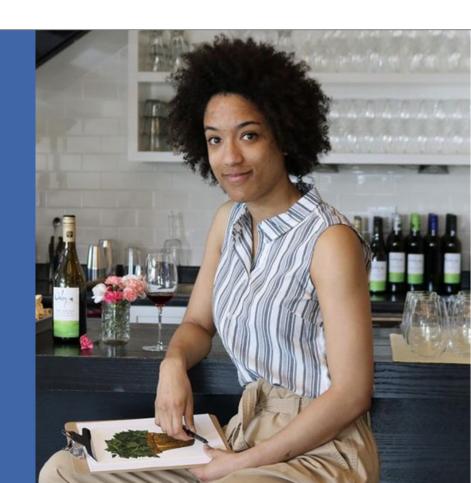




WHAT'S
YOUR NEW
TOURISM
IDEA?







About the Lab

The Tourism Innovation Lab is a non-profit tourism development incubator that was created to:

- Find, foster and support new **tourism** ideas, experiences and partnerships
- To cultivate and propel collaborations between the tourism and tech sectors
- Build a community of tourism innovators, and entrepreneurs in Canada.

Launched as a pilot in Windsor Essex in 2018, the Lab and its "Spark" Program have expanded to 20+ regions across the province, from Bruce County to Cornwall, London to Northwest Ontario, and well as British Columbia.

PARTNERSHIPS DRIVE INNOVATION

Founding Partners

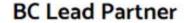








Program Lead







Tourism Industry Partners















TOURISM

IDEA?

"Spark" Mentorships & Grants Program

The "Spark" Program matches selected candidates with a **tourism mentor** and provides a **source of financial support** to help take their new tourism ideas to the next level of development.

Program delivery includes:

- Partners planning meeting
- Media launch/regional marketing campaign
- Info Sessions and applicant consultations
- Applications intake and review jury
- Finalists Pitch Session (Dragon's Den-style event)
- Selection of 3 "Spark" winners per region
- Mentor research, recruitment and facilitation
- Next Steps meetings



WHAT'S YOUR NEW TOURISM IDEA?

MENTORSHIPS GRANTS COMMUNITY

- APPLY NOW AT -

tourisminnovation.ca/SeatoSky



Presented by

























WHAT'S YOUR NEW TOURISM IDEA?

MENTORSHIPS GRANTS COMMUNITY

- APPLY NOW AT -

tourisminnovation.ca/ITBC











"Spark" Mentorships & Grants Program

Selected Applicants Receive:

- 3 month mentorship with a tourism innovator, experienced operator, industry expert
- **\$3,000 grant** to support tourism idea development activities
- Access to a support network of tourism innovators, entrepreneurs and leaders
- Additional partner support and resources

All program applicants will be invited to join our "Spark" community for special networking events and workshops.





"Spark" Mentorships & Grants Program

Who Can Apply?

- Individuals 18+ who live/work in our partner regions
- **Small businesses** (up to 10 FT employees) based in our partner regions
- **Small non-profit organizations** (up to 10 FT employees) based in our partner regions





"Spark" Mentorships & Grants Program

What Are We Looking For?

New tourism experiences, product ideas and/or collaborative partnerships that address one or more of the following:

- Enhances current tourism offerings
- Creates new, high-quality tourism experiences
- Addresses gaps in tourism products/services
- Motivates travel, longer stays, repeat visits
- Increases year-round visitation and tourism spending

Plus regional tourism strategy pillars or goals





Our Progress Since 2018:

- 65+ program partners across Canada
- 20+ regional "Spark" Programs delivered
- 2 Indigenous Tourism Programs co-developed/launched
- 325+ "Spark" applications received
- 20+ pitch sessions held (in person and virtual)
- 100+ review jurors/pitch session judge panel volunteers
- 60+ "Spark" winners received grants and mentorships
- 60+ volunteer mentors recruited and matched
- 4 Digital Shift Virtual Workshops
- 2 Ontario Tourism Innovators Roundtables





Highlights of 60+ Past Program Winners

- Cornwall Food Tours (Cornwall)
- Fields of Gold Agritourism Destination (SDG Counties)
- Tutti Gravel Inn (Cariboo Chilcotin Coast)
- Dug Out Canoes (Indigenous Tourism BC)
- Creston Valley Tours & Rentals (West Kootenays)
- Boulder Guides (Sea to Sky)

...and many more!



Examples of Participating Mentors

"Spark" Winners

- Laugh Out Live
- Craft Gear Trail
- Boulder Guides
- Big Bar Ranch
- Wyld North
 Outfitters
- Tutti Gravel Inn

Mentors

- Norman Armour, Vancouver-based Live Performing Arts
 Specialist
- Paul Kamon, Tourism Professional and Founding Partner of the BC Ale Trail
- David Eastwood, Operations Manager, Sea to Sky Air
- Pat Corbett, Tourism Professional, Hills Health Ranch
- Klaus Gretzmacher, VP Tourism Canadream RV
- Matic Vecko, GM Mike Wiegele Helicoper Skiing

Planning Committee

RDMOs, CDMOs, ITBC, Community Futures, Regional Districts, etc.





REGION 1: SURREY [DRAFT]

- Early Aug: Planning Meeting
- August: Marketing & Promotional Material Development, including:
 - Collecting images
 - Promo video production
- Mid Sep (Week of Sept 19): Launch, including:
 - o Media release
 - Webpage going live
- End Oct: Application Deadline
- Mid Nov: Pitch, including:
 - Media release announcing winners
- Dec-Mar: Mentorships/Next Steps



For more information please contact:

Justin Lafontaine, Program Lead

Alex Berlyand, BC Program Coordinator & Outreach

Tourism Innovation Lab A Program of Hackforge

<u>info@tourisminnovation.ca</u> www.tourisminnovation.ca