



# SHiFT YOUR BUSINESS

Today's travellers are looking for local, authentic and most of all, memorable travel experiences. SHiFT, Travel Alberta's innovative training program, immerses you in the steps to create engaging visitor experiences and changes how you will think about growing your business.

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MARCH 18-21, 2019 | SYLVAN LAKE

*Travel*  
**Alberta**  
Canada 🇨🇦

**SHiFT**  
TRANSFORMING PRODUCTS TO EXPERIENCES



# 2019 SHiFT

SHiFT sparks ideas that will unleash your creativity in designing new visitor experiences. This 3.5 day course immerses you in the multiple steps of experience development and provides tips, templates and inspiring examples. It will broaden your thinking about the opportunity for attracting new customers and increasing your revenue potential through experiential travel. This course engages you in new experiences created especially for this course and blends those experiences with classroom-based learning highlighting all of the key principles.

## \*\$1,000 + GST

Includes everything you'll see, do, learn, eat and experience during the course. Accommodation extra. Register early; there are only 24 spaces available.

\*To encourage the development of new experiences, Alberta Culture and Tourism and the Town of Sylvan Lake have partnered on a program to reimburse registration fees to participating businesses that have developed new or enhanced market-ready experiences within one year of completing the course.

## WHO SHOULD ATTEND

People with passion and a desire to create new, sellable experiences. Business owners and those who can influence change in their organization can implement SHiFT principles and create experiences that are in demand from travellers.

## REGISTRATION

[REGISTER HERE](#)

Registration deadline: February 8, 2019

Questions? Email [training@travelalberta.com](mailto:training@travelalberta.com)

## THE TOWN OF SYLVAN LAKE IS READY TO WELCOME SHiFT 2019 DELEGATES

The town of Sylvan Lake is excited to be working with Travel Alberta to host the 2019 SHiFT, an in-depth training program that transforms tourism-related products into inspiring experiences for visitors.

Participants will learn from businesses who have already made the SHiFT to experiential travel. You will be inspired and coached by a committed team of industry professionals in the year-round destination town of Sylvan Lake. Join us to move beyond product development to the creation and sharing of inspirational experiences that will push your business to the next level meeting the needs of today's travellers.

## STARTING A SHiFT

SHiFT was developed by the Tourism Café (Nancy Arsenault), Earth Rhythms (Celes Davar) and Travel Alberta and is offered annually in a different community. A co-creator of GMIST's Edge of the Wedge Experiential Travel Training program in Atlantic Canada, Arsenault has been involved in experience development training for more than 20 years. In 2018, the Tourism Café's Lesley Anderson joined the SHiFT team and will join Nancy to co-facilitate SHiFT 2019 in Sylvan Lake. Together, they'll share their experiential travel insights and the opportunities, benefits, risks and investment required to help your business respond to the demand for more enriched travel experiences. SHiFT graduates will gain a competitive edge, creating experiences that align with Alberta's brand by creating more goosebump moments to tempt travellers to visit.



SHiFT IS THE ONLY EXPERIENTIAL TRAVEL TRAINING PROGRAM OF ITS KIND IN CANADA. HERE'S HOW OUR ALUMNI DESCRIBE IT...

Thought provoking  
**Mind blowing**  
**INSPIRING**  
Transformative  
Eye-opening  
ENGAGING  
**Powerful**

“ I found the SHiFT program very thought provoking and our team has developed new tourism products with lessons learned in the workshop. We should always be looking at our product offering and how we can improve. SHiFT forces you to do that.”  
*Jonathan Welsh, Discover Banff Tours*

