



# SHiFT YOUR BUSINESS POTENTIAL

Discover how to elevate your visitor experience, increase your competitiveness and develop new revenue streams.

SHiFT, Travel Alberta's innovative experience development program, will give you the inspiration, information and tools you need to imagine and create new and engaging experiences for your visitors.

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*"Everything that was shared, taught and experienced has just opened up my eyes to how we can provide more for our customers." SHiFT 2019 graduate*

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SHiFT is the only experiential travel training program of its kind in Canada. Don't miss your chance to join business owners from across the province for the program that will SHiFT how you develop your business.

**MARCH 9-12, 2020 | CALGARY**

*Travel*  
**Alberta**  
Canada 

# SHiFT

**TRANSFORMING PRODUCTS TO EXPERIENCES**

# CALGARY SHiFT

MARCH 9-12, 2020

“I found SHiFT very thought provoking and our team has developed new tourism products with lessons learned in the workshop. We should always be looking at our product offering and how we can improve. SHiFT forces you to do that.” Jonathan Welsh, Discover Banff Tours

## AS THE ULTIMATE HOST CITY, CALGARY IS EAGER TO WELCOME SHiFT 2020

Tourism Calgary is working alongside Travel Alberta to host SHiFT 2020, an in-depth training program that transforms tourism-related products into inspiring and shareable experiences for visitors.

Participants will learn from businesses who have already made the SHiFT to experiential travel. Be inspired and coached by a committed team of industry professionals in Calgary, the ultimate host city.

Join us to move beyond product development to the creation and sharing of inspirational experiences that will push your business to the next level to meet the needs of today's travellers.

**Be prepared for 3.5 days of immersive and interactive learning as Travel Alberta's SHiFT program unleashes your creativity and focuses it on the experience design process. You'll come away with fresh ideas for developing visitor experiences and you'll take home practical tips, tools and templates to guide you through development and implementation.**

### \*\$1,000 + GST

This includes everything you'll learn, see, do, eat and experience during the course. Accommodation extra.

\*To encourage the development of new experiences, Alberta Economic Development, Trade and Tourism supports SHiFT through a program to reimburse registration fees to participating businesses that have developed new or enhanced market-ready experiences within one year of completing the course. More details will be provided during SHiFT.

### WHO SHOULD ATTEND

People with passion and a desire to create new, salable experiences. Business owners and those who can influence change in their business or organization can implement SHiFT principles and create experiences that are in demand by travellers.

[REGISTER HERE](#)

Questions? Ask [training@travelalberta.com](mailto:training@travelalberta.com)



PEOPLE WHO'VE BEEN A PART OF SHiFT SAY IT'S...

Thought provoking  
Mind blowing  
Adventurous  
IDEA GENERATING  
INSPIRING  
Transformative  
Eye-opening  
Surprising  
ENLIGHTENING  
ENGAGING  
UNEXPECTED  
Collaborative  
Motivating



Travel  
Alberta  
Canada

tourism  
calgary

Alberta  
Government

**SHiFT**, now in its sixth year, is offered annually in a different community. It has a proven track record of helping Alberta-based tourism businesses and organizations respond to the demand for more enriched travel experiences. SHiFT graduates gain a competitive edge by creating experiences and goosebump moments for travellers that align with Alberta's tourism brand.

Join Travel Alberta, Tourism Calgary and our facilitators from the Tourism Cafe, Nancy Arsenault and Lesley Anderson, for this unique, real-world training and development journey, March 9-12, 2020.