

**"BE THE ANSWER" CANADA'S REAL ADVANTAGE  
IN THE WORLD OF AI**

**« ÊTRE LA RÉPONSE » : LE RÉEL AVANTAGE DU  
CANADA DANS LE MONDE DE L'IA**

**TIAO - Tourism Opportunities Forum**

BRIGHT  
PRINCE EDWARD ISLAND  
RIVER



# THE CONTEXT OF CHANGE

# LE CONTEXTE DU CHANGEMENT

Crystal Crescent Beach Provincial Park  
Nova Scotia



A photograph of two people on a boat, wearing red sailing jackets and hoods. They are laughing joyfully, with their eyes closed and mouths open. The background is a bright, overcast sky. The text is overlaid on the image.

**CANADA'S GLOBAL MOMENT**

**LE CANADA A LE VENT DANS  
LES VOILES**

Tadoussac  
Quebec



 **DESTINATION  
CANADA**

**\$134 BILLION**

**134 G\$**

Pemberton  
British Columbia



**THE WORLD IS CHOOSING  
CANADA**

**LE MONDE CHOISIT  
LE CANADA**

Elmira  
Nova Scotia





# TRANSFORMATIVE FORCES

# FORCES TRANSFORMATRICES

Iceberg Alley / Couloir des icebergs  
Newfoundland and Labrador / Terre-Neuve-et-Labrador



A scenic view of the Toronto skyline across a body of water, with a red canoe in the foreground. The text is overlaid on the image.

**CULTURE  
POWERED BY ALGORITHMS**

**UNE CULTURE  
PROPULSÉE PAR DES  
ALGORITHMES**

Toronto Ontario



**'REAL' IS OUR  
COMPETITIVE ADVANTAGE**

**LE « RÉEL » EST NOTRE  
AVANTAGE CONCURRENTIEL**

Cape Breton Island  
Nova Scotia / Nouvelle-Écosse



A scenic view of Niagara Falls at sunset. The sun is low in the sky, creating a warm, golden glow. The waterfall is partially obscured by the large text overlay. Several birds are seen flying in the sky.

**NO ALGORITHM CAN REPLICATE  
THE UNMISTAKABLY REAL**

**AUCUN ALGORITHME NE PEUT  
REPRODUIRE LE RÉEL**

Niagara Falls / Chutes du Niagara Ontario





**AI WILL CHANGE  
HOW WE'RE FOUND,  
NOT WHY WE'RE CHOSEN**

**L'IA INFLUENCE LA DÉCOUVERTE  
ET NON LA RAISON QUI MOTIVE  
LE CHOIX DE LA DESTINATION**



**ARTIFICIAL  
INTELLIGENCE**

**INTELLIGENCE  
ARTIFICIELLE**

An aerial photograph of a vast, misty lake in a forested area. The water is calm, reflecting the sky and the surrounding green trees. A small island or peninsula is visible in the distance. The overall atmosphere is serene and natural.

50%

OF US TRAVELLERS  
HAVE PLANNED A TRIP WITH AI

**DES VOYAGEURS AMÉRICAINS  
ONT PLANIFIÉ UN VOYAGE AVEC L'IA**

Wilderness North / Désert du Nord

Ontario

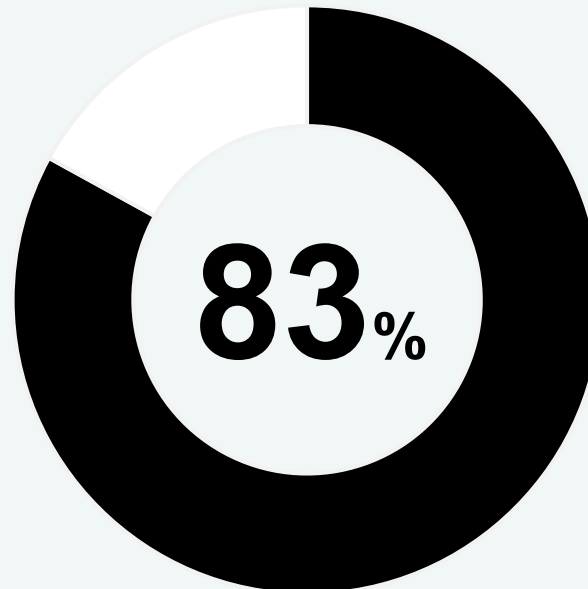


# AI IS RADICALLY CHANGING THE TRAVELLER PATH TO PURCHASE

## L'IA CHANGE RADICALEMENT LE CHEMINEMENT DES VOYAGEURS VERS L'ACHAT

### AI in Travel: Growing Use and High Satisfaction Among Travelers

of travelers were **satisfied** with the results from AI travel planning tools, with 48% very satisfied and 35% moderately satisfied



*des voyageurs étaient **satisfaits** des résultats des outils de planification des voyages de l'IA (48 % étant très satisfaits et 35 % modérément satisfaits)*

***L'IA pour les voyages : Augmentation de l'utilisation et satisfaction élevée des voyageurs***



**GOOD  
PROMPT**



**277 CLICKS**

**BONNE  
REQUÊTE**



**277 CLICKS**

Tombstone National Park / Parc territorial Tombstone  
Yukon

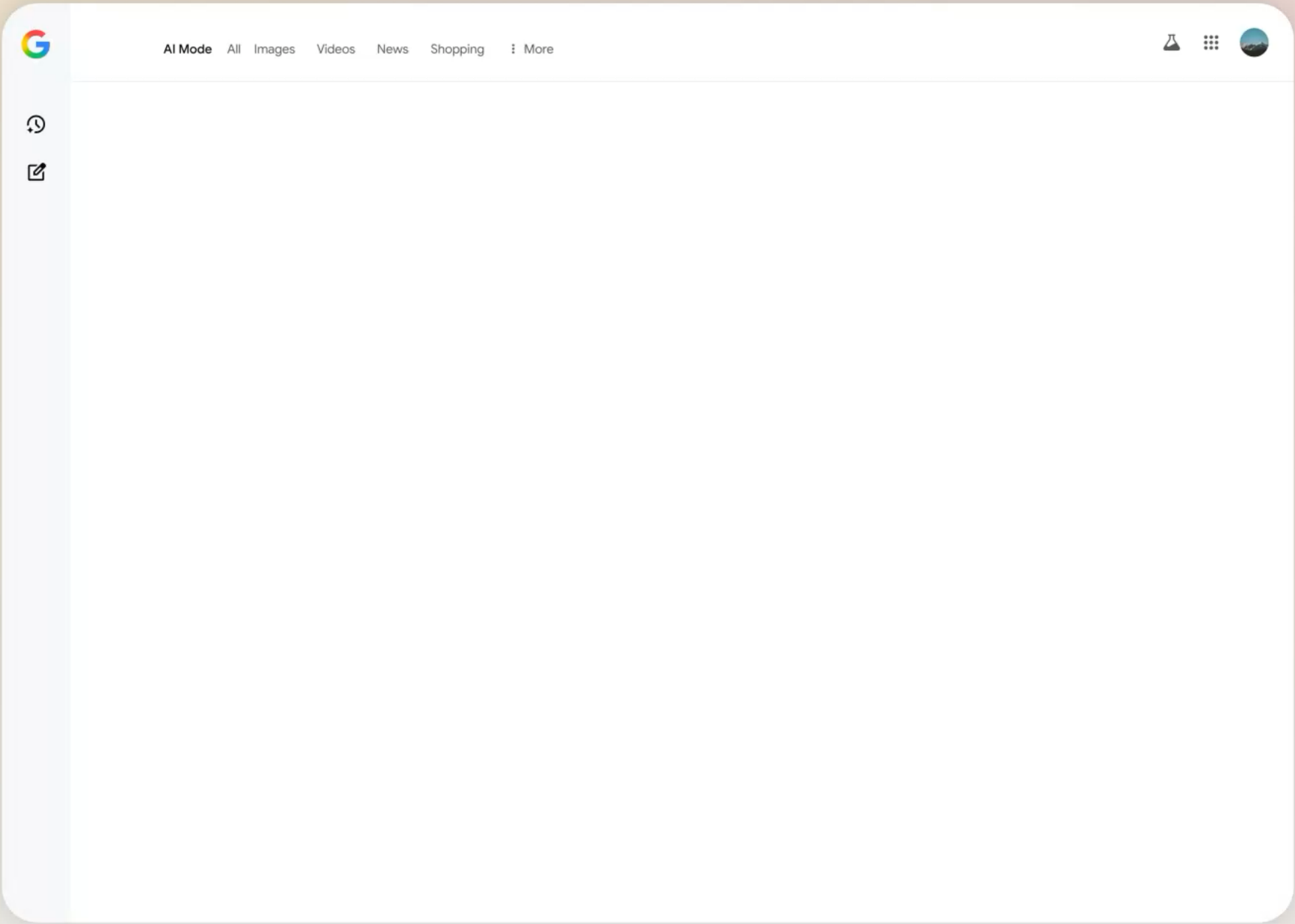


**AI ISNT KILLING CURIOSITY,  
IT'S COMPRESSING DISCOVERY**

**L'IA NE TUE PAS LA CURIOSITÉ.  
ELLE COMPRESSE LA PHASE  
DE DÉCOUVERTE.**

Niagara Ontario





# YOUR NEXT GUEST IS AN ALGORITHM

## VOTRE PROCHAIN INVITÉ EST UN ALGORITHME

**B2C**

Business to Consumer



**Consommateurs**

*Marketing pour le consommateur*

**B2B**

Business to Business



**Entreprises**

*Marketing interentreprises*

**B2Bot**

Business to Algorithm



**Robots**

*Marketing pour l'algorithme*





WHAT WE DID:  
**SPECIALIST INTERVIEWS,  
BENCHMARKING**

**CE QUE NOUS AVONS FAIT :  
ENTREVUES AVEC DES SPÉCIALISTES ET  
ANALYSES COMPARATIVES**

Bakers Narrows Lodge  
Manitoba





**HOW DOES CANADA  
BECOME THE ANSWER?**

**COMMENT LE CANADA  
DEVIENT-IL LA RÉPONSE?**

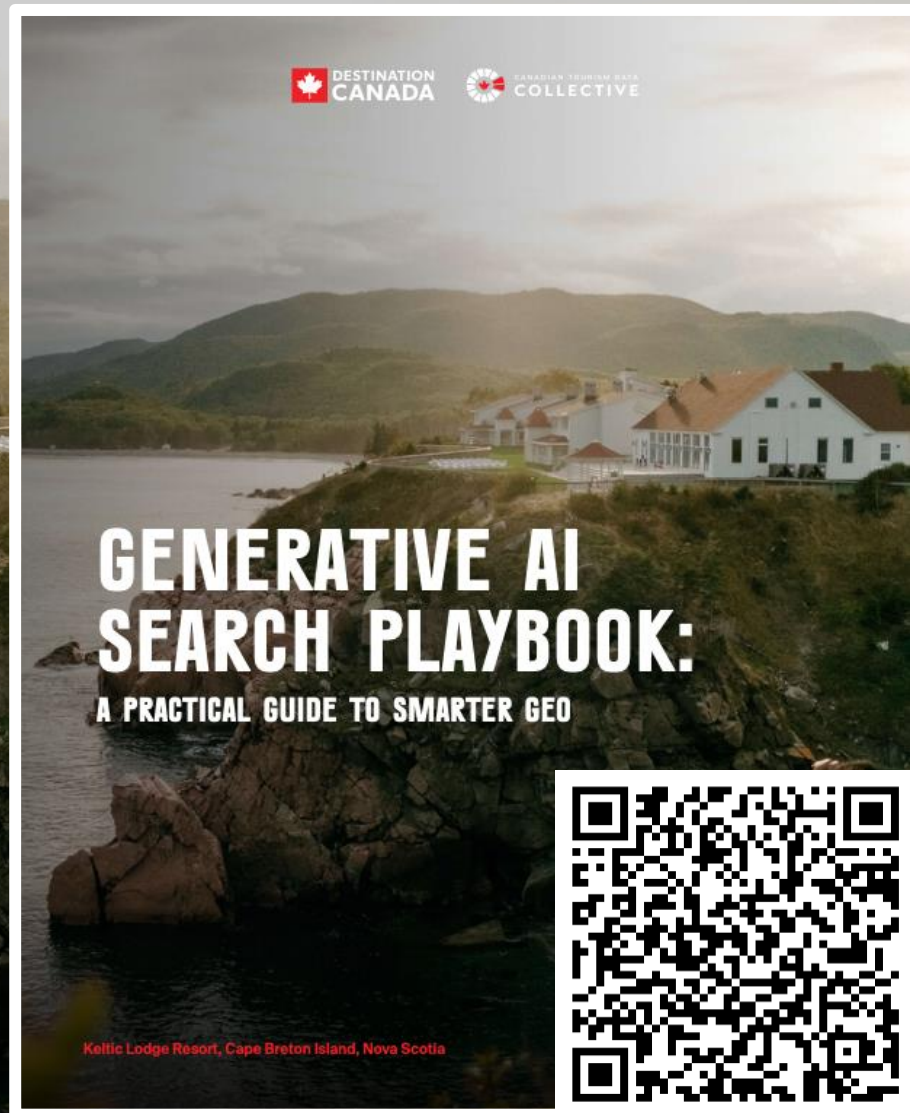
Stewart-Cassiar Highway / Route Stewart-Cassiar  
British Columbia / Colombie-Britannique



# GENERATIVE AI SEARCH PLAYBOOK

## MANUEL SUR LA RECHERCHE PAR IA GÉNÉRATIVE

Cape Breton Island  
Nova Scotia

The cover of the report features a scenic photograph of the Keltic Lodge Resort on Cape Breton Island, Nova Scotia. The resort is a large, white, multi-story building with a red roof, situated on a rocky cliff overlooking the ocean. In the background, there are green mountains under a cloudy sky. The text on the cover includes the logos for Destination Canada and the Canadian Tourism Data Collective at the top. The main title is 'GENERATIVE AI SEARCH PLAYBOOK: A PRACTICAL GUIDE TO SMARTER GEO' in white text. A large QR code is positioned in the bottom right corner. At the bottom left of the cover, it says 'Keltic Lodge Resort, Cape Breton Island, Nova Scotia' in red text.

DESTINATION CANADA CANADIAN TOURISM DATA COLLECTIVE

**GENERATIVE AI  
SEARCH PLAYBOOK:**  
A PRACTICAL GUIDE TO SMARTER GEO

Keltic Lodge Resort, Cape Breton Island, Nova Scotia



# CANADIAN TOURISM DATA COLLECTIVE

## CONSORTIUM DE DONNÉES TOURISTIQUES CANADIENNES

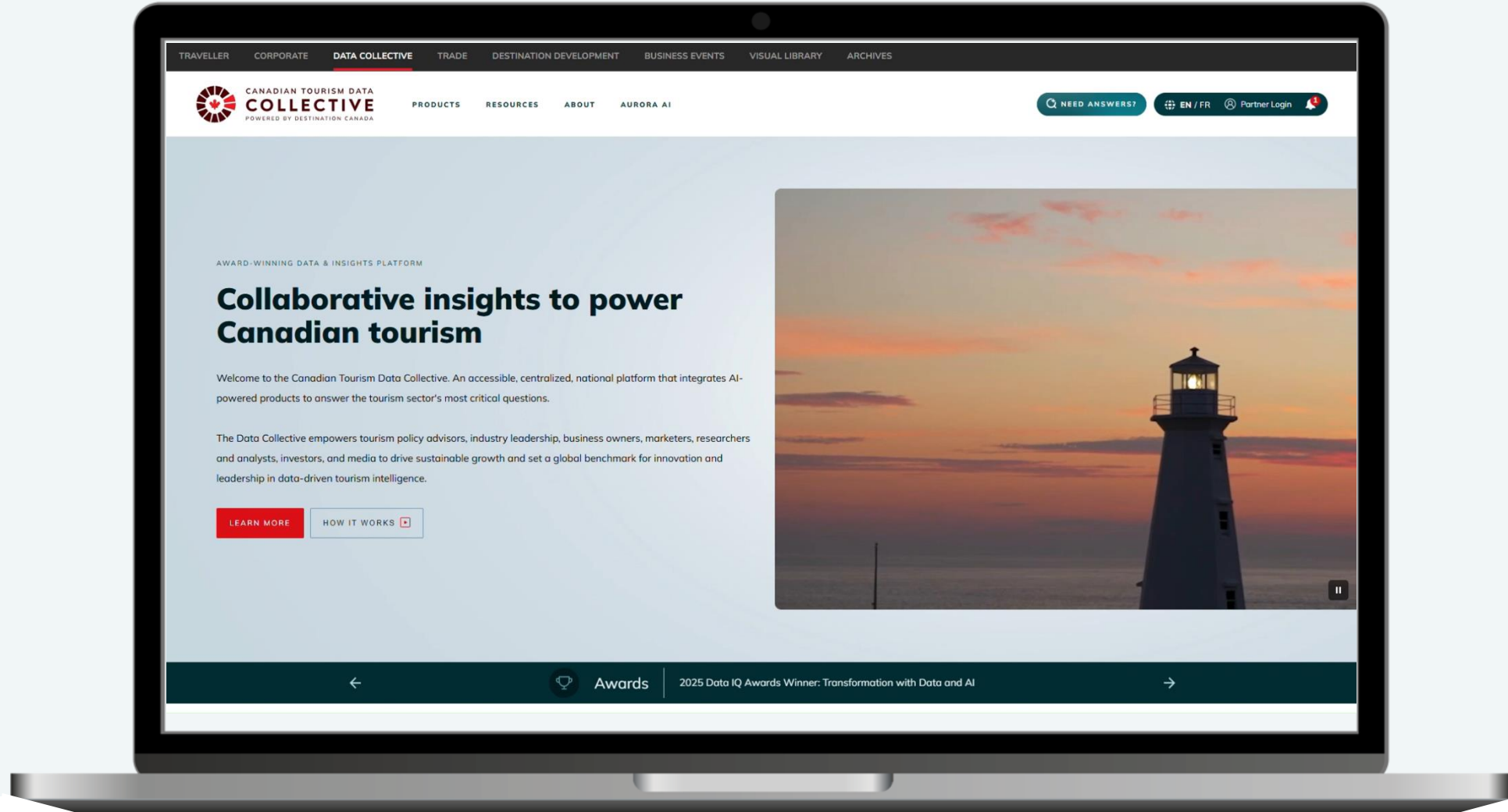


Tā Ch'ilā Provincial Park  
British Columbia



# WHAT WE BUILT TOGETHER

## CE QUE NOUS AVONS BÂTI ENSEMBLE



280

DATASETS

ENSEMBLES  
DE DONNÉES

Nova Scotia / Nouvelle-Écosse



# 49

**BILLION  
ROWS OF DATA**

**MILLIARDS  
DE LIGNES DE DONNÉES**

Bay of Fundy / Baie de Fundy  
Nova Scotia / Nouvelle-Écosse



 **DESTINATION  
CANADA**

# POWERING COLLECTIVE INTELLIGENCE

## ALIMENTER LES RENSEIGNEMENTS COLLECTIFS





5,000 +  
COMMUNITIES

PLUS DE 5 000  
COMMUNAUTÉS

Lunenburg  
Nova Scotia / Nouvelle-Écosse





**265,000 +  
BUSINESSES**

**PLUS DE 265 000  
ENTREPRISES**

Quebec City / Québec  
Québec / Québec



 **DESTINATION  
CANADA**



65,000+

PLUS DE 65 000

Vieux-Port de Montréal  
Québec / Québec



**AI HAS BEEN EMBEDDED  
AT THE CORE**

**L'IA EST INTÉGRÉE AU  
CŒUR DU PROJET**

Dempster Highway / Route Dempster  
Northwest Territories / Territoires du Nord-Ouest





**FROM INTERFACE TO  
AN INTELLIGENT COLLABORATOR**

**PASSAGE D'UNE INTERFACE À  
UN COLLABORATEUR INTELLIGENT**

Wilderness North / Désert du Nord Ontario



**AUROLA ✨ AI**

BY DESTINATION CANADA

**AUROLA ✨ AI**

PAR DESTINATION CANADA



Yellowknife  
Northwest Territories / Territoires du Nord-Ouest





# AURORA TRAVELLER TWIN - SMARTER AND FASTER -

**JUMEAU VOYAGEUR :  
PLUS INTELLIGENT ET PLUS RAPIDE**

Yellowknife  
Northwest Territories



 **DESTINATION  
CANADA**

# traveller segmentation program

## PROGRAMME DE SEGMENTATION DES VOYAGEURS

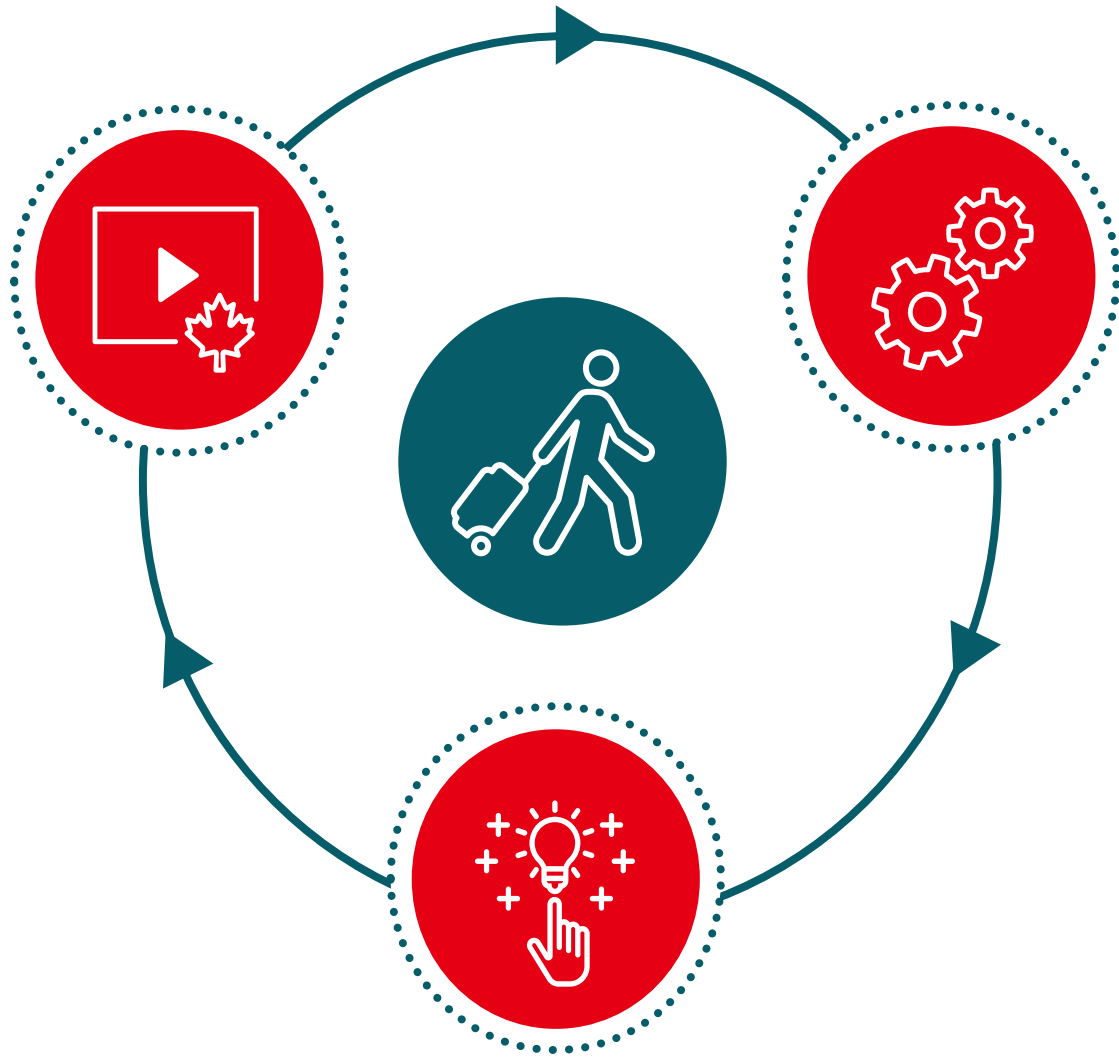


Cape Breton Island / Île du Cap-Breton

Nova Scotia / Nouvelle-Écosse

**REDEFINING OUR TARGET TRAVELLERS  
TO UNCOVER A WORLD OF OPPORTUNITY**

**REDÉFINIR NOS VOYAGEURS CIBLES POUR  
DECOUVRIR UN MONDE SE POSSIBILITÉS**



**WINNING WITH AI:  
TRAVELLER SEGMENTATION  
PROGRAM**

**LA MAÎTRISE DE L'IA, UN GAGE  
DE RÉUSSITE: LA PROGRAMME  
DE SEGMENTATION DES  
VOYAGEURS**

# TRAVELLER TWIN JUMEAU VOYAGEUR

# START YOUR JOURNEY WITH THE TRAVELLER TWIN



DESTINATION QUIZ



TRAVELLER TWIN

Bay of Fundy  
Nova Scotia



**SMALL OPERATOR,  
BIG RESULTS**

**PETIT OPÉRATEUR,  
RÉSULTATS EXCEPTIONNELS**

Bay of Fundy Adventures, St. Martins  
New Brunswick / Nouveau-Brunswick





**54% → 98%**  
**IN SUMMMER BOOKINGS**

Bay of Fundy Adventures, St. Martins  
New Brunswick



# DE 54 % À 98 % DE RÉSERVATIONS ESTIVALES

Bay of Fundy Adventures, St. Martins  
Nouveau-Brunswick





# Case Study



# FINDING OPPORTUNITY



## Beavers, Bison, and People: Our Promise to Wahkotowin

### Immersive Three Days Two Nights All Inclusive Guided Bus Tour Package

Elk Island National Park and Métis Crossing have collaborated to deliver an immersive, educational, and entertaining travel experience that will create memories to last a lifetime.

The Beavers, Bison, and People: Our Promise to Wahkotowin tour gives participants an in-depth insight into the cultural, social and ecological factors that led to the establishment of Edmonton and the surrounding communities. Beginning in present day Edmonton, travel back in time and understand how ecological factors made this region a successful area to trap furs and establish settlement. Learn about the Métis, one of three Indigenous groups of people in Canada. Discover how this Nation of families was birthed from the beaver and born into Nationhood through the bison. Feel inspired to explore the worlds of bison and beaver, interconnectedness of human relationships with the land, and what walking a path of reconciliation means to you.

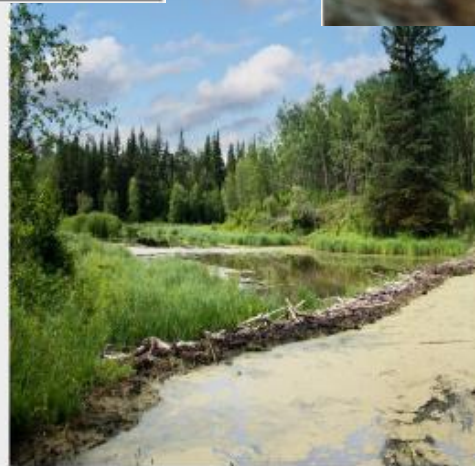
Métis Crossing, in partnership with Parks Canada, is proud to be a key player in the development of Edmonton as a burgeoning hub through trade and cultural exchange. The tour unfolds the vibrant spirit of the Métis, Canada's first and only Métis Art Park, each piece telling the story of this sacred place. Through engaging narratives and historical insights, participants gain a deeper understanding of how the Métis played a pivotal role in shaping the cultural and economic landscape of Edmonton.

#### Bison Backstage Tour at Elk Island National Park

This backstage is the exclusive, behind-the-scenes look at bison conservation at Elk Island. Our friendly and knowledgeable interpreters will lead you through the Prairie Bison Herding Facility and along the way you will learn about the history of bison, how they affect the prairie landscape around them, and how parks staff continue the ongoing role in bison conservation efforts.

#### Turning Deserts into Gardens: A Beaver Tale at Elk Island National Park

Step into a beaver's perspective to explore the land that once led to Edmonton. Elk Island National Park is part of the Beaver Hills (called originally in Cree, which provided the beaver codicil to the fur trade in the Edmonton to Anishinawabewashish, Beaver Hills House in Cree). Our guides will share with you the history of the area, the beaver, and how beaver initiatives continue to shape and support the land and its inhabitants, turning deserts into gardens, in the environmentally important and critically endangered aspen parkland.



#### Overnight stay at the Lodge at Métis Crossing

Your journey at Métis Crossing begins with checking into your spacious and comfortable suite with a private in-suite patio that offers breathtaking views of the Heritage North Rockies from above. The Lodge at Métis Crossing is a stunning structure that draws inspiration from the building style of the Métis Fur Traders and incorporates traditional Métis craftsmanship with modern materials and contemporary design. This boutique lodge features 40 rooms and is situated on 300 acres of Métis land that spans across 855 acres of land.

#### Visions, Hopes, and Dreams at Métis Crossing Wildlife Tour

Join us for an immersive guided tour showcasing the rich culture and traditions of the Métis community. Our knowledgeable Métis interpreter will accompany you on an SUV tour to the pastures, where you can immerse yourself in the breathtaking natural beauty of the Métis heritage species, including the rare white bison and elk, wood bison, plains bison, and majestic Porcupine bison. Throughout this journey, you will gain an understanding of the interconnected nature of relationships, communities, and natural systems in Métis Culture, as well as the significant role of bison in Métis heritage.

#### Connecting Worlds: Beaver Tales of the Fur Trade at Métis Crossing

Connecting Worlds: Beaver Tales of the Fur Trade starts with a guided tour of the lodge, followed by a guided tour to support a discussion of the fur trade and its importance to Métis history and way of life. Through this journey you will explore the pivotal role and significance of the beaver and the Métis Nation. Step into the world of beaver tales, hope it deeper connection to the land, grasp the significance of upholding responsibility, and recognize principles of sustainable resource management within Métis culture.

As part of the package, you will embark on a railway journey featuring Indigenous inspired cuisine. Your experience will be complemented by two dinner experiences, two breakfasts, and one lunch. At Métis Crossing, our culinary vision is deeply rooted in the concept of "wahkotowin" – the interconnectedness of all living things. Our approach to food revolves around sustainability and respect for the land, evident in practices such as harvesting our own herbs, cultivating berries, and restoring indoor gardens.

#### Transportation

Our package includes taxi-free bus transportation. Simply join us in Edmonton, and let our all-inclusive package take care of the rest. Enjoy the journey, explore the destinations, and relax with ease.

#### Highlights:

- Immersive 3 days 2 nights package
- Double occupancy in the boutique lodge at Métis Crossing
- Guided tours and outdoor activities
- Indigenous inspired cuisine
- Transportation is provided to and from a meeting location in Edmonton, Alberta.

For more details and booking, get in touch with [metiscrossing@metis.org](mailto:metiscrossing@metis.org)

[www.Metiscrossing.com](http://www.Metiscrossing.com)  
780.656.3229



# INSTANT INSIGHT: MEET YOUR BEST-FIT TRAVELLER SEGEMENT

I am an Indigenous Tourism experience called Metis Crossing, located an hour and a half north-east of Edmonton. I have a new itinerary I would like to promote to three target segments: Refined Globe trotters, Purpose Driven Families and Culture Seekers. Can you tell me which of these three segments would find the attached itinerary most appealing?

The "Beavers, Bison, and People: Our Promise to Wahkotowin" itinerary would most strongly appeal to **Purpose Driven Families**, followed closely by **Culture Seekers**, and then **Refined Globetrotters**.

**Purpose Driven Families** would find this itinerary particularly appealing because they are an and conscientious parents who prioritize unique, kid-friendly travels that allow them to discover learn about the world. The itinerary's focus on immersive, educational experiences about Mét history, and nature, including wildlife tours and Indigenous-inspired cuisine, aligns perfectly with their

desire to provide enriching experiences across markets indicate a strong core theme of the "wahkotowin" itinerary's emphasis on engaging with Indigenous people

**Culture Seekers** would also find this itinerary highly attractive. They are sociable and free-spirited individuals who have a strong interest in connecting with and learning from different cultures and perspectives. The itinerary's emphasis on immersive experiences and connection to the land and culture aligns perfectly with their interests.

**Refined Globetrotters** would find certain aspects of the itinerary appealing due to their preference for unique, world-class, and curated experiences, as well as their interest in history and cultural immersion. The guided tours, comfortable lodge accommodation, and gourmet Indigenous cuisine would resonate with their desire for smooth, enlightening, and luxurious travel. However, their primary focus on luxury and world-class experiences might mean some elements emphasizing a deeper connection to the land and reconciliation, while appreciated, might not be as central to their core motivations as they are for Purpose Driven Families and Culture Seekers. They typically also have older children, so the "kid-friendly" aspect might not be as strong a motivator.

In summary, while all three segments have elements that would draw them to this itinerary, the strong emphasis on family-oriented learning, responsible travel, and deep cultural immersion makes it an exceptional fit for **Purpose Driven Families**.



# INSTANT INSIGHT: MEET YOUR BEST-FIT TRAVELLER SEGEMENT

Can you please provide recommendations on how to refine the itinerary to make it even more appealing to Purpose Driven Families?

Given the "Beavers, Bison, and People: Our Promise to Wahkotowin" itinerary already aligns with Purpose Driven Families, here are some recommendations to enhance its appeal even further.

## Highlight Family-Focused Experiences:

- **Emphasize Interactive Learning:** Encourage children to direct parts of the interactive adventure, such as identifying beavers or Métis symbols.
- **Storytelling Focus:** Offer narrated stories or family learning opportunities, such as traditional Métis stargazing stories, Métis legends, or Métis symbols. This fosters a sense of accomplishment and personal journaling.
- **"Kids' Explorer Kits":** Suggest creating a small "explorer kit" for children upon arrival, including a journal for observations, a simple map of the sites, or even a mini-activity booklet related to beavers, or Métis symbols. This fosters a sense of accomplishment and personal journaling.

## Reinforce Bonding and Shared Experiences:

- **"Family Challenge" Elements:** Introduce optional family challenges, such as identifying Métis symbols at ÎNÎW Art Park or a nature observation checklist during the tour, to create memorable bonding moments.
- **Evening Family Programming:** Mention specific evening activities (if appropriate), to foster shared memories beyond the daytime experience.

## Elevate the Sense of Accomplishment and Uniqueness:

- **Exclusive Access & "Behind-the-Scenes":** Continue to emphasize the "exclusive, behind-the-scenes" nature of the Bison Backstage Tour. Purpose Driven Families appreciate unique experiences that make them feel like "trendsetters" and allow them to return with impressive stories.
- **Sustainable Impact Story:** Clearly articulate how their visit contributes to the preservation of Métis culture, bison conservation, or sustainable land management. This speaks to their desire for socially responsible travel and feeling like their travel has a positive impact.

## Refine Accommodation and Dining Descriptions:

- **Family-Friendly Lodge Details:** While the lodge sounds comfortable, highlight any specific family-friendly amenities, such as interconnected rooms, available cots, or play areas, if applicable.
- **Children's Culinary Engagement:** Frame the Indigenous-inspired cuisine not just as delicious, but also as an educational opportunity for children to learn about traditional foods and sustainable practices, perhaps through a "taste of the land" or "berry picking" experience if feasible.



# FROM STRATEGY TO ACTION

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Can you please create a clear and actionable marketing plan for this itinerary, that would convince Canadian Purpose Driven Families to visit Metis Crossing in the fall (September/October), please include recommended timing.

## **Marketing Plan: Canadian Families, Fall Traditions at Métis Crossing**

**Goal:** Increase bookings for the "Beavers, Bison, and People" itinerary by Canadian Purpose Driven Families for September and October visits, leveraging their desire for unique, educational, and bonding experiences rooted in Canadian culture.

**Target Audience:** Canadian Purpose Driven Families (1.3M in Canada). These are ambitious and conscientious parents who prioritize unique, kid-friendly travels that combine learning, outdoor exploration, and authentic cultural immersion. They value socially responsible tourism and experiences that allow them to create lasting family memories while also demonstrating success to others. They are highly influenced by social media and often maintain contact with duties/obligations while travelling.



# FROM STRATEGY TO ACTION

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## 1. Key Messaging Pillars (Tailored for Canadian Purpose Driven Families in Fall)

- **"Discover Our Shared Heritage: A Canadian Family Fall Journey"**: Emphasize the unique opportunity to connect with an integral part of Canadian history and Indigenous culture during the beautiful autumn season. Frame it as deepening their understanding of the land they call home.
- **"Family Adventures, Golden Memories: Experience Métis Crossing This Fall"**: Focus on the strong desire for family bonding and creating cherished memories. Highlight how the fall scenery enhances the experience of wildlife viewing, cultural activities, and outdoor exploration, making for unforgettable family stories.
- **"Purposeful Paths: Sustainable Exploration for Your Family"**: Appeal directly to their high responsible travel values. Showcase how their visit supports Métis communities and conservation efforts, positioning the trip as an impactful and conscientious choice that they can proudly share.
- **"Fall Learning Unplugged: Nature's Classroom Awaits"**: Speak to their desire for educational experiences for their children and for personal growth. Promote the itinerary as an engaging, hands-on learning adventure in the outdoors, perfect for escaping routine and learning something new together in the crisp autumn air.



# FROM STRATEGY TO ACTION

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## 2. Recommended Channels and Tactics

- **Social Media (Instagram, Facebook, Pinterest, YouTube, TikTok)**

- **Tactics:** Feature stunning fall visuals of Métis Crossing – golden leaves, birch in autumn fields, families (reels, stories)

- **Content:** Travel stories, Canadian

- **Call to Action:** Adventure

- **Digital Advertising (Google Search Ads, Social Media Ads)**

- **Keywords:** "Canadian family fall getaways," "Indigenous experiences Alberta families," "educational family trips Canada fall," "Métis culture Edmonton area," "responsible family travel Canada."

- **Targeting:** Parents with children in Canada, interested in Canadian history, nature, cultural immersion, sustainable tourism, and educational travel.

- **Content Marketing (Blog Posts, Articles on Canadian Parenting/Travel Websites)**

- **Topics:** "Why Métis Crossing is Your Family's Must-Visit Fall Destination," "Uncovering Canadian Heritage: A Purposeful Family Adventure," "Fall in Alberta: Beyond the Mountains at Métis Crossing."

- **Distribution:** Partner with travel advocates, and or Leverage their high

- **Partnerships (Travel Alberta, Parks Canada, Indigenous Tourism Alberta, Edmonton Tourism)**

- **Collaboration:** Co-promote the itinerary through their fall and family-focused campaigns.
- **Local Businesses:** Partner with Edmonton accommodations for "Stay & Play" packages, promoting local restaurants and attractions (e.g., Royal Alberta Museum for history, Muttart Conservatory for nature) to increase the length of stay in the region, directly supporting the local economy.



# FROM STRATEGY TO ACTION

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## 3. Recommended Timing

- **Phase 1: Early Planning & Anticipation (Late May - July)**
  - **Focus:** Generate excitement and encourage early fall planning.
  - **Activities:** Launch initial social media campaigns and digital ads. Publish aspirational blog content. Send a "Plan Your Fall Escape" email. Highlight the unique, less-crowded experience of fall.
- **Phase 2: Booking & Urgency (August - Early September)**
  - **Focus:** Drive conversions with clear calls to action and limited-time offers.
  - **Activities:** Shift social media/digital ads to "Book Your Fall Adventure Now!" with direct links. Run targeted email campaigns emphasizing last-minute availability for September/October. Consider a small "Canadian Family Fall Explorer" discount.
- **Phase 3: Real-Time & Last-Minute (Mid-September - October)**
  - **Focus:** Showcase real-time experiences and inspire immediate bookings.
  - **Activities:** Utilize user-generated content from visiting families. Run "Fall Colours Alert" updates with imagery. Target last-minute decision-makers with remaining dates.

This tailored plan directly addresses the desires and values of Canadian Purpose Driven Families, offering them a compelling reason to choose Métis Crossing for their fall travel plans.





# EXPLORE EDMONTON

EXPLORE  
EDMONTON

## HER GAME

TICKETS ON SALE NOW  
TICKETS ON SALE NOW  
TICKETS ON SALE NOW

## YOUR BREAKAWAY

 **DEC 10** **DEC 27**  
**DEC 13** **APR 04** 

RIVALRY SERIES  
CANADA VS USA

2025/26 PWHL  
TAKEOVER TOUR

# 37%

## OUT-OF-TOWN TICKET SALES

## VENTES DE BILLETS À L'EXTÉRIEUR DE LA VILLE

# AURORA AI



# WORKING WITH AURORA AI: NATURE SPACE'S PERSPECTIVE



NATURE SPACE  
RESORT





## TWO DIFFERENT SOLUTIONS USING AURORA AI

**First Things First! -  
Take the quiz (for both  
your business AND  
your region)**

**<https://www.tourismdatacollective.ca/segmentation>**

Problem A: The Newsletter

Problem B: The Extended Stay  
Itinerary

# TAKE THE QUIZ

## Destination Quiz

Use our Destination Quiz to identify the traveller segments most likely to be drawn to your destination or tourism business's current offerings. Confidently plan your product or marketing mix by understanding which experiences, accommodations, and motivators resonate with your audience. Explore opportunities to attract new traveller segments with information about which segments align with Destination Canada's national travel strategy.

MEET YOUR MATCH



# NATURE SPACE'S RESULTS

## View Complete Data Set

SHARE 

DOWNLOAD 

✓ HIGHLY ENGAGED GUEST ⓘ



95% MATCH:  
**Outdoor Explorers**

This daring explorer craves the thrill of unknown landscapes and loves to overcome challenges. Adventure travel allows them to grow, learn new skills, and establish personal traditions.

Canada Segment Size: **3.4 M**

[MORE DETAILS](#)  
▼

✓ HIGHLY ENGAGED GUEST ⓘ



3% MATCH:  
**Refined Globetrotters**

These travellers prioritize travel above all, indulging in world-class destinations, gourmet dining, and exclusive experiences.

Canada Segment Size: **2.9 M**

[MORE DETAILS](#)  
▼

✓ HIGHLY ENGAGED GUEST ⓘ



1% MATCH:  
**Culture Seekers**

These sociable, free-spirited individuals seek unique, authentic experiences. They thrive on familiarizing themselves in new perspectives, while making connections with locals and other travellers, which boosts their energy and confidence.

Canada Segment Size: **3.2 M**

[MORE DETAILS](#)  
▼

# MORELL/ST. PETER'S BAY RESULTS (PER MY PERSPECTIVE)

## View Complete Data Set

[SHARE](#)[DOWNLOAD](#)

✓ HIGHLY ENGAGED GUEST ⓘ



38% MATCH:  
**Purpose Driven Families**

These ambitious and conscientious parents prioritize unique, kid-friendly travels.

Canada Segment Size: **1.3 M**

[MORE DETAILS](#)



34% MATCH:  
**Fun & Sun Families**

These travellers cherish relaxation and shared family experiences in familiar, kid-friendly, and affordable destinations.

Canada Segment Size: **1.2 M**

[MORE DETAILS](#)



✓ HIGHLY ENGAGED GUEST ⓘ



26% MATCH:  
**Outdoor Explorers**

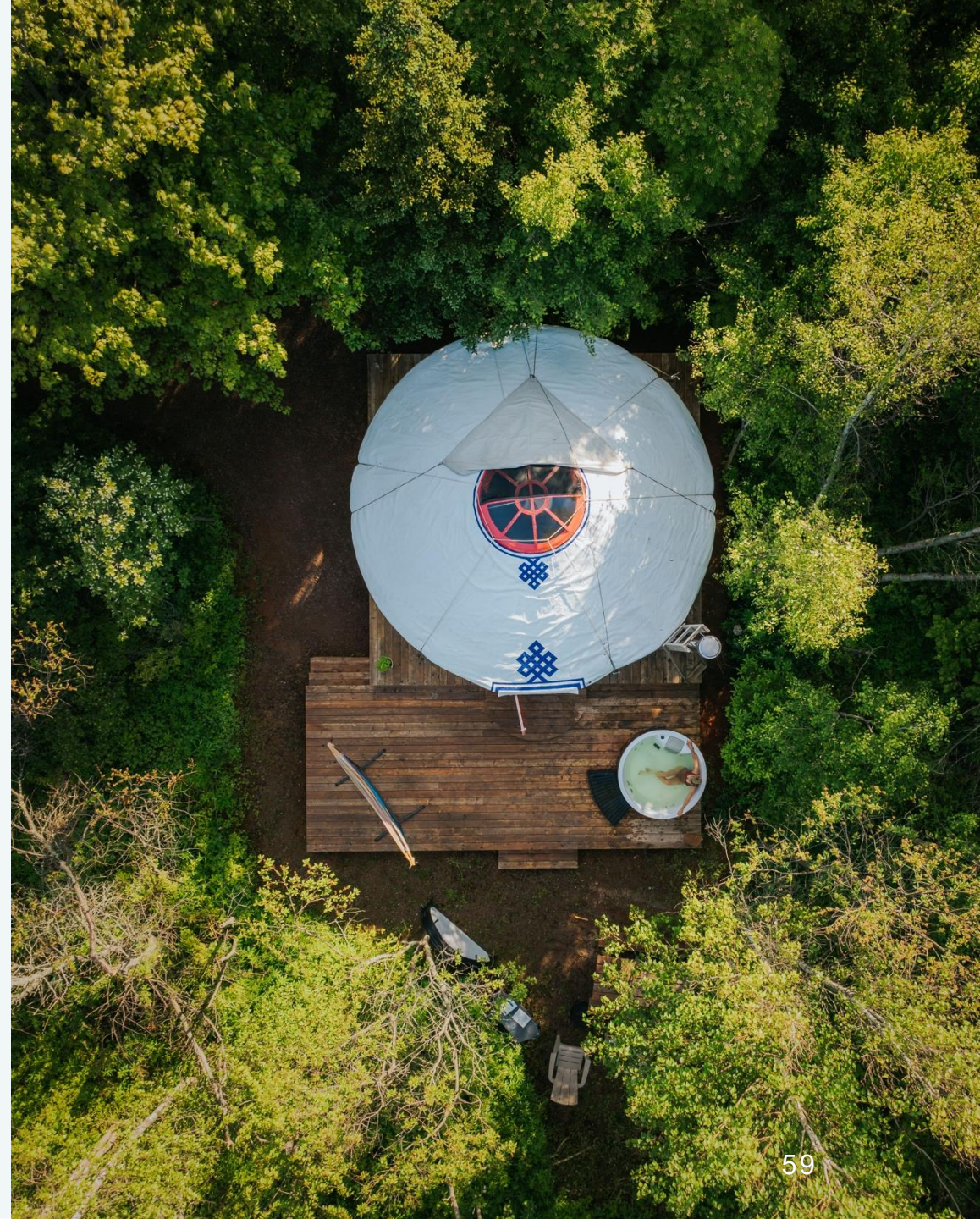
This daring explorer craves the thrill of unknown landscapes and loves to overcome challenges. Adventure travel allows them to grow, learn new skills, and establish personal traditions.

Canada Segment Size: **3.4 M**

[MORE DETAILS](#)



**NATURE SPACE IS  
FOCUSED ON THE  
“OUTDOOR EXPLORER”  
BUT CAN APPEAL TO  
“PURPOSE DRIVEN  
FAMILIES” & “CULTURE  
SEEKERS.”**



My business in Nature Space Resort in Point East region of PEI and our main target profile (94%) is Outdoor Explorers. I'm trying to craft a weekly newsletter for our clients but don't want it too salesy.

What kind of engaging content would Outdoor Explorers want to hear from us at Nature Space. Here's my business website [www.naturespaceresort.com](http://www.naturespaceresort.com) to give you a sense of who I am and what I do

## THE PROBLEM: CREATE A WEEKLY NEWSLETTER

- **Adventure Spotlights:** Highlight challenging and unique outdoor activities available in the Point East region, such as specific hiking trails, kayaking routes, or opportunities for wildlife viewing. Share stories of personal accomplishment from past guests (with permission, of course) or local adventurers.
- **Nature Exploration & Education:** Feature articles on the natural beauty and ecological significance of the Point East region. This could include information on local flora and fauna, seasonal changes, or "hidden gems" that are off the beaten path. You could also include tips for responsible outdoor exploration and minimal impact travel.
- **Skill-Building & Challenges:** Offer practical tips for outdoor skills, such as navigating, identifying local species, or preparing for different weather conditions. You could even propose a "Nature Space Challenge" for readers to complete during their next visit, fostering that sense of accomplishment they crave.
- **Local Connections & Culture:** Since Outdoor Explorers enjoy engaging with locals, share stories about the people and culture of Point East. This could include profiles of local artisans, farmers, or community events that offer authentic experiences.
- **Planning & Flexibility:** Provide useful, non-salesy advice for planning adventure trips, perhaps touching on how to stay flexible or discover new destinations. This aligns with their savvy yet spontaneous travel style.

We offer experiential tourism offerings drawing on hands on learning, slowing down to experience, and natural environment activities including kayaking, yoga, forest bathing, nature interpretation, etc. Here's our page on our adventures: <https://naturespaceresort.com/explore/>

## HMMM....TOO GENERIC. I TRIED ANOTHER PROMPT

- **"The Adventure of Stillness"**: Frame forest bathing and nature interpretation as a different kind of adventure—an adventure of discovery and mindfulness. Highlight how these activities offer a deep connection to nature, leading to a sense of accomplishment through inner peace and new perspectives, rather than just physical exertion.
- **"Paddle Your Way to Discovery"**: For kayaking, focus on the exploration aspect. Encourage readers to discover hidden coves, observe local wildlife, and experience the Point East region from a unique vantage point. Emphasize the sense of freedom and novelty this brings.
- **"Embrace the Elements: Learning in Nature"**: Showcase the hands-on learning opportunities you offer. This could involve short tutorials on identifying local plants, understanding tidal patterns, or even simple wilderness survival tips. Outdoor Explorers love learning and feeling like experts.
- **"Your Path to Personal Achievement"**: Connect your offerings, even the more tranquil ones like yoga, to the Outdoor Explorer's motivation for accomplishment. Position them as ways to challenge oneself, whether it's mastering a new yoga pose, identifying a rare bird, or simply dedicating time to self-care in a natural setting.
- **"Beyond the Brochure: Authentic Point East"**: Give readers a glimpse into the genuine experiences and hidden gems of your region, perhaps through short interviews with local guides or stories about the natural history of the area. This appeals to their desire for novel and authentic travel.

We do a lot of amazing cooking here. would featuring a recipe in our newsletter resonate with this group?

## BETTER... LET'S GET MORE SPECIFIC AND A SHOCKING REVELATION.

Based on the information available, Outdoor Explorers generally do not prioritize local cuisine or food-related activities when travelling. Across all markets, their interest in local cuisine consistently underperforms compared to the market average, with index scores significantly below average. In some markets, they explicitly state that local cuisine is not a priority for them, as they prefer to focus on other aspects of their trip.

Therefore, featuring a recipe as a standalone piece of content in your newsletter might not be the most engaging way to capture the attention of your Outdoor Explorer audience. However, if you wish to include it, you could consider framing it in a way that aligns with their core motivations for adventure, novelty, and hands-on learning. For example:

- **Foraged Ingredient Focus:** If your resort uses local foraged ingredients, you could feature a recipe that highlights one of these, linking it back to a nature interpretation or forest bathing experience where guests might learn about the ingredient.
- **"Campfire Cooking Challenge":** Offer a simple, hearty recipe that can be prepared in an outdoor setting, tapping into their adventurous spirit and desire for accomplishment, perhaps even as a "reward" after a day of kayaking or hiking.
- **"Taste of the Region: Authentic Ingredients":** Briefly introduce a local ingredient that speaks to the unique natural environment of Point East, and then share a simple recipe that showcases it, tying into their desire for novel and authentic experiences.

This way, the recipe becomes an extension of the outdoor and learning experiences you offer, rather than just a culinary focus.

## GETTING MORE SPECIFIC... A REGIONAL FOCUS

I'd like to incorporate a Point's East hidden gem. What's a catchy name for that segment?

To incorporate a "Point East hidden gem" segment into your newsletter, here are some catchy names that resonate with the Outdoor Explorers' desire for discovery, adventure, and unexplored destinations:

- **Point East Discoveries: Unveiling the Unexplored**
- **The Eastern Edge's Secret Stash**
- **Beyond the Map: Point East's Hidden Wonders**

These names aim to spark curiosity and align with the thrill of finding something new and authentic.

Which of these names best captures the spirit of the hidden gems you'd like to feature?



I like this best: Beyond the Map: Point East's Hidden Wonders

Now that we have a fantastic name for your hidden gem segment, structure the content for this section, perhaps including detail feature?



## AURORA HELPS ME FIGURE OUT WHAT'S NEXT

### Content Structure for "Beyond the Map: Point East's Hidden Wonders":

- **The Hook (Intriguing Title):** Start with a captivating title for the specific hidden gem, hinting at its mystery or unique appeal. (e.g., "The Whispering Falls of Glenwood Gully," "Sunrise Solitude at Osprey Point," "Unearthing Ancient Echoes at Tidal Cave").
- **The Discovery (Brief Introduction):** Briefly introduce the hidden gem, immediately conveying its special, off-the-beaten-path quality. Emphasize why it's a "wonder" and not commonly known.
- **The Adventure Awaits (How to Experience It):** This is crucial for Outdoor Explorers. Describe the journey to get there and the experience itself.
  - **Access:** Is it a challenging hike, a scenic kayak paddle, or a quiet forest walk? Detail the effort involved, appealing to their desire for physical activity and accomplishment.
  - **Unique Features:** What makes this spot special? Is it a unique geological formation, a rare wildlife viewing opportunity, exceptional spring flora, or a breathtaking vista?
  - **Your Offerings:** Subtly link it back to Nature Space Resort's activities. For example, if it's a coastal cave, mention how a guided kayaking trip could lead to its discovery. If it's a forest spot, suggest it as an ideal location for forest bathing or nature interpretation.
- **The Insight (What You'll Learn/Feel):** Connect the experience to their emotional motivations.
  - **Accomplishment:** The feeling of satisfaction from reaching a secluded viewpoint.
  - **Novelty & Authenticity:** The unique perspective gained from visiting a truly untouched spot.
  - **Connection:** A deeper bond with nature or a moment of personal reflection.
- **The Visual (Always a stunning photo!):** A high-quality, authentic photo is non-negotiable for this segment. It should inspire a sense of wonder and adventure, showing the beauty and perhaps the path to discovery without giving everything away.

## HOW DEEP CAN THIS THING GO??

are you aware of any of these kinds of places in the Point's East region of PEI that we should highlight?

I do not have specific geographical information about hidden gems in the Point East region of PEI within my current knowledge base. My expertise lies in traveller segment data and preferences, not local attractions.

However, based on what Outdoor Explorers find appealing, you should definitely highlight places that offer:

- **Dramatic Coastal Views and Secluded Beaches:** Look for areas with rugged cliffs, unique rock formations, or stretches of beach that are difficult to access and therefore less crowded. These spots often provide excellent opportunities for photography and quiet reflection.
- **Unique Forested Trails and River Systems:** Focus on trails that lead to old-growth forests, tranquil streams, or small waterfalls. Places where they can feel truly immersed in nature and perhaps spot local wildlife.
- **Opportunities for Solitary Exploration:** Any location that offers a sense of untouched wilderness or a chance to experience nature without crowds would be highly appealing. This could be a lesser-known point for birdwatching or a quiet cove perfect for an undisturbed kayak paddle.

I recommend drawing upon your own local knowledge and expertise of the Point East region to identify these unique spots. What kind of natural features or experiences do you know of in Point East that truly embody a sense of untouched wonder or a rewarding challenge?

I'm looking to feature a hidden gem in the Points East region of PEI that is spectacular in March (late winter/early spring). I'll be featuring this in a newsletter segment for our business, Nature Space Resort ([www.naturespaceresort.com](http://www.naturespaceresort.com)), called Beyond the Map: Point East's Hidden Wonders. Suggestions for features? ^

## The Hidden Wonder: Knox's Dam (Victoria Cross)

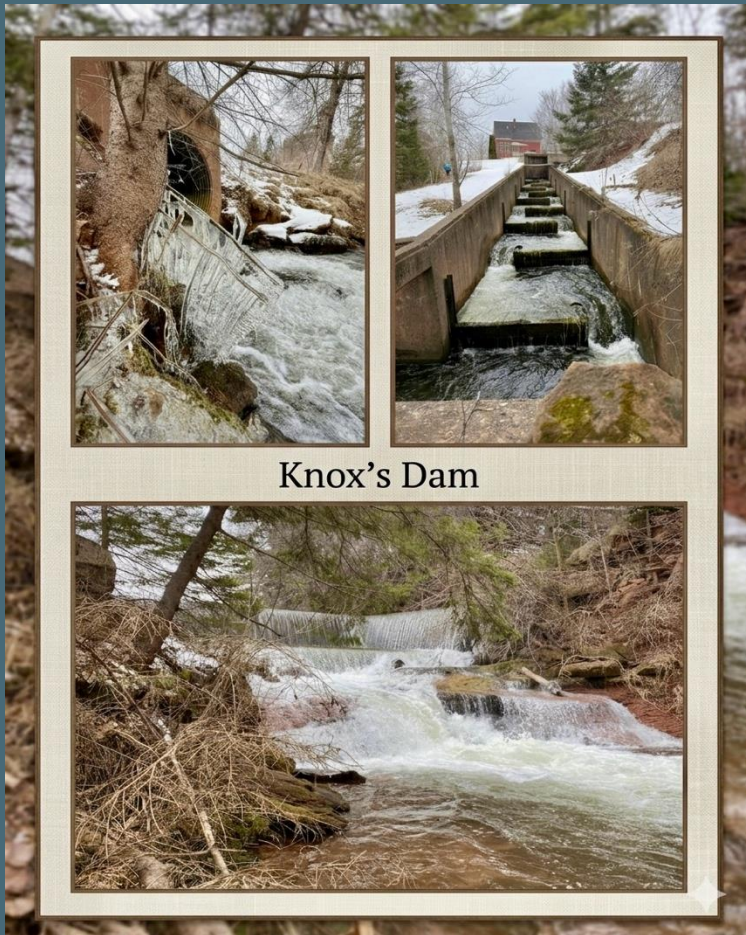
While many tourists flock to the beaches, **Knox's Dam** is a local secret nestled just outside of Montague. In March, it undergoes a dramatic transformation that feels both ancient and cinematic.

### Why it's spectacular in March:

- **The Ice Sculptures of the Spillway:** As the winter ice begins to thaw and refreeze, the dam's spillway often creates massive, intricate ice formations and frozen "curtains" that you won't see in the summer.
- **The Return of the Current:** March is when the "thaw-flow" begins. The sound of rushing water returning to the Brudenell River system provides a powerful, sensory reminder of the changing seasons—perfect for the "forest bathing" ethos of your resort.
- **The Fish Ladder:** Built for spawning sea trout and salmon, the fish ladder is a unique piece of "eco-architecture." While the big runs happen later, the structural beauty of the ladder against the late-winter snow is a photographer's dream.
- **Wildlife Sightings:** As the water opens up, it becomes a magnet for early migratory birds and local bald eagles looking for a spring meal.

### Newsletter Feature "Hook":

*"While the Island waits for the first lupins of June, Knox's Dam is already putting on a show. Visit this 1917 hydroelectric relic to witness the 'Great Thaw'—where frozen waterfall curtains meet the awakening roar of the Brudenell River. It's a place to stand still and hear the season change."*



## NEWSLETTER FREQUENCY

Excellent. Lastly, is a weekly e-newsletter too frequent for this traveller segment? If so, what's the ideal frequency of email newsletters for Outdoor Explorers?

A **weekly e-newsletter might be too frequent** and could lead to information overload, potentially causing them to disengage. Outdoor Explorers are driven by deep motivations for adventure and accomplishment, and they prefer content that helps them learn, discover, and plan unique experiences.

An **ideal frequency would likely be bi-weekly or monthly**. This allows you to curate richer, more substantial content that truly resonates with their interests, such as in-depth explorations of your hidden gems, detailed adventure guides, or stories of personal growth through nature experiences. A less frequent schedule ensures that each email feels valuable and anticipated, rather than just another item in their inbox.

This approach aligns with their desire for quality and depth, preventing your newsletter from feeling "salesy" and instead positioning it as a valued resource for their adventurous spirit.

# AURORA HELPING TO CREATE THE END PRODUCT

Would you like to brainstorm how to structure a bi-weekly or monthly newsletter to maximize engagement with this segment?



Yes, and I'd also like to figure out how to incorporate at least one of our experiences/offerings in the newsletter. I find our past newsletters were too salesy and had too many pitches. I'd like to include 3-5 features max in our newsletter. I'm thinking:

- *Off the Map (explore the region)*
- *Find Your Flow (yoga info)*
- *Taste (recipe based on nature)*
- *Monthly challenge (adventure)*
- *Something we're selling I like the idea of doing this monthly.*

# AURORA HELPING TO CREATE THE END-PRODUCT: MONTHLY NEWSLETTER STRUCTURE & CONTENT IDEAS

- **"BEYOND THE MAP: POINT EAST'S HIDDEN WONDERS" (EXPLORE THE REGION):**
  - Content: Feature one specific hidden gem in depth, using the structure we discussed previously (hook, discovery, adventure, insight, stunning photo).
  - Subtle Offering Integration: If this particular "wonder" is best accessed via one of your guided tours (e.g., a guided kayaking trip to a secluded cove, or a guided nature hike to a unique viewpoint), subtly mention how Nature Space Resort provides the expertise and equipment to safely discover this spot. Frame it as enabling their adventure.
- **"MONTHLY CHALLENGE: EMBRACE THE WILD" (ADVENTURE):**
  - Content: This is a direct hit for Outdoor Explorers! Propose a nature-based challenge relevant to May in Point East. Examples: "Spot X number of migratory birds this month," "Hike a specific new trail," "Master a basic outdoor skill."
  - Subtle Offering Integration: You can frame your offerings as tools or experiences that help them achieve the challenge. For example, "Join our guided nature interpretation walk to hone your bird-spotting skills and conquer this month's challenge!" or "Our kayak rentals are perfect for exploring the waterways mentioned in this month's challenge."
- **"FIND YOUR FLOW: MINDFULNESS IN NATURE" (YOGA/WELLNESS INFO):**
  - Content: This section already directly promotes one of your core offerings. Focus on the benefits of yoga or forest bathing as a unique form of personal accomplishment, mental challenge, and deep connection with nature. Share a simple guided meditation exercise they can try at home, or a few easy yoga poses for outdoor enthusiasts.
  - Emphasis: Reinforce how these practices enhance their overall outdoor experiences and contribute to their personal growth and well-being.
- **"TASTE OF THE WILD: FROM OUR KITCHEN TO YOURS" (NATURE-BASED RECIPE):**
  - Content: As discussed, the key here is framing. Instead of "Taste," let's rename it "Taste of the Wild." Feature a simple, seasonal recipe that uses local ingredients that can be foraged (if you offer foraging experiences) or are easily accessible in a natural setting. Think "campfire-friendly" or "hiker's hearty meal."
  - Subtle Offering Integration: Briefly mention how your resort's kitchen embraces these local ingredients, providing an authentic taste experience after a day of adventure. This connects the food to the holistic, immersive experience of staying at Nature Space.

We usually have a monthly featured experience or retreat. Could that fit into this too?

## THE SALES PITCH

### 5. "Your Next Adventure: [Name of Featured Experience/Retreat]"

- **Content:** Instead of a direct pitch, create a compelling narrative around the featured experience.
  - **The Journey:** Describe what makes this experience a unique adventure or an opportunity for significant personal growth. How does it challenge them, physically or mentally? What new skills or perspectives will they gain?
  - **The Discovery:** Highlight the specific natural elements of Point East that are central to this retreat. Is it a unique multi-day kayaking expedition, an immersive forest bathing retreat, or an intensive nature interpretation workshop?
  - **The Accomplishment:** Emphasize the sense of achievement or transformation they will feel by participating. For example, "Conquer new waterways," "Deepen your connection to the forest," or "Unlock the secrets of our local wildlife."
  - **Authenticity:** If there's a local expert or guide involved, briefly introduce them to add to the authentic feel.
- **Visuals:** Use a hero image that is incredibly enticing and showcases the *experience* in action. It should convey adventure, serenity, or deep engagement with nature, depending on the retreat's focus.
- **Call to Action (Subtle):** End with a soft call to action, such as "Learn more about this immersive experience and secure your spot for an unforgettable May adventure." The focus should be on the value they gain, not just the booking.



## BIWEEKLY NEWSLETTER

**BECAUSE IT WAS SO BIG (BUT AWESOME) WE DECIDED TO SPLIT IT INTO TWO NEWSLETTERS A MONTH WITH DIFFERENT CONTENT IN EACH. THIS ONE WENT OUT LAST WEEK WITH HALF THE CONTENT. THE OTHER ONE WILL GO OUT NEXT WEEK WITH THE OTHER HALF.**

[HTTPS://MAILCHI.MP/03424397F90B/YOUR-MARCH-NATURE-FIX?E=3407FECAA8](https://mailchi.mp/03424397f90b/your-march-nature-fix?e=3407fecaa8)

[HTTPS://MAILCHI.MP/06ED0E462342/KPUBS2109R](https://mailchi.mp/06ed0e462342/kpubs2109r)



## KEY TAKEAWAYS

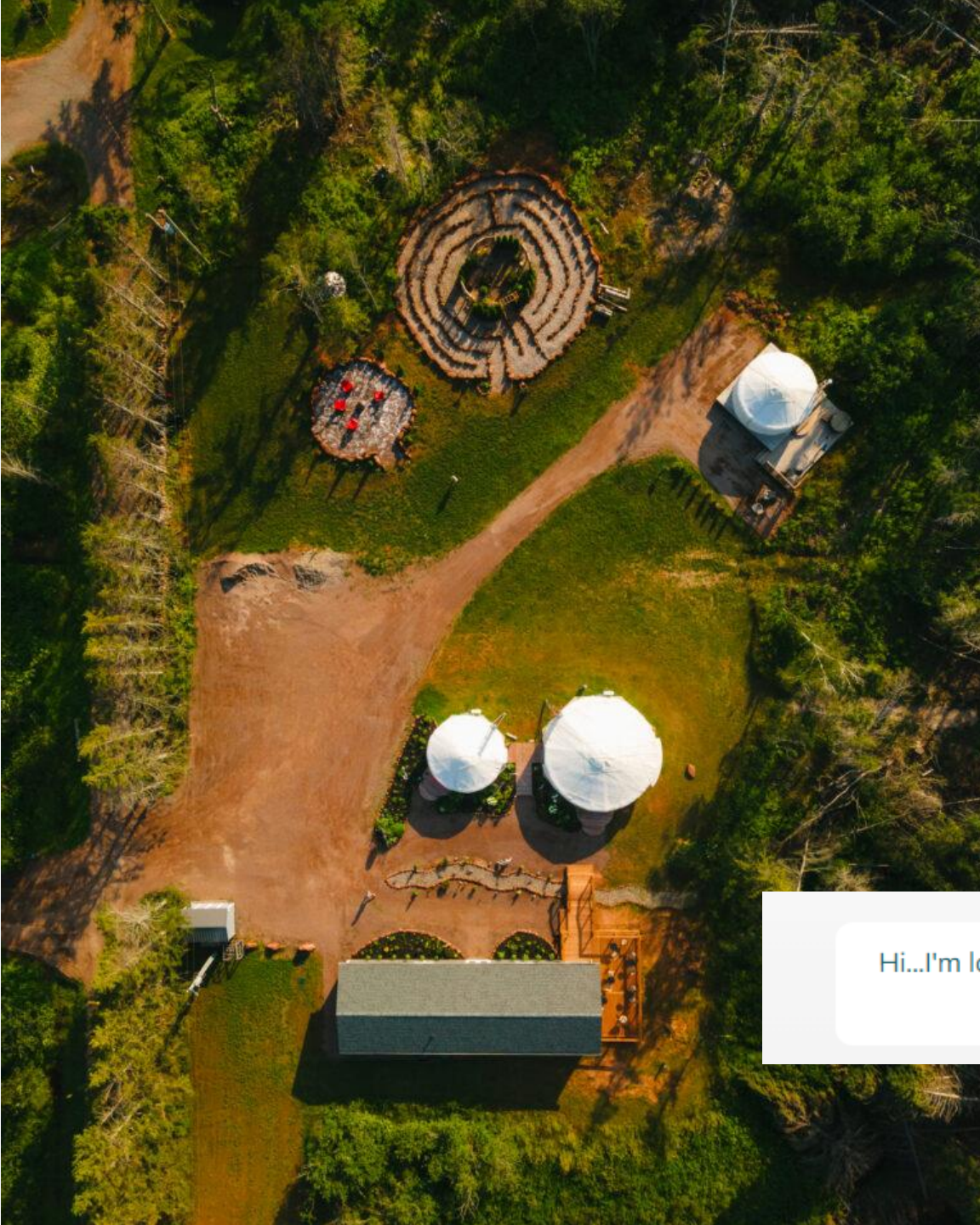
- **YOU NEED TO HAVE PROJECT OR PURPOSE IN MIND**
- **YOU NEED TO KNOW YOUR BRAND VOICE**
- **YOU NEED TO KEEP WORKING WITH THE PROMPTS**
- **AURORA DOESN'T READ EXTERNAL WEBSITES**
- **YOU NEED TO LEAVE AURORA AND USE OTHER TOOLS**

## OPTION B- CREATING AN ITINERARY FOR THE OUTDOOR EXPLORER

**Purpose- Getting People  
to stay more than just 2  
nights**

Problem 1- Lots of people  
come to our experiences  
but didn't know they could  
stay with us.





**PROBLEM 2: PEOPLE WHO STAY DON'T KNOW HOW MUCH THERE IS TO DO IN MORELL/ST. PETERS AND AT NATURE SPACE.**

Hi...I'm looking to talk to Outdoor Explorers to market multi-night stays, ideally 4 nights or longer in the St Peters Bay, Morell area of PEI. What should I focus on?

# ASK A GENERIC QUESTION....GET A GENERIC ANSWER

- **Adventure and Nature Experiences:** Emphasize any opportunities for hiking, nature walks, kayaking, canoeing, paddle-boarding, or exploring wilderness. Promote access to stunning natural landscapes, unique natural wonders, and chances to view wildlife in its natural habitat, which are highly valued by this segment.
- **Unexplored and Off-the-Beaten-Path:** Highlight any "hidden gems" or less-explored areas within St. Peters Bay and Morell. Outdoor Explorers are willing to put in effort to see unique places, and they appreciate destinations with less tourist infrastructure.
- **Accomplishment and Challenge:** Frame activities in a way that suggests personal challenge and achievement, even if it's just reaching a scenic viewpoint after a strenuous hike. This resonates with their desire for accomplishment.
- **Responsible and Local Engagement:** Showcase how visitors can support the local economy and engage with the community. Outdoor Explorers often prioritize sustainable travel and are interested in hearing stories from Indigenous people, so any local cultural experiences or historical learning opportunities would be appealing.
- **Flexible and Independent Exploration:** While some may travel with partners or friends, they also value independent and flexible travel. Provide information that allows them to plan their own adventures and explore at their own pace, even if they're part of a group tour.
- **Longer Stays (4+ nights):** Since they often take longer trips, emphasize activities and experiences that can fill multiple days, suggesting itineraries that blend active outdoor pursuits with periods of relaxation in nature.

# I TRIED AGAIN

Can you create a 3-5 day itinerary using our business Nature Space Resort

[www.naturespaceresort.com](http://www.naturespaceresort.com)



**NOT BAD,  
BUT....  
ONLY 4 DAYS (3  
NIGHTS) AND  
SOME DEFINITE  
ERRORS.**

Let's adjust. The resort is situated on St. Peter's Lake an estuarial ocean lagoon, not St. Peter's Bay.  
Also Add a Day 5.

**Day 1: Arrival and Coastal Immersion** Upon arrival at Nature Space Resort, settle into your unique accommodation, designed to blend comfort with the natural surroundings. In the afternoon, embark on a guided nature walk along the serene trails of St. Peters Bay, inviting you to discover local flora and fauna, offering a peaceful immersion into the island's natural beauty. As evening falls, enjoy a quiet and authentic culinary experience at the resort featuring local ingredients, followed by stargazing under the clear PEI skies.

**Day 2: Water-Based Exploration and Scenic Vistas** Begin your day with an invigorating kayaking or paddle-boarding adventure on the calm waters of St. Peters Bay. This offers a unique perspective of the coastline and an opportunity for wildlife spotting, providing a true sense of exploration. After a refreshing morning on the water, spend your afternoon hiking the unique trails and boardwalks of nearby Greenwich PEI National Park, home to stunning parabolic dunes and diverse ecosystems. Conclude your day with a delightful meal at a local eatery in Morell or St. Peters Bay, savouring the authentic flavours of the island.

**Day 3: Adventure and Cultural Immersion** Challenge yourself with a longer hike or a casual bike trail, which winds through the Morell area. This activity provides a deeper engagement with the island's interior and allows for deeper engagement with the island's interior. In the afternoon, venture out to discover some of the area's hidden gems, perhaps visiting a local artisan studio or a small community museum to connect with the local culture and history, offering an authentic experience beyond typical tourist spots.

**Day 4: Farewell with a Final Glimpse of Nature** Enjoy a leisurely morning, perhaps with a final nature walk around the resort grounds or a quiet moment reflecting by the water. Before departing, consider a visit to a local farm or market to pick up some authentic PEI products, ensuring a piece of your adventurous and authentic experience travels home with you. This final morning offers a chance for personal reflection and a last taste of the serene, unspoiled environment.

# BETTER...BUT STILL NEEDS WORK

It really wasn't  
capturing what I  
wanted.

**Day 1: Arrival and Lagoon-side Tranquility** Upon arrival at Nature Space Resort, settle into your unique accommodation, designed to blend comfort with the natural surroundings. In the afternoon, embark on a guided nature walk along the serene trails bordering St. Peters Lake, inviting you to discover local flora and fauna, offering a peaceful immersion into the estuary's ecosystem. As evening falls, enjoy a quiet and **authentic culinary experience** at the resort, featuring local ingredients, followed by stargazing under the clear PEI skies.

**Day 2: Estuarial Water Exploration and Coastal Wonders** Begin your day with an invigorating kayaking or paddle-boarding adventure directly from the resort onto the calm, brackish waters of St. Peters Lake. This offers a unique perspective of the lagoon's diverse ecosystem and an excellent opportunity for birdwatching and wildlife spotting. After a refreshing morning on the water, spend your afternoon hiking the unique trails and boardwalks of nearby Greenwich PEI National Park, which features stunning parabolic dunes and diverse coastal habitats. Conclude your day with a delightful meal at a local eatery in Morell or St. Peters Bay, savouring the authentic flavours of the island.

**Day 3: Inland Trails and Community Charm** Challenge yourself with a longer **hike** or a casual bike ride along a section of the Confederation Trail, which winds through the Morell area. This activity provides a strong sense of accomplishment and allows for deeper engagement with the island's interior landscapes and charming rural communities. In the afternoon, venture out to discover some of the area's **hidden gems, perhaps visiting a local artisan studio, a small community museum, or a quaint fishing village to connect with the local culture and history, offering an authentic experience beyond typical tourist spots.**

**Day 4: Adrenaline and Remote Beauty** For those seeking a bit more adrenaline, explore options for a guided tour that delves into the more **rugged aspects of the island, such as an off-road adventure** or a more challenging **coastal trek** further afield. Alternatively, for a remote and no-frills experience, pack a lunch and head to a less-visited section of the coastline or a hidden freshwater pond for some quiet reflection and nature observation. The evening can be spent back at the resort, sharing stories of the day's exploits or simply relaxing in the peaceful environment.

**Day 5: Reflection and Departure** Enjoy a leisurely morning, perhaps with a final nature walk around the resort grounds, a quiet moment by St. Peters Lake, or a chance to capture some last photographs of the serene landscape. Before departing, consider visiting a local farm stand or market to pick up some authentic PEI products, ensuring a piece of your adventurous and authentic experience travels home with you. This final morning offers a chance for personal reflection on the journey and a last taste of the unspoiled environment.

# I KEPT REFINING IT TO GET WHAT I WANTED



Day 1 needs to shift to a sunset paddle. The guided tour we offer is Our Most Popular Tour – The Golden Time on the Water

There's a moment in the evening when everything softens.

The wind settles. The birds shift. The water turns to glass.

That's when we launch.

Our Sunset Lake Explorer paddle takes you through the still-water creek toward The Forks, and out into the open lagoon just as the sky begins its quiet show. The dunes catch the last light. Eagles cross in silhouette. The lagoon reflects it all.

It's calm — but never dull. Peaceful — but full of life.

This is where the "ahh" lives.

Some sunsets you watch from shore.

This one, you experience as you float inside it.

Magic. Each tour is led by either Heather or Jarrod, the owners of Nature Space — and whichever one you get, you're in exceptionally capable hands.

Heather is a veterinarian and ecologist who blends science, storytelling, and wild curiosity. You'll see birds, fish, and landscapes through an entirely new lens — without it ever feeling like a lecture.

Jarrod is a former provincial oyster biologist and a world-class sea kayaker. He brings deep marine knowledge, serious paddling expertise, and a calm confidence on the water that makes everyone feel like a natural.

Different flavour. Same world-class experience.

Day 2 can feature our Oyster Lovers Kayak Experience in the morning and Greenwich National Park in the afternoon. Here's more about the Oyster Lover's experience. Back in 2026 in a Brand New Location! Join us for this unique Island experience! Guests should be prepared for a one of a kind farm-to-table experience. If you interested in where your food comes from and an up-close adventure, this kayak tour is for you! This hands-on experience will have you learning, touching and tasting a PEI delicacy, all while guided by a leading expert in the PEI Oyster industry! We have partnered with a local oyster company to offer this one of a kind experience. Once you arrive you will meet your experienced guide and local oyster expert, Jarrod (the past provincial oyster biologist for PEI). You will have a safety briefing on shore and get outfitted with kayak & safety gear. This paddle will start in the calm water paddle and we will explore all of the birds and wildlife that call this area home. This part of the river is home to extensive mussel seed collection, where you will have an opportunity to learn about how mussels get from the farm to your table as well! After immersing in nature, you will have the one of a kind opportunity to float right above an oyster lease while in our kayaks. You will be able to open oyster bags and see the different sizes and shapes of oysters as well as learn about the journey these oysters take before they are served to you! Jarrod will explain the life cycle of an oyster and share common farming techniques here on PEI. He will also share a few funny stories and is happy to answer all your oyster questions! It doesn't stop there. After you get to touch and see how oysters are grown we will return to shore and land our kayaks. Then you will have the chance to learn how to shuck a PEI oyster and sample this treat from the sea! Each guest gets 6 premium select oysters to enjoy! This experience is approximately 2 hours in length and will be hands-on, educational and interactive. Our secret ingredient? One of our owners just happens to be PEI's former oyster biologist, so oyster adventures are kind of a shore thing! At Nature Space, we're serving up four shuck-tacular oyster adventures — from kayaking an active oyster lease to slurping briny beauties on a secluded beach (or right here on land). Love oysters? Come get your shuck on with Jarrod, Nature Space's very own oyster expert!

**TWEAK  
TWEAK  
TWEAK**

It's truly all about getting the prompts right.

Day 4 doesn't resonate. I'd like to feature another Nature Space Adventure, our Forest Bathing walk in the morning paired with a beach day on a secluded white sand ocean beach accessed by paddling directly from the resort. Here's the info about Forest Bathing- Guided Experience exploring the health benefits of being in nature Our forest bathing walks aren't woo-woo retreats where you hug a tree and call it a day (unless you really want to). Think science-meets-storytelling, mindfulness with a side of adventure, foraging finds, and fascinating nature interpretation. You'll learn cool things, breathe deeper without trying too hard, and leave feeling clearer than when you arrived. 90-minutes of being truly present. This is a 90 minute tour and the purpose is not to cover distance, but to be present for the experience. There will be a chance to tune into your senses, to enjoy breathing exercises, and to experience guided meditations among the trees and in nature. This evidence-based restorative practice enhances the immune system and helps manage stress.

Ok....let's fix up Day 4. The expert is Heather, one of the owners of Nature Space. She is an ecologist and veterinarian who finds magic in the every day and will help open up your eyes to the wonder all-around you.

Last thing....let's fix Day 3. The cycle will be from Morell to St Peters (11km one way) or for the very adventurous Morell to St. Peter's to Greenwich (24 km one way). Arguably the most beautiful stretch of the Confederation Trail is from Morell to St. Peter's Bay. This section of the trail. This 11 km stretch of trail between Morell and St. Peter's Bay is considered by many to be the most picturesque the island has to offer. Winding along the shoreline, the trail crosses the mouth of the Morell River on a 235 foot long bridge, provides a breath-taking view of Greenwich National Park across the water, and passes by a myriad of mussel socks in St. Peter's Bay before arriving at St. Peter's Landing. Not inland, but coastal.

I'd take out the part of relaxing at the resort, as most people will spend the day doing this cycle. I'd mention enjoying the shops at St. Peter's Landing (grabbing an ice-cream of course!). Great spots to stop for a meal along the way too. and then using hot, tubs, saunas, and the nordic elements at the resort to relieve any tired muscles from your trek later that evening once back at the resort.



## HERE'S WHERE WE LANDED... READ IT!!! DOES IT SOUND LIKE YOU???

**Day 1: Arrival and The Golden Time on the Water** Upon arrival at Nature Space Resort, take the afternoon to settle into your unique accommodation, designed for comfort within the natural surroundings of St. Peters Lake. As evening approaches and the wind settles, prepare for **Our Most Popular Tour – The Golden Time on the Water: Sunset Lake Explorer paddle**. Led by either Heather or Jarrod, you'll glide through still-water creeks towards The Forks and into the open lagoon as the sky transforms. This unique experience allows you to float within the sunset, observing eagles in silhouette and the dunes catching the last light, offering a peaceful yet vibrant immersion into nature. Their world-class expertise, blending science, storytelling, and deep marine knowledge, ensures an authentic and insightful journey, making this more than just a paddle—it's an unforgettable experience of accomplishment and discovery.

**Day 2: Oyster Adventure and Coastal Wonders** Begin your day with the truly unique and hands-on **Oyster Lovers Kayak Experience**. Led by Jarrod, Nature Space's own former provincial oyster biologist and a world-class sea kayaker, you'll paddle into the calm waters of St. Peters Lake, exploring the vibrant ecosystem and learning about mussel seed collection. The adventure continues as you float above an active oyster lease, opening bags to see oysters firsthand and learning about their journey from farm to table. After returning to shore, you'll gain a sense of accomplishment by learning to shuck your own PEI oysters and enjoying six premium selects, a delicious and authentic taste of the island's bounty. In the afternoon, shift gears to explore the unique trails and boardwalks of nearby Greenwich PEI National Park, which features stunning parabolic dunes and diverse coastal habitats. 81



**Day 3: Scenic Coastal Cycling Adventure and Village Delights** Today, embark on a picturesque cycling adventure along arguably the most beautiful stretch of the Confederation Trail. Starting from Morell, you can enjoy an 11 km (one way) ride to St. Peter's, winding along the shoreline and crossing the Morell River on a breathtaking 235-foot bridge, all while taking in views of Greenwich National Park and the mussel socks dotting St. Peter's Bay. For the very adventurous, extend your ride to Greenwich, completing a challenging 24 km (one way) journey. This activity offers both physical accomplishment and continuous scenic delights. Along your route, discover great spots to stop for a delicious meal. Upon reaching St. Peter's Landing, take time to explore the charming shops and, of course, treat yourself to a well-deserved ice cream. Later that evening, back at the resort, soothe any tired muscles from your trek by indulging in the resort's hot tubs, saunas, and Nordic elements, perfectly rounding off a day of active exploration and local discovery.

**Day 4: Forest Bathing with Heather and Secluded Beach Oasis** Embrace the morning with a **Guided Forest Bathing walk**, a 90-minute immersive experience led by Heather, one of Nature Space's owners. As an ecologist and veterinarian, Heather brings a unique blend of science, storytelling, and wild curiosity, helping you uncover the everyday magic and wonder of the natural world around you. This evidence-based restorative practice focuses on being truly present through breathing exercises and guided meditations amidst the tranquil trees, enhancing your immune system and managing stress. In the afternoon, embark on another paddling adventure directly from the resort, navigating to a secluded white sand ocean beach. This unique journey to an unspoiled oasis offers a sense of discovery and accomplishment, providing a serene environment for relaxation and reflection amidst stunning natural beauty, perfectly aligning with your desire for a remote and no-frills experience.

**Day 5: Reflection and Departure** Enjoy a leisurely morning, perhaps with a final nature walk around the resort grounds, a quiet moment by St. Peter's Lake, or a chance to capture some last photographs of the serene landscape. Before departing, consider visiting a local farm stand or market to pick up some authentic PEI products, ensuring a piece of your adventurous and authentic experience travels home with you. This final morning offers a chance for personal reflection on the journey and a last taste of the unspoiled environment.

## WHAT ELSE?

I wanted to know a few more things:

- Suggested vs packaged offering?
  - a. Aurora provided exceptional info based on market data!
- Good name for the itinerary?
  - a. Aurora STRUGGLED!!! Gemini nailed it. Aurora confirmed that the title created by Gemini would resonate with the Outdoor Explorer. Our title? **“Nature Space Elements & Experts: An Authentic PEI Adventure”**



## SO, WHAT DID I LEARN?

### THE GOOD

1. Massively useful tool built on an evidence-based, data-driven platform (WAY different than open source AI which is flooded with 🤖).
2. Great to vet things through your target market. It's like having a test audience of your clientele at the ready.
3. With the right prompts it performs beautifully! You do have to do the work and keep refining it.

### THE CHALLENGES

1. Unlike open AI, It's doesn't read websites. You need to populate the content.
2. It's not as "creative" as open AI.
  - a) You need a nugget to start with. 🤖 in = 🤖 out. Start with something meaningful and important and use the tool to refine it.
  - b) It won't find or create things for you. You need to do a bit more work

**QUESTIONS?**

**THANK YOU**



# THANK YOU MERCI

Quetico Provincial Park / Parc provincial de Quetico Ontario

