Activity 2: APPLYING RESEARCH INSIGHTS

You are receiving this in advance of the workshop so you can review it and be prepared to engage in a peer-to-peer conversation and apply the research.

You'll be assigned to one of two groups—Product Development or Marketing.

Both groups will report back so you gain insight into two critical aspects of strengthening the appeal of a destination.

Group 1 - PRODUCT DEVELOPMENT

1. Get to know Culture Seekers by reviewing various sections of the profile to understand this traveller’s values, motivations and behaviours in more depth. Make note of the 8 to 10 key characteristics describing this traveller that could help inform product development. At a minimum, review the:

* Summary description and what you need to know about me (p. 19).
* Travel values and attitudes, emotional motivations and desired destinations (p. 20).
* Travel companions and our thoughts on responsible travel (p. 24).
* Top desired travel activities (p. 25).
* Desired destination functional benefits (p. 29).
* How well do the key characteristics in the audience section of the prompt match those that you selected?

1. Discuss and note the elements of the PEI Shellfish Festival experience ([www.peishellfish.com](http://www.peishellfish.com)) that would be appealing to Culture Seekers and what might be less appealing.
2. Now review the two ideas produced by Chat GPT. Using the research insights, discuss which idea your group feels aligns best with this traveller type and why.
3. What might you change or enhance from this idea to better align the experience with the motivations and values of Culture Seekers?
4. Select one person to briefly share the highlights of your discussion and ideas with the broader group.

ChatGPT Prompt Used to Generate the Experience Ideas

I'd like you to think like destination marketing organization for Prince Edward Island promoting their Shellfish Festival. You can view more information about the event here: [www.peishellfish.com](http://www.peishellfish.com) to get a feel for this festival that includes music entertainment, kitchen parties, culinary demonstrations, chef competitions and a Feast and Frolic gala event.

I'd like you to generate two ideas for new, revenue-generating experiences that could enhance the appeal of this festival for a specific audience for which information is provided below.

**Audience:** Here is some information about a traveller segment describing their travel values, motivations and preferences that I want you to use:

Free-spirited individuals seeking authentic experiences

Immerse in local culture and history

Prioritize diversity, inclusion and sustainability

Like to stay flexible

Connect with new people, perspectives and feel like a local

Local cuisine, cultural festivals and events, visit museums and monuments

Dynamic music and arts scene

The ideas should be:

Targeted to specifically appeal to the defined traveller segment's values, motivations and preferences

Creative and engaging to generate excitement and increase the appeal of the festival

Feasible, realistic and implementable within reasonable budget and time constraints

**Type of Output** - provide 2 ideas, each including:

A title/name for the experience - a concise and descriptive title that appeals to the traveller's values and motivations

Target audience characteristics - identify what travel values and motivations the experience idea appeals to

Description – a short, one-paragraph, description that conveys the essence of the experience to the target audience

Revenue potential – a price range that could be charged for the experience

Partnerships – potential partners the festival organizer could develop to deliver the experience and extend the economic benefits of the festival around the community

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| #1: Art of the Oyster: Culinary & Creative Workshop | #2: Shuck Shuck and Sip: Oyster & Cocktail Lab |
| Target Audience Characteristics:  Values immersive cultural experiences  Appreciates art, creativity, and culinary exploration  Seeks hands-on, interactive learning  Prioritizes sustainability and locally inspired craftsmanship | Target Audience Characteristics:  Enjoys dynamic and social experiences  Loves culinary experimentation and mixology  Seeks interactive, hands-on events  Appreciates local craft beverages and food pairings |
| Description:  Unleash your creativity in this one-of-a-kind workshop that blends the culinary and artistic beauty of PEI’s beloved oysters. This two-part experience begins with a hands-on oyster appreciation session, where guests learn expert shucking techniques and the art of plating the perfect oyster. Then, transition from culinary artistry to creative expression in a guided workshop where you’ll transform oyster shells into hand-painted keepsakes or stunning jewelry pieces. Enjoy local seafood-inspired canapés and wine as you create, all while soaking in the rich stories of PEI’s oyster culture. Leave with your own unique oyster art piece as a souvenir of your experience. | Description:  Elevate your oyster experience with this interactive lab that pairs expert shucking with creative cocktail crafting. Guided by a local mixologist and oyster aficionado, you’ll explore how different flavors enhance the delicate brininess of PEI oysters. Learn how to pair oysters with innovative cocktail infusions, craft your own signature oyster shooter, and even experiment with unique oyster-based garnishes. This high-energy, social experience is perfect for those looking to mix, mingle, and indulge in PEI’s finest flavors. |
| Revenue Potential:  Price per ticket: $95 - $145 per person (includes workshop materials, oyster tasting, and drinks)  Capacity: 20-30 guests per session  Upsell Opportunities: Personalized oyster painting sessions, premium jewelry-making add-ons, framed oyster shell artworks for sale | Revenue Potential:  Price per ticket: $85 - $125 per person (includes oysters, cocktails, hands-on mixology lesson)  Capacity: 30-40 guests per session  Upsell Opportunities: VIP seating, premium spirits add-ons, take-home cocktail kits, branded oyster shucking tools |
| Partnerships:  Local oyster farmers and shuckers  PEI artists and artisans (e.g., jewelry makers, painters, ceramicists)  PEI wineries and craft beverage producers  Local eco-conscious businesses supporting shell recycling | Partnerships:  Local mixologists and bartenders  PEI craft distilleries and breweries  Oyster farmers and seafood suppliers  Local bars or restaurants for post-event promotions |

GROUP 2: MARKETING

1. Get to know Culture Seekers by reviewing various sections of the profile to understand this traveller’s values, motivations and behaviours in more depth. Make note of the 8 to 10 key characteristics describing this traveller that could help inform product development. At a minimum, review the:

Summary description and what you need to know about me (p. 19).

* Travel values and attitudes, emotional motivations and desired destinations (p. 20).
* Travel companions and our thoughts on responsible travel (p. 24).
* Top desired travel activities (p. 25).
* Desired destination functional benefits (p. 29).
* How well do the key characteristics in the audience section of the prompt match those that you selected?

1. Discuss and note the elements of the PEI Shellfish Festival experience ([www.peishellfish.com](http://www.peishellfish.com)) that would be appealing to Culture Seekers and what might be less appealing.
2. Now review the two ideas produced by Chat GPT. Using the research insights, discuss which idea your group feels aligns best with this traveller type and why.
3. What might you change or enhance from this idea to better align the experience with the motivations and values of Culture Seekers?
4. Select one person to briefly share the highlights of your discussion and ideas with the broader group.

ChatGPT Prompt Used to Generate the Marketing Ideas

I'd like you to act like destination marketing organization for Prince Edward Island promoting their Shellfish Festival. You can view more information about the event here: [www.peishellfish.com](http://www.peishellfish.com) to get a feel for this festival that includes music entertainment, kitchen parties, culinary demonstrations, chef competitions and a Feast and Frolic gala event.

I'd like you to generate two contrasting, innovative marketing ideas for the event, targeting a specific audience for which information is provided below.

**Audience:** Here is some information about a traveller segment describing their travel values, motivations and preferences that I want you to use:

Free-spirited individuals seeking authentic experiences

Immerse in local culture and history

Prioritize diversity, inclusion and sustainability

Like to stay flexible

Connect with new people, perspectives and feel like a local

Local cuisine, cultural festivals and events, visit museums and monuments

Dynamic music and arts scene

The marketing ideas should be:

Targeted to specifically appeal to the defined traveller segment's values, motivations and preferences

Creative and engaging to capture attention and generate excitement about the festival

Actionable and include clear calls to action and suggest specific marketing channels

Measurable to allow for tracking the effectiveness of the marketing campaigns

Feasible, realistic and implementable within reasonable budget and time constraints

**Type of Output** - provide 2 marketing ideas, each including:

Title/headline - a concise and descriptive title that appeals to the traveller's values and motivations

Target audience characteristics - identify what travel values and motivations the marketing idea appeals to

Key message - the core message to be conveyed to the target audience

Marketing channels - suitable channels for reaching the target audience (e.g. social media, email)

Suggested visual and text copy to accompany the message - what type of image should be used to appeal to the audience and a brief descriptive paragraph of copy that would be appealing and draw their attention

Call to action – provide a clear and compelling call to action

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| #1: Shuck, Savor, and Celebrate: Live Like a Local at PEI’s Shellfish Festival | #2: Sustainable Seas & Sounds: A Culinary Adventure with a Conscience |
| Target Audience Characteristics:  Appeals to free-spirited travellers who seek authentic cultural immersion.  Prioritizes connecting with locals, experiencing traditional cuisine, and engaging in dynamic arts and music.  Values flexibility and spontaneity, perfect for the laid-back, vibrant atmosphere of kitchen parties and chef competitions. | Target Audience Characteristics:  Appeals to travelers who prioritize sustainability, diversity, and inclusion.  Draws in those eager to connect with new perspectives, discover local culinary traditions, and support eco-conscious events.  Perfect for visitors who appreciate cultural festivals with a focus on environmental responsibility. |
| Key Message:  Dive into PEI’s rich maritime heritage, shuck fresh oysters alongside locals, and dance the night away at lively kitchen parties. Experience a festival where every dish tells a story, and every beat brings you closer to the island spirit. | Key Message:  Taste the ocean’s bounty responsibly at the PEI Shellfish Festival—where sustainable seafood, cultural diversity, and dynamic music come together for a one-of-a-kind celebration. |
| Marketing Channels:  Instagram & TikTok (for engaging, visual content and short, lively videos)  Facebook Events & Groups (to foster community engagement and spread local flavor)  Influencer partnerships with travel and food bloggers who focus on authentic experiences and sustainability  Eventbrite & local tourism newsletters for ticket promotions and travel package deals | Marketing Channels:  LinkedIn (to appeal to professionals interested in sustainability and culinary arts)  YouTube mini-documentaries highlighting sustainable fishing practices and interviews with local chefs  Collaborations with eco-conscious travel platforms and sustainable food influencers  Podcasts about culinary tourism, sustainable food, and travel |
| Visual: A candid, colorful photo of a group of diverse festival-goers shucking oysters at a communal table, laughing with locals, with the sun setting over the harbor. Include a background of musicians playing traditional island tunes.  Copy:  Shuck oysters with the pros, swap stories with locals, and savor the island’s freshest seafood—all while dancing to the rhythm of PEI’s vibrant kitchen parties. The Shellfish Festival is more than an event; it’s your ticket to live like a local. Feel the beat, taste the ocean, and celebrate community. Will you join the party? | Visual: A close-up of a beautifully plated, sustainably sourced seafood dish with a local chef explaining the origin of each ingredient. The background shows the pristine coastline and fishermen practicing responsible harvesting methods.  Copy:  From sea to table with care. Join us at the PEI Shellfish Festival for a culinary adventure that honors the ocean and its people. Meet the chefs pioneering sustainable seafood, enjoy dynamic performances from local artists, and connect with a community that celebrates diversity and eco-conscious living. Taste good, feel good, and do good—all in one unforgettable weekend. |
| Call to Action:  “Grab your tickets and shuck like a local! Limited spots available—book now to savour the experience!” | Call to Action:  “Reserve your spot today and savor sustainability at the PEI Shellfish Festival! Tickets are selling fast—don’t miss out on this ocean-friendly feast!” |