Activity 3: Summer Fall Case Study

1. We will walk you through using the Destination Quiz using the summer scenario for a regional DMO to discuss the various considerations when you are completing the quiz.
2. You will have time to input your own destination. If you have already done the quiz, try it again using a different season.
3. We will return to the case study, with their fall scenario to discuss how seasonality and highlighting the benefits and activities for a different time of year impact the results.

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|  | Summer Scenario | | Fall Scenario | |
| 1. | No data fields | | | |
| 2. | From the perspective of the overall destination. | | | |
| 3. | Summer | | Fall (autumn) | |
| 4. | Canada | | | |
| 5. | Functional Benefits (7)   * Isn’t too crowded * Provide access to unique natural wonders * Provides a variety of local festivals and events * Is kid-friendly * Has a small-town feel * Has famous attractions * Provides opportunities to view wildlife in its natural habitat | | Functional Benefits (7)   * Is not too expensive * Isn’t too crowded * Provides numerous opportunities for outdoor adventures * Has a small-town feel * Has famous attractions * Known for stunning natural landscapes * Provide access to unique natural wonders | |
|  | Kid-friendly describes this destination somewhat more than other attributes | |  | |
| 6. | Destination Activities (5)   * Water-based sports * Festivals and events * Shopping * Nature experiences * Family-focused attractions | | Destination Activities (6)   * Local cuisine * Casual sports * Nature experiences * Cultural experiences and attractions * Shopping * Health and wellness | |
| 7. | Destination Personality | | Destination Personality | |
|  | * Safe * Charming * Relaxed | * Sociable * Friendly * Fun | * Friendly * Authentic * Familiar * Charming | * Carefree * Relaxed * Peaceful |
| 8. | Destination Activities   * Beach resort | | Destination Activities   * Island getaway | |

Reflections, Discussion, Questions

Use this space to write down your thoughts and key items for the discussion that will follow.