

# Wellness, Nature & Experiential Tourism



NATURE SPACE  
RESORT





## Who's talking?



Jarrod Gunn  
McQuillan

- Owner with partner Heather of Nature Space Resort
- Sea Kayak Instructor & Outdoor Educator
  - Owner of Cloud 9 Adventures
- Diverse Work Background
  - Sea Kayak Guide & Leader
  - Oyster Specialist
  - Community Development
  - First Nations Communities
- Family run businesses
- Two Kiddos

# Business Overview

- Sea Kayak Instruction Business
  - Paddle Canada Programming
  - Skills Development and Location Based Programming
  - Operates in PEI, NS, NB
  - Opened in 2017
- Glamping Accommodations
  - Nature Experiences
  - Yoga & Wellness
  - Retreat Centre & Micro-Event Centre
  - Located in Morell, PEI
  - Opened in 2021



# Wellness Tourism

- Travel associated with the pursuit of maintaining or enhancing one's personal wellbeing
- Extends beyond spas into physical activity, healthy eating and spiritual or mental rejuvenation
- Focused on “slow travel” where the quality of the experience outweighs the number of stops



# Nature Tourism

- Responsible travel to natural areas that emphasize the conservation of the environment
- Includes activities such as hiking, birdwatching and stargazing that depend on the natural environment
- Prioritize low-impact interaction with ecosystems and wildlife



# Experiential Tourism

- An approach that engages travelers in active, meaningful participation with a destinations culture and people
- Shifts focus from passive sightseeing to active engagement through hands-on activities
- Active learning opportunity
- Centers on authenticity and building personal connection to the story of a place





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# **Nature Space Resort**

Connecting Wellness, Nature & Experience





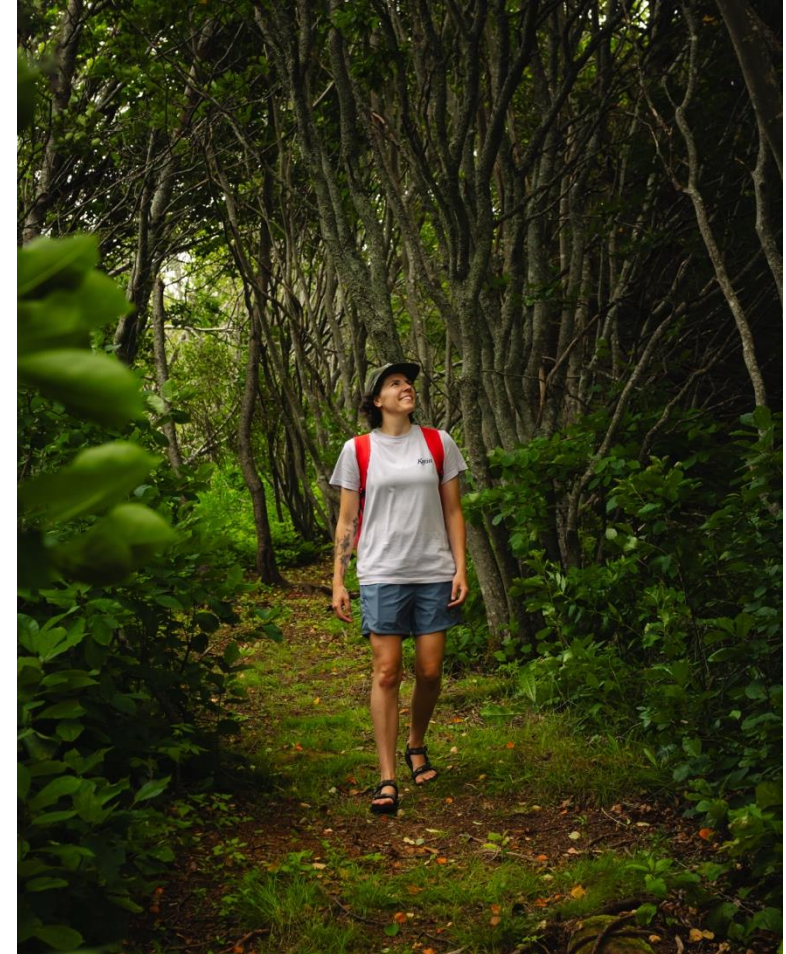
# What is Nature Space Resort?

*Nature Space is a for visitors and locals who need a break from the modern world. Guests embrace slow travel and want to enhance wellbeing and get to know the culture and feel for PEI through experiences in nature*



# The Human Connection Nature as a Catalyst for Wellness

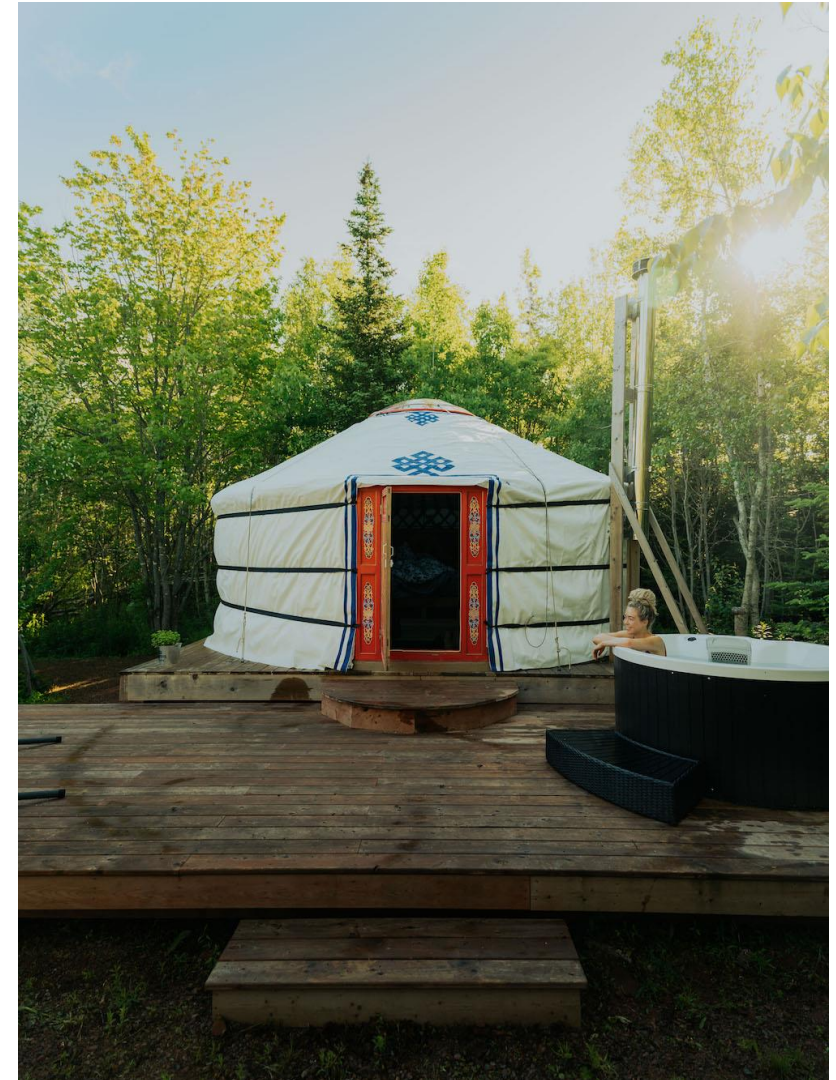
- Travelers seeking to counteract “nature deficit”
- Urban living & digital fatigue
- Science shows time spent in nature reduces cortisol levels and improves mood and restores cognitive focus
- Experiences move travelers past passive observation to active immersion to engage their senses.
- Providing moments, not a “tour”. This connection provides personal rejuvenation and more lasting memories

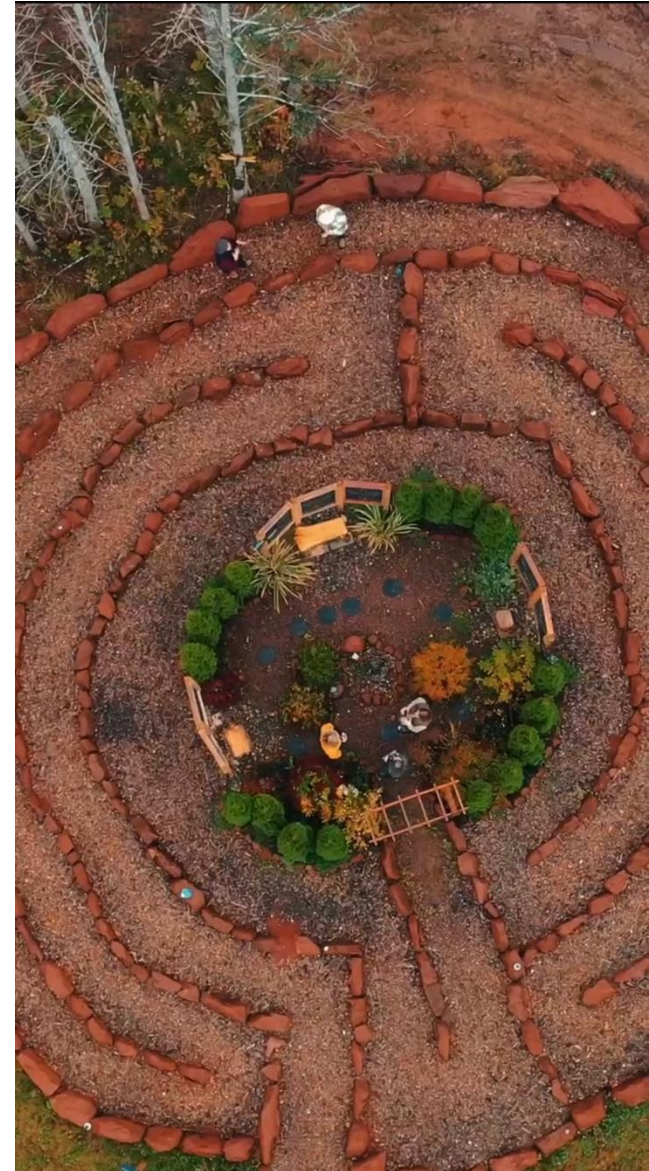


# Embedded in Nature



- Luxury Sleep Pods
  - Authentic Mongolian Yurts
- Options for Couples, Families, Friends, Retreats
- Personal Hot Tub
- Hammock
- Private Deck







# Retreat & Event Space



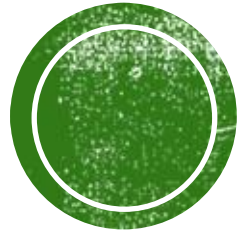
- Large 30' Yoga Yurt
- Complete Yoga Studio
- Wellness Retreats
- Small Weddings
- Unique Event & Meeting Space



# Commercial Kitchen & Lounge

- Two complete kitchens
- Used by guests during regular stays
- Caterers, chefs and groups use for food preparation and gathering





# Nature Experiences



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# Forest Bathing Experience

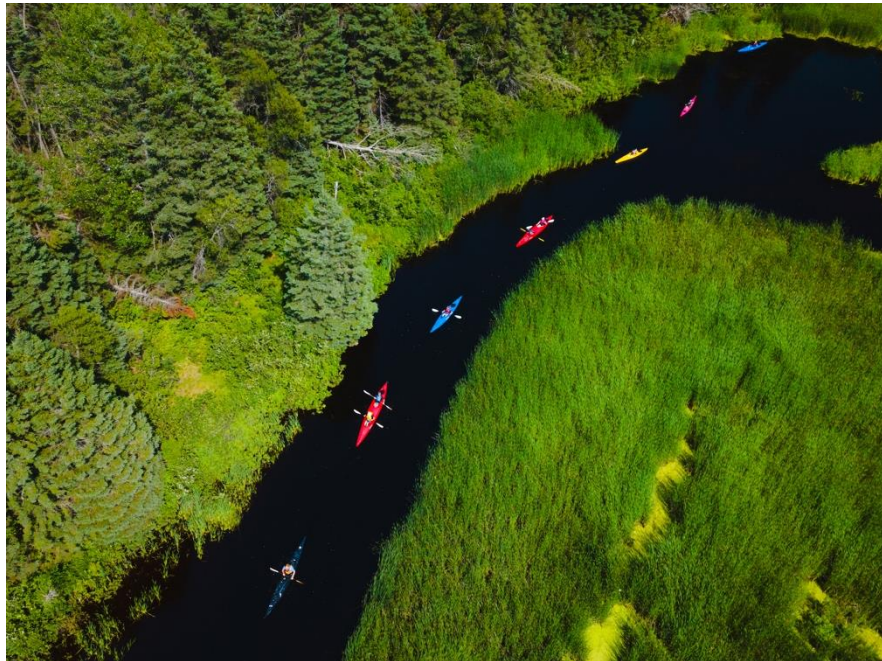
- 90-minute Forest Walk
- Science-based experience with educational opportunities
- Guided activities and meditations along the walk
- Learn about local ecology & history of the area
- Edible & medicinal plants





# Lake Explorer

- 90-minute guided kayak experience
- Learn about local ecosystem
- Learn about local history, culture and industries
- Touch, Taste & Do





# Sunset Explorer

- 90-minute guided kayak experience
- Learn about local ecosystem
- Experience “The Golden Hour” from the seat of kayak
- Different animals and birds are active at this time of day





# Oyster Experiences

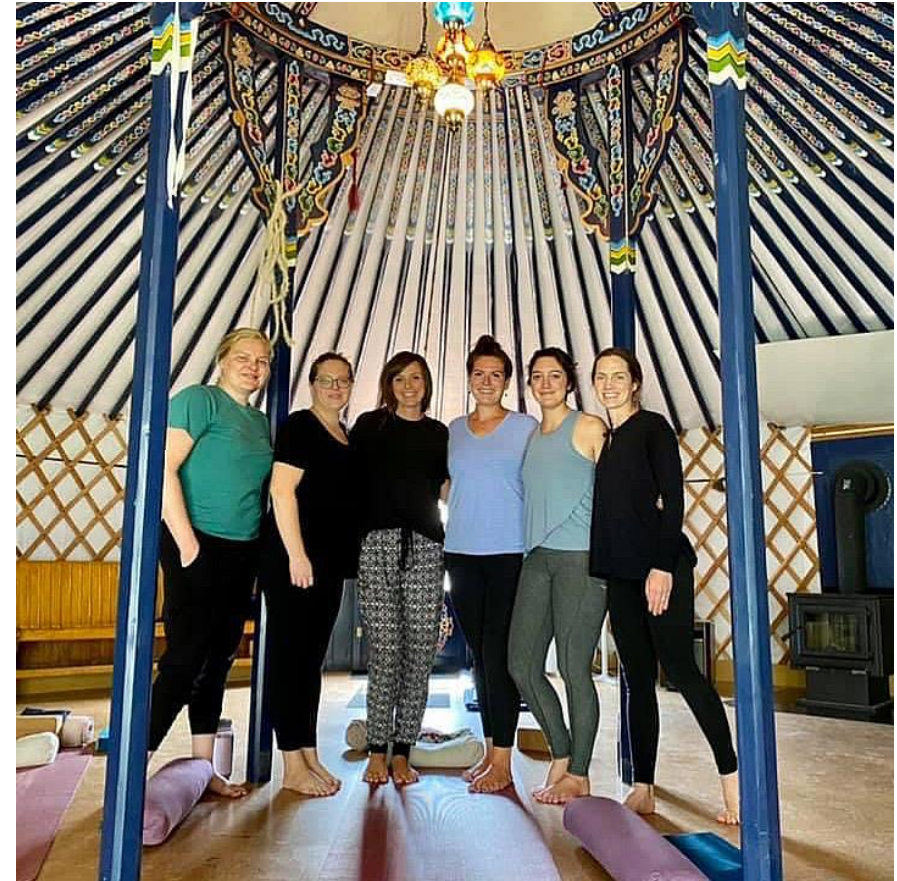
- Oysters on the Beach
- Oyster Lover's Kayak Experience
- Oysters 101



# Yoga & Wellness



- Regular Yoga
- Beach Yoga
- All-Inclusive Wellness Retreats



# Encouraging Slow Travel





**Questions?**

