

PARTICIPANT EXERCISE: LESSON 1.1

Jon Schallert: *Introduction to Becoming a Destination Business*

Training Time: 16:01

1. Think about a Destination Business that you went out of your way to visit and buy from even though it was quite a distance or out-of-your-way.

- a. Why did you travel that distance for it?

- b. What do you remember about it?

- c. Did it meet your expectations after you'd been there? Why or Why not?

2. Discuss with the group your experiences of Destination Businesses. What do all of your stories have in common?