Assignment 5: Leading Edge Practices

FlyOver Canada (Unique Tourism Products)





Name:

Course:

Date:

Leading Edge

Leading-edge tourism refers to innovative, forward-thinking experiences that push the boundaries of traditional tourism, often incorporating advanced technology, sustainability, and immersive elements to enhance visitor engagement (Karagöz & Uysal, 2022).

- Pushes tourism boundaries with new experiences
- Tech-driven and emotionally engaging
- Addresses modern traveller needs and trends
- Combines creativity, sustainability, and uniqueness



Introducing FlyOver Canada

Description

FlyOver Canada is a flight simulation ride that takes guests on a virtual journey across Canada's most breathtaking landscapes, using state-of-the-art technology to create a fully immersive experience.

Location

Canada Place, Vancouver, British Columbia.

Website

https://www.flyovercanada.com/





Unique Features of FlyOver Canada

- 20-meter spherical screen for full immersion
- Moving seats mimic real flying sensations
- Scent and mist simulate real-world environments
- Diverse landscapes from coast to coast
- Cultural and natural landmarks featured throughout
- Fully accessible with safety in mind



Why FlyOver Canada is Leading Edge

Technological Innovation

Combines multiple sensory effects to create a realistic flight experience.

Enhanced Storytelling

Offers a narrative that connects visitors emotionally to Canada's landscapes and cultures.

Sustainable Design

Incorporates energy-efficient systems and promotes environmental awareness.





Adaptation of Recent Trends

- Experiential travel: fully immersive, emotional connection
- Tech integration: cutting-edge ride and effects
- Cultural focus: Indigenous and local storytelling
- Sustainability: minimal environmental impact onsite (Azmi et al., 2023)
- Social media ready: visually impressive experience
- Reflects rising demand for digital tourism





Impact on Career

- Inspires creativity in guest experiences
- Shows value of tech in tourism design
- Encourages inclusion of local culture in offerings
- Develops skills in attraction management
- Sparks ideas for future travel products
- Great networking opportunity in urban attractions



Applications in the Events Sector

- Can host private corporate or media events
- Venue for educational and cultural group bookings
- Ideal for tourism promotion launches
- Can enhance destination marketing events
- Customizable content for themed experiences
- Unique site for influencer-based promotions (Marques et al., 2021)



Market Potential and Challenges

- Expanding to new cities globally
- Strong tourist demand for immersive rides
- High startup and maintenance costs
- Must stay current with tech trends
- Relies on foot traffic and tourism health
- Limited physical capacity per show



Future of Immersive Attractions

- Possible AR/VR enhancements for deeper interaction
- Global ride adaptations with local themes
- Integration of real-time storytelling updates
- Expansion into mobile or pop-up formats
- Growing role in destination branding (Karagöz & Uysal, 2022)
- Partnerships with national tourism boards



Summary – Why FlyOver Stands Out

- Combines storytelling, culture, and tech
- Delivers Canada-wide experience in one location
- Matches key industry trends in tourism
- Offers scalable and sustainable experience (Azmi et al., 2023)
- Practical applications across event and tourism sectors
- Sets a high bar for future attractions



References

- https://www.flyovercanada.com/
- Karagöz, D., & Uysal, M. (2022). Tourists' need for uniqueness as a representation of differentiated identity. *Journal of Travel Research*, *61*(1), 76-92.
- Azmi, E., Che Rose, R. A., Awang, A., & Abas, A. (2023). Innovative and competitive: A systematic literature review on new tourism destinations and products for tourism supply. *Sustainability*, *15*(2), 1187.
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