

FREE Online Training Offered by Perth County Tourism and Tourism Café Canada

Perth County Tourism has partnered with The Tourism Café to offer all Perth County businesses **FREE** access to their collection of award-winning e-learning courses. Gain a competitive edge by equipping yourself with leading edge, short e-courses designed to help you get ahead. Courses range from 15 minutes to 2.5 hours and offer Canadian content, business examples, tools and templates to support your development.

To Register in the learning portal:

1. Click [HERE](#) or visit: www.tourism-connects.com/perth-county-e-course-subscription
2. Complete the registration form and click 'Register' at the bottom of the page.
3. You will be redirected to a 'Subscription Receipt' page.
4. To move past this page, click 'Home' on the left navigation menu.
5. Bookmark the URL www.tourism-connects.com for future access.

To take an e-course using the promo code:

1. Click 'E-courses' on the left navigation menu.
2. Click on the course you want to take.
3. Click 'Buy Now' in the top right-hand corner of the page.
4. Enter the promo code [PerthCounty](#) into the 'Promo Code' box.
5. Click 'Apply'. The total will zero out.
6. Click 'Purchase Courses'.
7. Click the green square to start the course.

To log out of the learning portal:

1. To log out click the three dots in the top right-hand corner of the page.
2. Click 'Logout'

To log in to the learning portal:

1. Return to the portal tourism-connects.com
2. Click 'Log in' in the top right-hand corner of the page and enter the username and password created when you registered.

If you need any assistance with the learning portal or use of the promo code connect with Diana Gould the Learning Support Coordinator: support@tourism-connects.com or 250-941-7702.

Available Courses



Trends are a terrific source of inspiration for entrepreneurs looking to innovate and create new, appealing visitor experiences. Tap into the 2022 trends impacting tourism product and market development to look at your business opportunities through a different lens. Ignite your creative thinking, appeal to evolving traveller sentiments, respond to global travel realities, and find that silver lining from the COVID-19 pandemic that helps your business get ahead of the competition.

Cost to Perth County businesses: FREE



Costing and pricing is an art and a science. Having a true understanding of costs and profitability is vital when pricing your visitor experiences. Don't leave your pricing to chance; ensure your return on investment! This six-part course helps you understand the elements in costing an experience, define value, consider pricing options, and walks you through a template that auto-calculates everything you need to make decisions. Includes a downloadable Excel costing template©.

Cost to Perth County businesses: FREE (Save \$129)



It's great to use gut intuition to think about who your customer is, but prior to investing time and resources to develop a new visitor experience, it is essential you take the time to identify your ideal guest. This course has been designed to help you think more deeply about your visitor, trigger thinking about product and market development opportunities and approach your visitor experience design with your ideal guest in mind.

Cost to Perth County businesses: FREE (Save \$79)



You test drive a new car before buying, it's just as important to test your new visitor experience before selling it! The benefits are enormous. Discover the 10-steps to planning an effective test-run, who should be invited, and how to stage a debrief to inform refinements before launching in-market. Insights from an agri-tourism business and a performing arts company highlight the value of this critical step. Included is a downloadable worksheet to plan your test-run.

Cost to Perth County businesses: FREE (Save \$49)



Policies Matter. Every tourism business needs to proactively think about their policies because they reflect what you stand for, communicate compliance with regulations, support effective operations and inform customers, staff, and stakeholders. This course will explore four critical types of policies for any tourism business: (1) Refunds and Cancellation (2) Sustainability (3) Diversity Equity and Inclusion and (4) Accessibility

Cost to Perth County businesses: FREE (Save \$49)



There is a common foundation of sustainable tourism, responsible tourism, and regenerative tourism – doing tourism in ways that mitigates the negative impacts of travel or aims to renew the planet, people and communities, while respecting that businesses need to be profitable. This course will help build awareness on the invisible burden of tourism, the importance of sustainable, regenerative tourism and inspire action. Gain a competitive edge by responding to the growing demand of travellers who want to travel more sustainably.

Cost to Perth County businesses: FREE (Save \$49)



More than ever, visitors are seeking memorable experiences when they travel. Discover the 11 steps in the Experience Design Pyramid©, including COVID-19 considerations, to guide you through designing memorable visitor experiences. Learn from the development journey of three Canadian businesses, a rural wellness retreat centre, a performing arts and education company, and an Indigenous tourism operator. Includes a downloadable worksheet and glossary to guide you through crafting memorable experiences for your guests.

Cost to Perth County businesses: FREE (Save \$129)