

Experiential Tourism Packaging Workshop to be Held in Dryden

Dryden, ON, August 31, 2009 – Dryden Development Corporation in partnership with the Dryden Marketing Association and Northwest Business Centre will be delivering a series of tourism workshops over the course of next six months.

The first in the series will be a workshop focused on quality standards and experiential tourism packaging workshop and is entitled “*Stepping Up The Experience*”. The workshop is scheduled for Monday, September 21st at the Best Western Motor Inn in Dryden. This 7-hour session is designed to assist businesses that provide tourism-related products or services that could be “packaged” with other like-minded businesses. It will also provide information on how to ensure high standards of programming and service.

“The Dryden Development Corporation (DDC) wants to assist these businesses develop and market their unique experiential tourism “package” offering”, said Janet Pilozow, Chair of the DDC.

Workshop facilitator Pat Forrest, is a veteran marketing and communications professional and is well versed in Northern Ontario tourism issues. She is the author of *A Vision for our Region* and co-authored the *Foundation Document for a Five-Year Tourism Strategy for Northern Ontario, Understanding and Attracting the RV Tourism Market to Northern Ontario and Understanding and Attracting the Motorcycle Tourism Market to Northern Ontario*.

Special presenter Berkeley W. Young, President, Young Strategies, Inc. of Charlotte, North Carolina has 20 years of travel/tourism research, marketing, management and retail experience. A dynamic, engaging and informative presenter, Berkeley Young is in great demand by the tourism industry across North America. As one tourism professional put it, “As a planner of an annual tourism education conference, I consistently read in the surveys ‘more Berkeley Young’. The attendees enjoy his humour, professionalism and style”.

“This workshop is ideal for everyone in the tourism or service industry, whether you are already working together with other product suppliers, or if you are looking for tips and ideas on how to develop a marketable tourism product. Participants will practice developing a package. The subsequent workshops will build on the knowledge of the introductory workshop, will provide tourism businesses with valuable information and work through the steps of distribution”, commented Dryden’s Economic Development Manager, Vicki Kurz.

The cost of the workshop is \$25.00 per person, including lunch, and a copy of the Dryden Tourism Market Analysis as well as other valuable resources. Space is limited, and interested participants should visit www.ExploreDryden.ca, click on the Event Calendar and visit the September 21, 2009 date to register. Or they can call for more information at 807-223-1158. Deadline to register is September 16, 2009.

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