

Description of Modules

EQ™ Bootcamp

CTC's Explorer Quotient (EQ) is an innovative market segmentation tool that helps you focus your marketing campaign to identify your best international customers. In this 3-hour workshop, gain a full understanding of the fundamentals of EQ and benefit from exercises, tools and hands-on training that help you better understand how to align your tourism experience with the social and travel values of your best customers.

Building the Experience

This dynamic and interactive 3-hour workshop will provide you with an understanding of the benefits of making the shift from selling a tourism product to selling a tourism 'experience.' We provide you with tools, tips and inspiring stories from tourism businesses. Exercises help you learn how to apply your new knowledge, and ensure each attendee leaves with at least three ideas on how they can improve their tourism offering.

Marketing the Experience with EQ

Get the fundamentals of customer-centric marketing, including learning about market segmentation by using the Explorer Quotient. This 3-hour workshop is fully interactive and designed to help you apply your knowledge to create more targeted marketing communications. Each attendee leaves with at least three ideas on how they can improve their marketing.