the center. The river has a mix of green and brown water, and the banks are covered in vegetation and sand.

# Agenda

- ✓ Designing Unique Experiences
- ✓ Partnerships and Collaborations to create packages
- ✓ Success Stories
- ✓ Online Booking Platforms

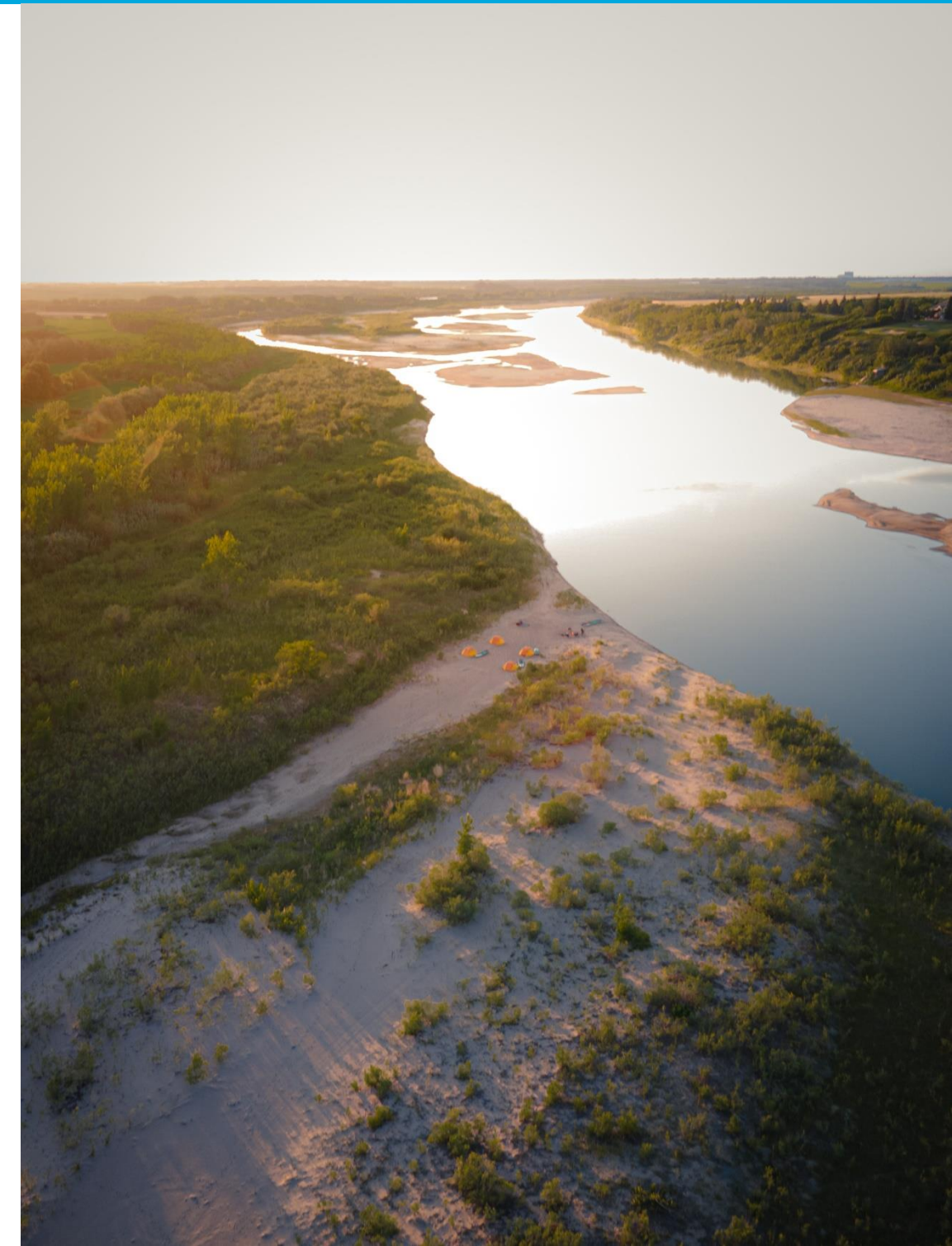


# Designing Unique Experiences



Why you should create a unique experience!

- Competitive edge
- Increased demand and revenue
- Word of mouth and referrals
- Customer loyalty and repeat business
- Diversification of offerings
- Cultural exchange and education





# Designing Unique Experiences



- Incorporate local experiences and cultural immersion.
- What does your region have to share that's unique and can offer guest's an unforgettable experience?





# Align with Saskatchewan's Tourism Brand Pillars





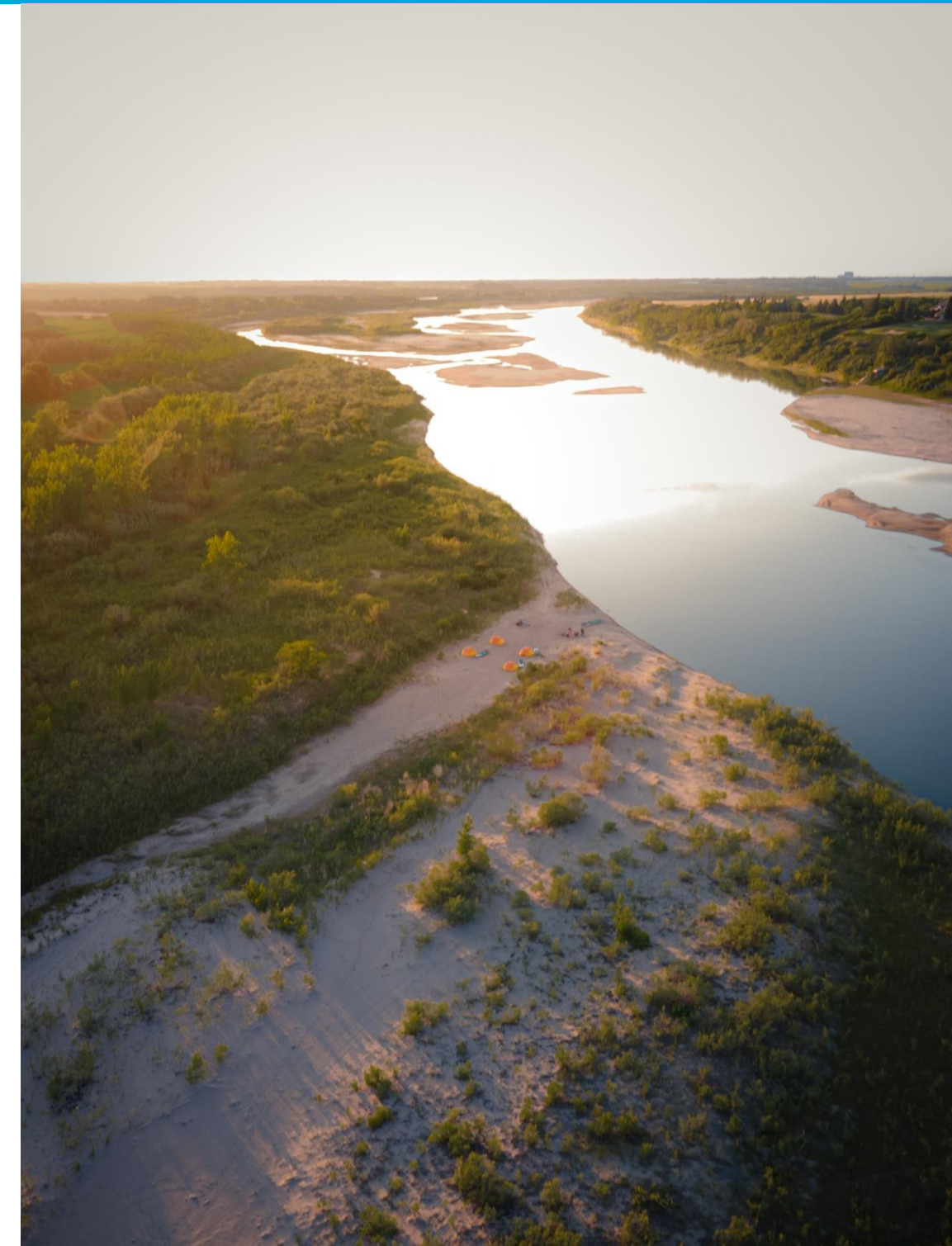
# Align with Saskatchewan's Tourism Brand Pillars



Saskatchewan's tourism brand pillars are:

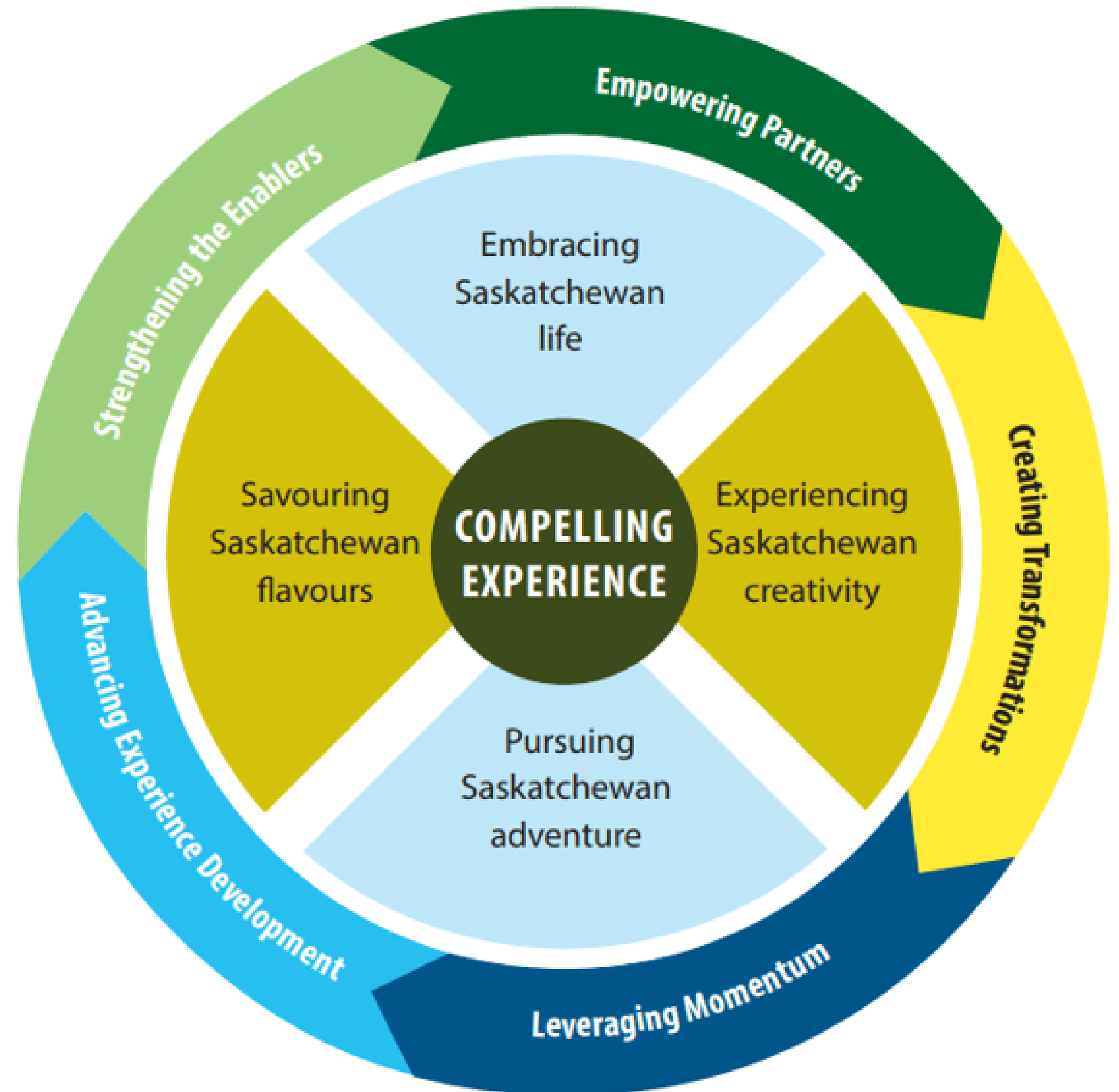
- Land and Sky,
- Time and Space, and
- Community.

Within the Destination Development Strategy, four experiential themes align with these brand pillars.





# Destination Development Strategy Experiential Themes





# Tourism Saskatchewan Niche Market Development



Tourism Saskatchewan's Niche Market Developments are:

- Astrotourism
- Birding
- Outdoor Photography
- Wellness
- Agri-tourism
- Snowmobiling



Photo credit: Tourism Saskatchewan



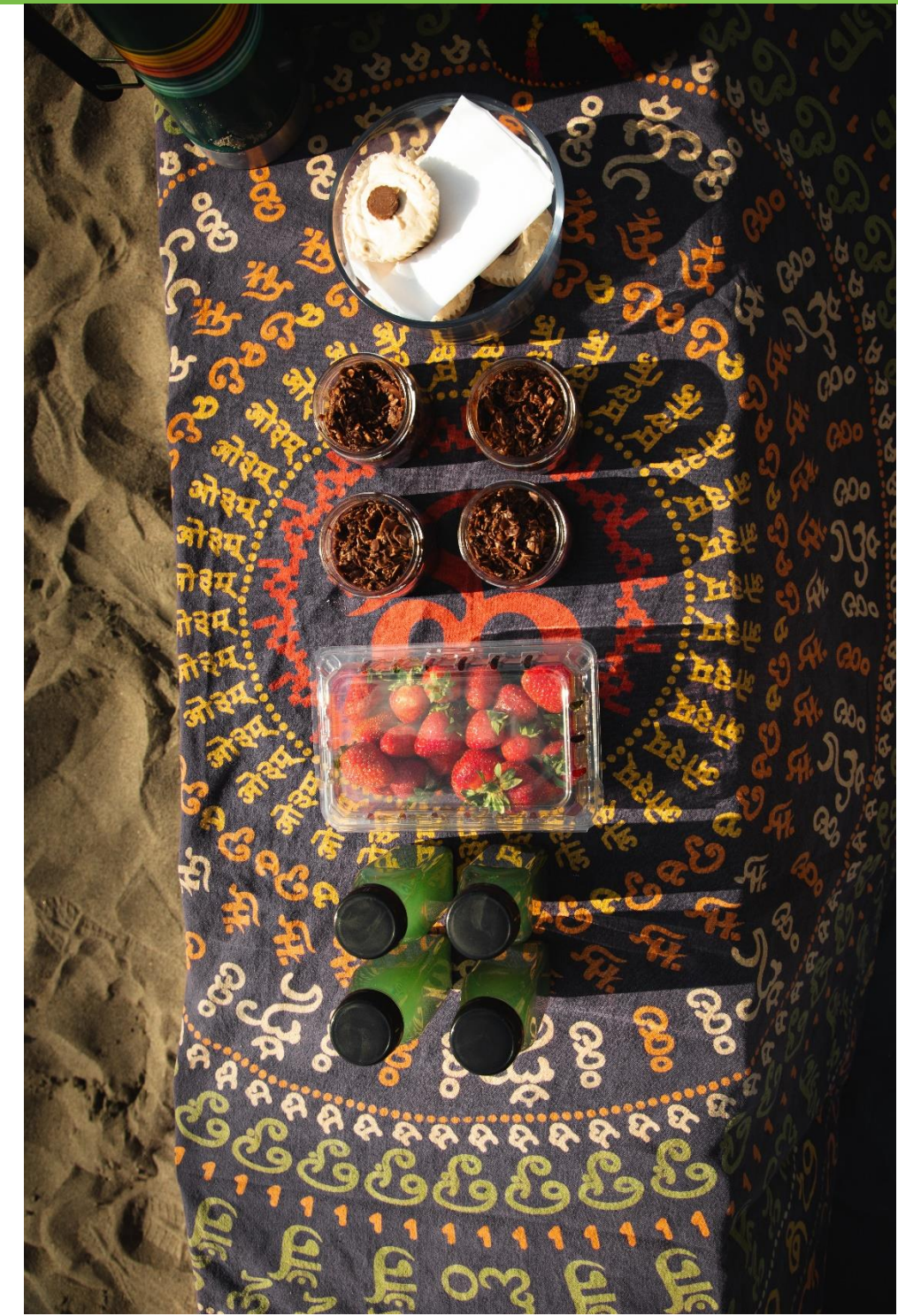
# Partnerships and Collaborations



Building successful partnerships and collaborations is crucial for mutual benefit and the enhancement of the overall visitor experience.

Aspects to consider:

- Shared vision and values
- Complimentary offerings
- Trust and reliability
- Clear communication
- Mutual benefit
- Legal agreements





# Success Stories and Examples



## Collaborations with Back2Nature Wellness & Adventures

- The Prairie Grazer
- Echo Valley Provincial Park
- Elkridge Resort
- Prestige Car Service and The Bunkhouse





# The Prairie Grazer Collaboration

Provide food for our experiences in the form of grazing boxes.

Alignment includes:

- shared values
- quality
- Importance of local





# Echo Valley Provincial Park Collaboration



A collaboration to provide a service in the park during an otherwise slow time in the season to increase visitor numbers.





# Elkridge Resort



A partnership and collaboration between Back2Nature Wellness & Adventures and Elk Ridge Resort for a Winter Wellness Package that included:

- Two nights accommodation in the Lodge
- \$50 dining gift card
- Sauna sessions
- Guided ski or snowshoe and sauna experience

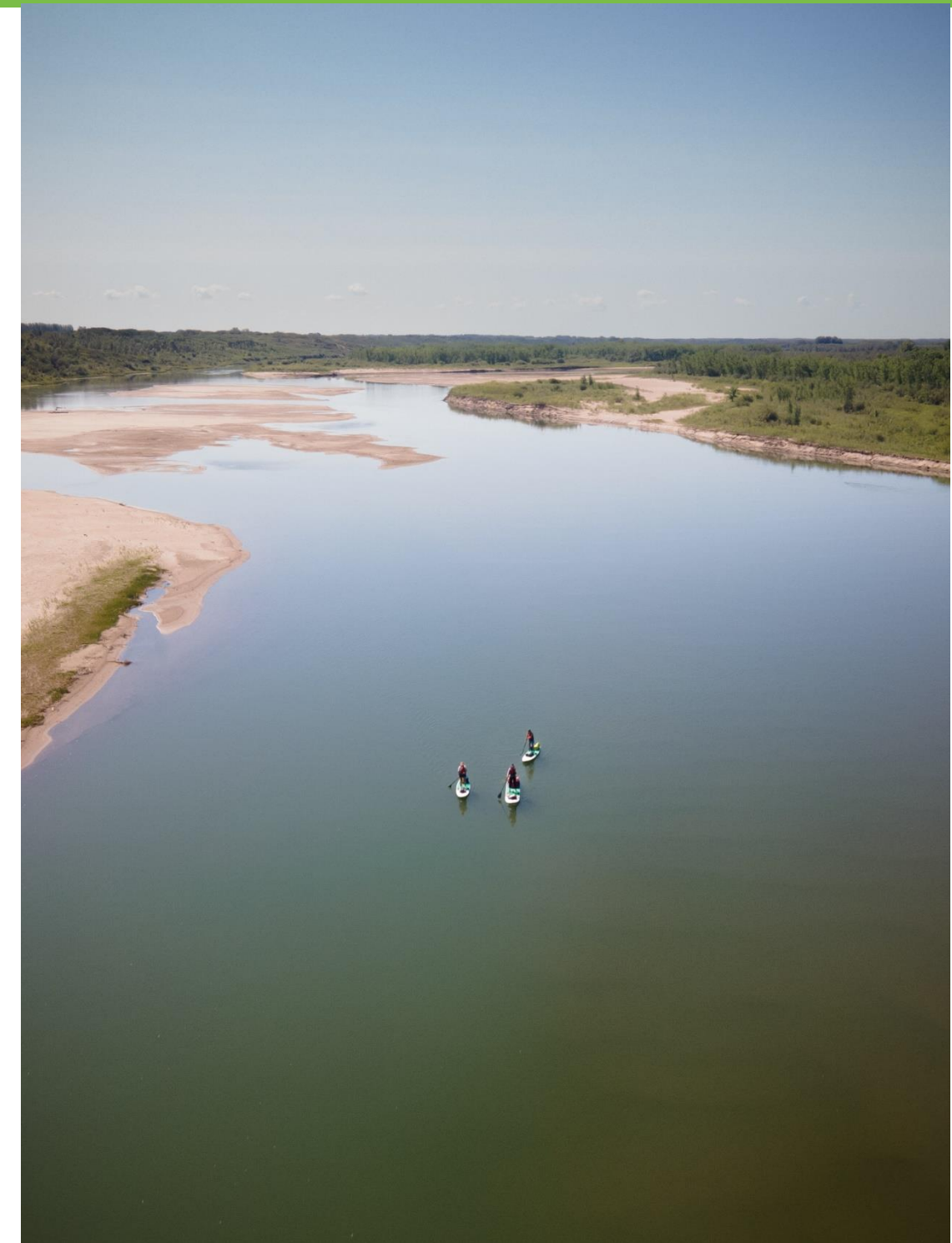




# Prestige Car Service & The Bunkhouse

Our Overnight SUP Camping Experience is supported by these two partners:

- Prestige Car Service provides transportation.
- The Bunkhouse provides catering.





# Why do I collaborate?

- Collaborating allows the strengths of businesses to align and do what they do best!
- Cross promotion
- Creating a unique experience that cannot otherwise be replicated



# Online Booking

- An online booking platform allows guests to book easily and with little hesitation.

Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday	
Oct 1		2		3		4		5		6		7	
		7pm Full Moon Hike & Sauna ■ 2 □ 6				12pm Private Sauna Experience ■ 0 □ 12 3pm Private Sauna Experience ■ 0 □ 12 6pm Private Sauna Experience ■ 0 □ 1		12pm Private Date Sauna ■ 0 □ 1 2:30pm Private Date Sauna ■ 0 □ 1 5pm Private Date Sauna ■ 0 □ 1 7:30pm Private Date Sauna ■ 0 □ 1					
8		9		10		11		12		13		14	
				10am Breathwork Meditation Sauna ■ 0 □ 8		12:30pm Private Sauna Experience ■ 0 □ 12				12pm Private Date Sauna ■ 0 □ 1 2:30pm Private Date Sauna ■ 0 □ 1 5pm Private Date Sauna ■ 0 □ 1 7:30pm Private Date Sauna ■ 0 □ 1		9am Breathwork Meditation Sauna ■ 0 □ 8 6pm New Moon Dance & Sauna ■ 1 □ 7	
15		16		17		18		19		20		21	
10am Community Sauna on the Lake ■ 0 □ 12 1pm Grounding Hike & Sauna ■ 0 □ 8				6pm Breathwork Meditation Sauna ■ 0 □ 8		12pm Private Sauna Experience ■ 0 □ 12 3pm Private Sauna Experience ■ 0 □ 12 6pm Community Sauna on the Lake ■ 0 □ 12				12:30pm Private Sauna Experience ■ 0 □ 12			
22		23		24		25		26		27		28	
				10am Breathwork Meditation Sauna ■ 0 □ 8						12pm Private Date Sauna ■ 0 □ 1 2:30pm Private Date Sauna ■ 0 □ 1 5pm Private Date Sauna ■ 0 □ 1 7:30pm Private Date Sauna ■ 0 □ 1		9am Private Sauna Experience ■ 0 □ 12 12pm Private Sauna Experience ■ 0 □ 12 3pm Private Sauna Experience ■ 0 □ 12 6pm Full Moon Hike & Sauna ■ 2 □ 6	



# THANK YOU

Questions?

