



# TOURISM INNOVATION LAB



## WHAT'S YOUR NEW TOURISM IDEA?





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## 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



### BC Lead Partner



### Tourism Industry Partners





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## "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





BC  
TOURISM  
INNOVATION  
LAB  
SEA TO SKY

# WHAT'S YOUR NEW TOURISM IDEA?

MENTORSHIPS  
GRANTS  
COMMUNITY

— APPLY NOW AT —

[tourisminnovation.ca/SeatoSky](https://tourisminnovation.ca/SeatoSky)



**Eric Griffith**  
Local Entrepreneur  
Alta Bistro

Photo: Mirae Campbell



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SQUAMISH  
HARDWIRED for ADVENTURE



SQUAMISH  
HARDWIRED for ADVENTURE



Tourism  
Pemberton  
BC CANADA



Village of PEMBERTON



Resort Municipality of  
WHISTLER



TOURISM  
WHISTLER



INDIGENOUS  
TOURISM BC  
CORPORATE



SQUAMISH - LILLOOET  
REGIONAL DISTRICT





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INDIGENOUS TOURISM

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[tourisminnovation.ca/ITBC](http://tourisminnovation.ca/ITBC)



Photo: Indigenous Tourism BC

Candace Campo  
Talasay Tours

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## "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.



# WHAT'S YOUR NEW TOURISM IDEA?

## “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





# WHAT'S YOUR NEW TOURISM IDEA?

## “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*



# **WHAT'S YOUR NEW TOURISM IDEA?**

## **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



# WHAT'S YOUR NEW TOURISM IDEA?

## 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!





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## Examples of Participating Mentors

| “Spark” Winners   | Mentors   |
|---|---|
| <ul style="list-style-type: none"><li>• Laugh Out Live</li><li>• Craft Gear Trail</li><li>• Boulder Guides</li><li>• Big Bar Ranch</li><li>• Wyld North Outfitters</li><li>• Tutti Gravel Inn</li></ul> | <ul style="list-style-type: none"><li>• Norman Armour, Vancouver-based Live Performing Arts Specialist</li><li>• Paul Kamon, Tourism Professional and Founding Partner of the BC Ale Trail</li><li>• David Eastwood, Operations Manager, Sea to Sky Air</li><li>• Pat Corbett, Tourism Professional, Hills Health Ranch</li><li>• Klaus Gretzmacher, VP Tourism Canadream RV</li><li>• Matic Vecko, GM Mike Wiegele Helicopter Skiing</li></ul> |
| <b>Planning Committee</b><br><br>RDMOs, CDMOs, ITBC, Community Futures, Regional Districts, etc.  |   |





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## 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:
  - Media release
  - Webpage going live
- **End Oct:** Application Deadline
- **Mid Nov:** Pitch, including:
  - Media release announcing winners
- **Dec-Mar:** Mentorships/Next Steps





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**For more information please contact:**

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**Tourism Innovation Lab**

***A Program of Hackforge***

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**[www.tourisminnovation.ca](http://www.tourisminnovation.ca)**