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## **New, unique online resource launched for rural and remote tourism entrepreneurs**

Canadian tourism small business owners in rural and remote regions now have access to a new online business development, coaching and support platform. [The Firecircle](#) offers on-demand video training programs, virtual coaching and digital resources aimed at helping small business owners to envision, plan, launch and grow their tourism and hospitality experiences.

“The Firecircle was founded to inspire new - and strengthen existing - tourism and hospitality entrepreneurs. We are especially focused on building resilient businesses through foundational knowledge and sustained mentorship in a way that has not previously been accessible for our client base.” says Deneen Allen, CEO.

With the COVID-19 pandemic having a devastating impact on the global tourism industry, Allen believes the time is right for the Firecircle. “The pandemic has hit rural and Indigenous tourism businesses in remote regions especially hard,” she says. “But the human desire to travel is deep and enduring – and tourism will rebound. Firecircle provides innovative resources to help tourism operators make their stories of place and culture come alive through competitive, market-ready tourism infrastructure, improved operations and guest programs – everything they need to be more prepared to attract visitors when travel resumes.”

Subscription packages can be purchased on a monthly (\$39), quarterly (\$199) and annual basis (\$699). Discounted rates are offered for businesses that buy a multi-year subscription. The Firecircle subscribers to have access to a variety of easy-to-use business development tools including a personal vision session, a signature 25-workshop “business mapping” program, two live coaching calls each month, one live webinar per month, private community forums, quarterly masterclasses, a full resource library and the ability to purchase private coaching bundles at significantly lower rates than traditional tourism consulting.

Firecircle’s growing list of subscribers and affiliations include: Thompson Okanagan Tourism Association, the Tlicho Government, Lutsel K’e Dene First Nation and Aurora College.

The Firecircle will be participating in the [2020 TIAC Tourism Congress](#), Nov. 17-18.

For more information, please visit [www.thefirecircle.ca](http://www.thefirecircle.ca) or contact Deneen Allen at [deneen@thefirecircle.ca](mailto:deneen@thefirecircle.ca) or (416) 659-6915.

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