

WORKSHEET: CONSIDER YOUR STORIES EXPERIENCES



INTRODUCTION

Stories are powerful tools that connect visitors with the uniqueness of your place, people, and experiences. They help differentiate your tourism offering, create emotional connections for visitors, and make experiences more memorable. This worksheet will guide you through identifying and developing the stories that could provide the foundation for your immersive tourism experiences.

WHY STORIES MATTER IN EXPERIENCE DEVELOPMENT

Stories are part of our DNA and [help us connect, inspire, and pass on knowledge and traditions](#). For tourism businesses in BC, stories are essential because they:

- Differentiate your experience from other similar offerings
- Create emotional connections with visitors that last beyond their stay
- Provide context and meaning to your location, culture, and activities
- Support the authentic expression of, and [leverage the Super, Natural British Columbia™ and the Iconics brands](#)
- Transform standard tourism products into memorable, immersive experiences

EXAMPLES OF EFFECTIVE STORYTELLING IN TOURISM IN BC



Local Stories That Create Connection

'Ksan Historical Village and Museum

(Hazelton)—Located where the village of Gitanmaax has existed for centuries, visitors are offered a guided educational tour that shares some of the oral history and rich traditions of the Gitksan people.

Personal Stories That Resonate

Winderberry & Edible Acres Farm

This behind-the-scenes tour tells the story of Winderberry Farm's evolution from a modest greenhouse operation to a thriving agricultural enterprise that has grown to include an organic farm, cafe, and catering business. The tour includes personal stories about sisters Lin and Anna's deep roots in the family-owned business as well as hands-on activities; it culminates with a farm-to-table meal prepared by their chef using freshly harvested produce.

Themed Story Experiences

Forbidden Vancouver

The Lost Souls of Gastown theatrical walking tour uses professional actors in period costumes to bring the dark and forgotten stories of Vancouver's early days to life, creating an immersive historical narrative that engages visitors emotionally.



IDENTIFYING YOUR STORIES

1. What themes and stories are currently being shared in your community or destination?

Consider what narratives define your place within its [Iconic destination area](#) (Rainforest to Rockies, The Great Wilderness, etc.). What stories reflect the unique character of your place?

2. How and where are these stories being shared?

Consider local museums, monuments, art installations, historical sites, cultural centres, community gatherings, or online platforms that share, celebrate and communicate these narratives.

3. What makes your local stories unique from others in the destination/region?

Identify the distinctive elements that make these stories special to your specific location and business.

4. What emotions might these stories evoke in visitors?

Successful experiences often evoke feelings of connection, exploration, freedom, entertainment, health, relaxation, and others. What emotions do your stories evoke?

5. How does your current or planned visitor experience intersect with these stories?

Identify specific touchpoints where storytelling could enhance your visitor experience.



DEVELOPING YOUR STORY FRAMEWORK

6. Are there stories that visitors consistently ask you to repeat about your business or destination?

These requested stories often indicate what resonates most with your audience.

7. How might you weave these individual stories into one or more cohesive themes?

Themes provide structure and consistency across multiple touchpoints in your experience.

8. What stories from your area are not yet being widely shared?

Consider overlooked cultural traditions, historical events, natural phenomena, or personal journeys.





IMPLEMENTING STORIES IN YOUR

9. How could you incorporate these stories to make your experience more memorable for visitors?

Consider multiple senses, interactive elements, or opportunities for visitors to participate in the storytelling.

10. Do you have an excellent storyteller on your team? Or someone who's keen to share their deep knowledge of your community?

Identify staff members with knowledge, passion, or natural storytelling abilities.

11. Who could you partner with in your community to tell a better or more well-rounded story?

Consider long-time residents, artists, or other businesses that complement your experience.

NEXT STEPS

1. Document your stories using an audio or video app, or write them down to preserve their details
2. Test your stories with friends, family, or staff to gauge reactions
3. Create a “story bank” of narratives that can be incorporated into different aspects of your experience
4. Train your team to share these stories accurately and consistently while maintaining their authentic voice
5. Revisit and refine your stories based on visitor feedback

