



Caribbean Community-Based Tourism (CBT) Enterprise Handbook

ACTIVITY: SECTION 6 – CREATE AN EXPERIENCE

Use the template below to prepare a new experience for your community.

STEP 1: EXPERIENCE CONCEPT	
NAME OF EXPERIENCE:	
Tour, Activity, Experience Concept	
What is the main theme or story of the experience?	
What is the experience, and how does it share the people, places, culture of the community?	
What benefits does it give back to the community?	
Target Market & Ideal Guest	
What are the target markets for the experience?	
Local Storytellers & Stories	
<i>Who are the local experts (guides, storytellers, performers, etc.) who will deliver the experience?</i>	
Memorable Aspects	
What is the PEAK, the ultimate WOW moment(s) of the experience, when the guest is most involved/immersed?	
What item can be provided as a takeaway gift, to remind the guest of the community and the experience?	
Logistics	
What is the length of the tour?	When can it be operated? i.e., seasons, days, hours
What are the minimum & maximum group sizes?	What is provided (e.g., equipment, clothing, information or interpretation tools)?

STEP 2: DETAILED ITINERARY					
Stage	Time	Experiencescape (Location/place)	Storytelling	Guest Engagement VI = Verbal Interaction PI = Physical Interaction	Scripts, Supplies, Props, & Equipment
Total Length (minutes/hours):					

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