

December 3, 2007

Dear Mr. Davar,

This letter is to express the appreciation of the steering committee for the work that you did on the Experiential Tourism Workshop held here in Annapolis Royal, Nova Scotia on November 20 and 21, 2007. "Fundy Riches and Valley Traditions" received exceptional reviews from participants, and I am already aware that your inspiration is spawning some new tourism ideas within the region.

The scheduled off-site experiences assisted the participants to better understand how they could apply the principles of product development and marketing to a new tourism product or service and also gave them the confidence and the insight to move forward. I have learned that new partnerships were established as a result of contacts made during the workshop, and I am therefore reassured that participants will not go home and return to the "usual" way of doing business. Here, for your records, is a sample of what some of the participants said:

- o The BEST workshop I have ever attended. Wonderful, useable knowledge that I can start using right away.
- o Celes is to be commended for both his knowledge of experiential tourism and his facilitation skills.
- o As a new entrepreneur this was invaluable to me. Questions I had in my mind of how to get started, what to do have been answered and so many ideas formed.
- o This workshop has opened up my eyes, and I know there will be numerous questions and tangents I will wish to pursue.
- o Loved the elements of surprise and adventure. Enjoy engaging all my senses

These comments speak for themselves. You are to be commended for bringing your professionalism, your experience and your enthusiasm to this region to share with our local tourism operators.

Once again, thank you for your contribution to tourism within this region, and best of success with all of your projects in the future. I do hope that one day we will have the opportunity to work together again.

Yours truly,

  
Dr. Bob Maher, Chair  
Workshop Steering Committee

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