Experiential Travel [and Learning]
“Experiential travel connects you with the essence of a place and its people by engaging visitors in a series of memorable travel activities...that are inherently personal, engage the senses, and make connections on an emotional, physical, spiritual, social, or intellectual level.” –Nancy Arsenault
Or...

“Learning something by doing something with someone who lives there”
--Tourism Nova Scotia
Rebel Rebel Rebel Float Trip
Elevate the Experience
Taking it to the Next Level

MON RIVER SPRING PADDLE

MAY 30, 10:00 A.M.
Join us for a guided 3.5 mile paddle trip. Register today!

REBEL REBEL
FLOAT TRIP

The 1790s Whiskey Rebellion with a David Bowie Twist

SUNDAY
JULY 30, 3 PM

Learn more at Facebook.com/RiverTownProgram

Hosted by the Mon River Town Program and Montour Outdoors with support from the National Road Heritage Corridor, Wylie Whiskey, and Pennsylvania Organization for Watersheds & Rivers.
Demographics?
Ingredients of Experience

As learned at the Edge of the Wedge Experiential Travel Course offered by Gros Morne Institute for Sustainable Tourism
Story/Theme
Local and Authentic
Setting the Stage

- Music
- Bowie tattoos
- Bowie bunting and masks
- Blankets and barrels
Engaging Participants
Element of Surprise
Additional “Ingredients”

- Scout/test
- Be flexible
- Simplify
- Charge accordingly
- Pay your talent
- Create an intimate environment
- Personalize the experience
- Offer a takeaway
- Create value
Results
Event Success Measures

Media coverage, social media reach, attendance
25% were first-time kayakers
Nearly 9 out of 10 had never paddled the Monongahela
Rust Belt Brunch Cruise
'Boilermaker' Fruit Tarts
made w/ whiskey & beer.
Locktender’s Lunch
Creating a Visitor Experience

FACTORS TO CONSIDER

• Story/Theme
• Authenticity
• Partnerships
• Audience
• Engaging participants
• Value added
• Cost

• Element of surprise
• Setting the stage
• Keeping it simple
• Personalizing
• Offering a takeaway
• Charging/paying accordingly