



Agence
signe
DES temps

PARIS
BORDEAUX
COPENHAGUE

DEVELOPING EXPERIENTIAL TOURISM

Seminar on developing experiential offers
in Côtes d'Armor in autumn-winter



UNION EUROPÉENNE

Fonds Européen de Développement Régional

Agence Signe des Temps
November 2021



Interreg 
France (Channel) England
EXPERIENCE
Fonds européen de développement régional

1

AIM

**DEVELOP A REAL WINTER-
AUTUMN TOURIST SEASON IN
CÔTES D'ARMOR**

LET'S GET TALKING!

**What could motivate
someone to come during this
particular period?**

CONTEXT FAVOURABLE TO INNOVATION

NEW MOTIVATIONS
NEW PRACTICES

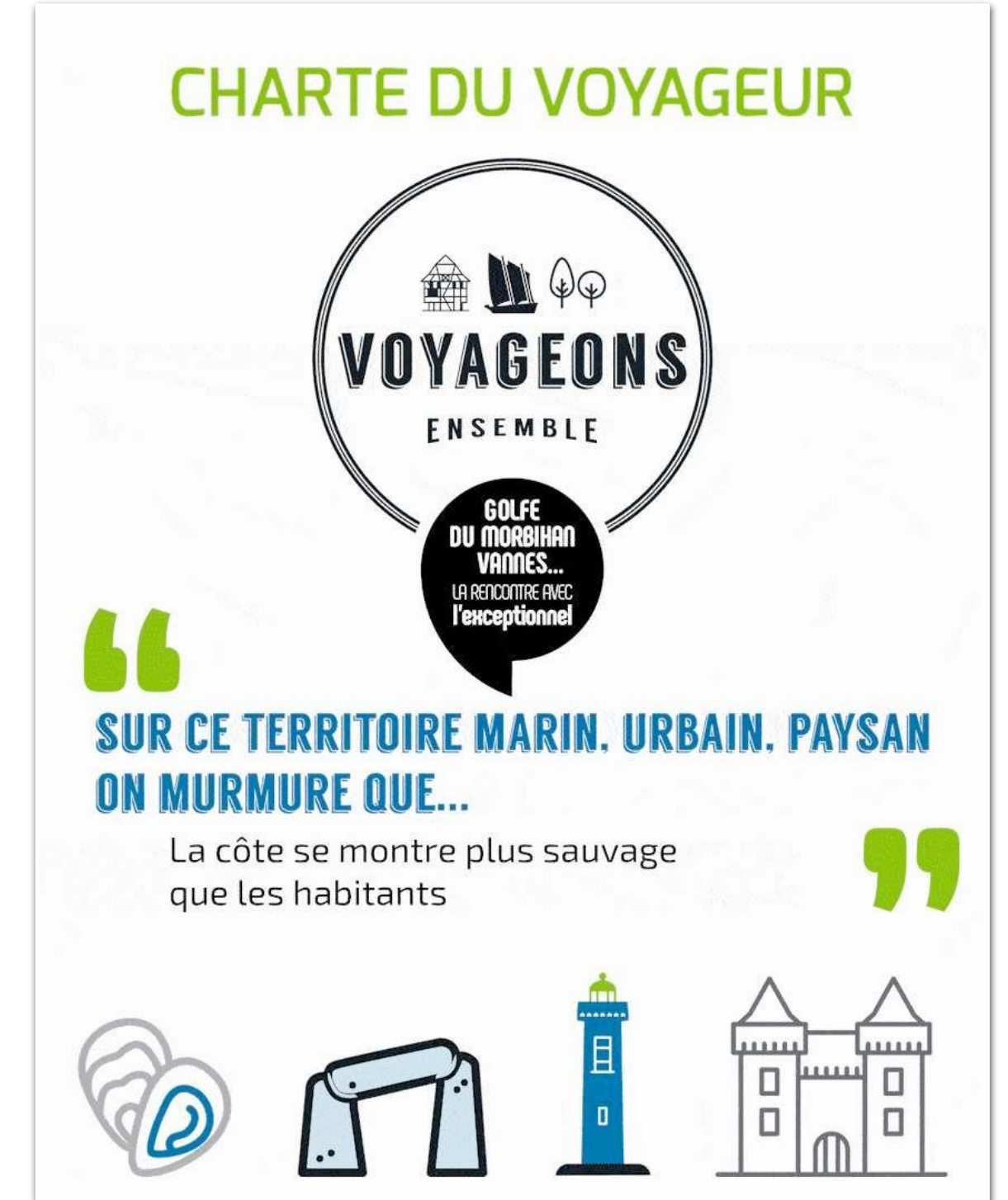
Environmental awareness, local tourism, search for meaning, new-found enthusiasm for France as a destination, appeal of more private destinations, new work/life balance.



Visit Iceland



Auvergne Rhone-Alpes Tourism



Vannes & Gulf of Morbihan Tourist Information Centre



Millennials

Core target for experiential marketing

“MORE THAN 8 YOUNG PEOPLE IN
10 PREFER TO SPEND MONEY ON
EXPERIENCES THAN TO ACQUIRE
STUFF”

(Eventbrite study - 2014)



Ages
24–36



25%
of the European population

They will make up 76% of
company employees by
2025.



They travel

5 TIMES A YEAR

They are on the lookout for random discoveries.
23% are backpackers, with planned adventures
17% are explorers

CONTEXT FAVOURABLE TO INNOVATION

BRITTANY: MORE AND MORE PEOPLE WANT TO GO WEST

Second holiday destination for French people in 2020

Most searched for destination on Google in 2021 - “holidays in Brittany”

Very high appeal, particularly loyal customers

An opportunity to source repeat holidaymakers in winter/autumn: the experience is not the same, tourism is more intimate, tourist options to meet new demand for the contemporary tourist.

INHERENT CHALLENGES

MAKING A TRIP IN AUTUMN/WINTER A CONSIDERED OPTION IS A CHALLENGE IN ITSELF

Low season, fewer customers, bad weather and many regional amenities closed.
Competition from well-established major destinations: mountains, sun destinations (Mediterranean, Asia, overseas)

Extremely competitive short-stay market and also the market with the highest growth across all destinations (up 5 points between 2017 and 2018)

**WITH THIS NEW CONTEXT
CÔTES D'ARMOR DESTINATION:
PIONEERING AMBITION**

DEVELOPING AUTUMN AND WINTER TOURISM

**2 seasons ripe for development
the “real” off-season from 20 September to 20 March
Ideal terrain for further tourism development**

1

LEVERAGING EXPERIENTIAL TOURISM TO PERSUADE

GIVING PEOPLE MORE **ATTENTION** AND AN EXPERIENCE

THE EXPERIENCE DEFINES THE DESTINATION

Amazing experiences

shared, multisensory, innovative, human and sustainable

Optimising the customer experience

be encouraging, make an impression, create preference and ensure a quality experience

GIVING PEOPLE MORE **ATTENTION** AND AN EXPERIENCE

THREE ASPECTS TO A SUCCESSFUL EXPERIENCE

The senses

what we feel physically

The emotions

what we feel psychologically

Understanding

why we are there

WINTER - AUTUMN TARGETS

Customers who already come in the off season

Make them ambassadors for Brittany in autumn and winter

Give them an outstanding customer experience

Customers who don't come in the off season

They might come because they already know Brittany

Reach out and convince them that they will have outstanding experiences

COUNTY KENT



9 ways to Microgap in Kent

Want to escape but can't get the time off work or fork out for a long holiday? If yes, then say...



Kent spa breaks to enjoy before you return to work

From sizzling saunas to much needed massages we've got some suggestions for your serene summer, so...



Running in Kent

With so many pretty-as-a-picture coastal routes, countryside and cliff tops made for hill training;...



TOP VENTES 🔥

COPAIN DES BOIS

PARTIR AVEC CHILOWÉ

ACCOMPAGNÉ PAR ELÉONORE

Week-end retour à l'état sauvage proche de Paris

PRIX 190€ DURÉE 2 jours NIVEAU Dynamique

18 DÉC. 2021
8 PLACES



PARTIR AVEC CHILOWÉ

ACCOMPAGNÉ PAR RÉMI

Premier bivouac hivernal sur les hauteurs du Jura

PRIX 250€ DURÉE 2 jours NIVEAU Dynamique

18 DÉC. 2021
COMPLET

22 JAN. 2022
6 PLACES

05 FÉV. 2022
5 PLACES



nouvel an

FIESTA DANS LE JURA

PARTIR AVEC CHILOWÉ

ACCOMPAGNÉ PAR RÉMI

Nouvel an raquettes et yourte dans le Jura

PRIX 290 € DURÉE 2 jours NIVEAU Tranquille

31 DÉC. 2021
COMPLET

USING EXPERIENCES TO ACHIEVE OUR PIONEERING AMBITION

CREATING NEW TRADITIONS IN AUTUMN AND WINTER

Range of experiences in autumn and winter

get your targets' attention with showcase products

Range of collective or individual services

enhance the customer experience and guarantee particular attention during these seasons

Test & learn seasons and experimental seasons

come and explore this new terrain with us



Workshop programme

Our life experience

Experience in our offers

Act 1

Talk about yourself

Experience through storytelling

Act 2

Be attentive

Experience through service

Act 3

Make yourself indispensable

Limited offers for autumn and winter

Act 1

Talk about yourself
Experience through
storytelling



TALK ABOUT YOURSELF



TALK ABOUT YOURSELF

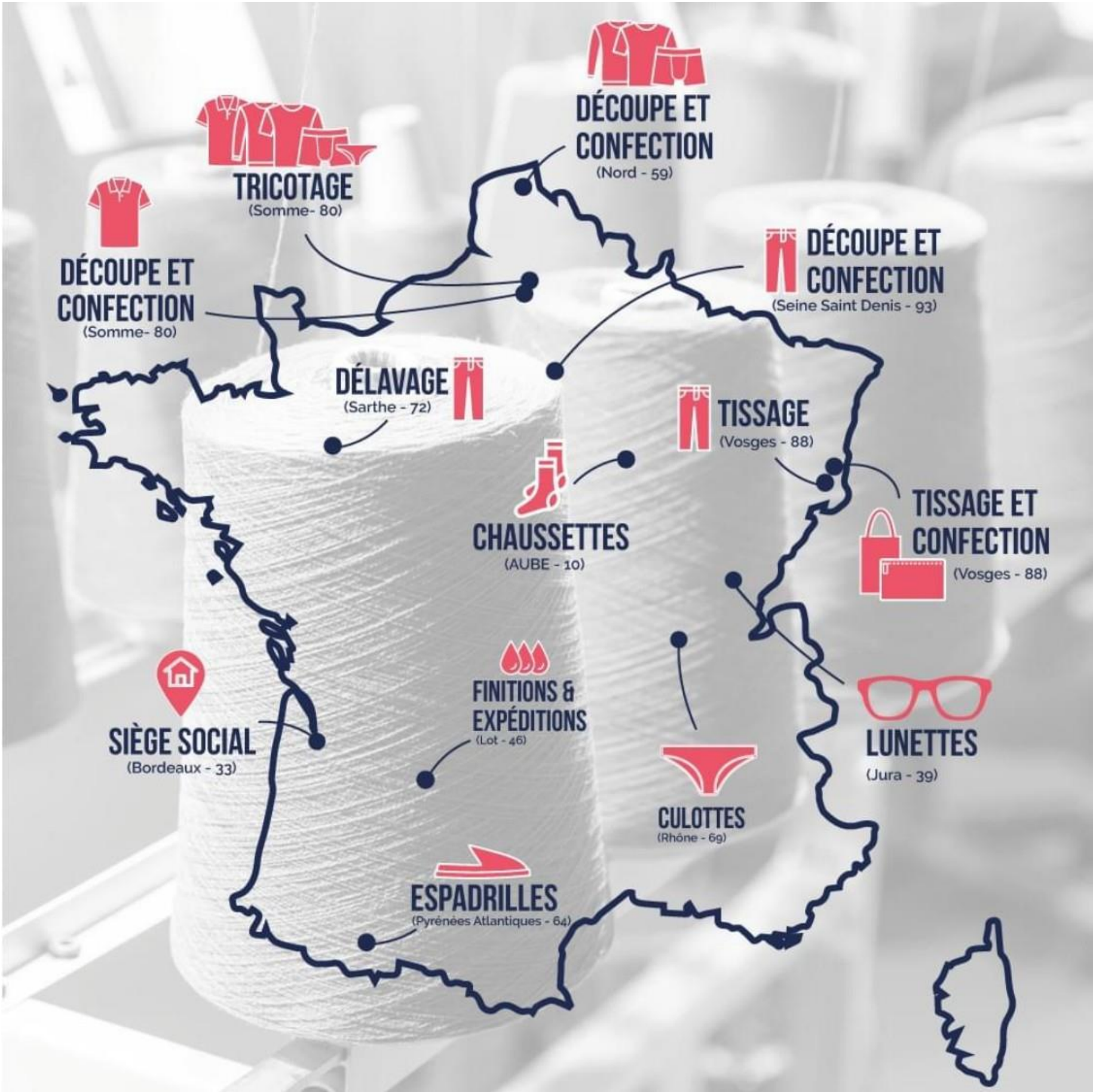
EXPERIENCE THROUGH STORYTELLING



Change the way you speak about the offer
Reference specific colours
Develop an autumn/winter mood board

TALK ABOUT YOURSELF

EXPERIENCE THROUGH STORYTELLING



TALK ABOUT YOURSELF

EXPERIENCE THROUGH STORYTELLING



9 It has more bookshops than any other city in the world

With a population of around 2.9 million, Buenos Aires has at least 734 bookshops – roughly 25 bookstores for every 100,000 inhabitants. Readers tend to prefer browsing to buying online, and with beautiful shops such as El Ateneo Grand Splendid – in a former theatre, where you can curl up with a book in one of the former box seats – you can understand why. yenny-elateneo.com

Guéret



Est-ce dû à ses châteaux, gardiens de la mémoire du temps et de légendes jamais vraiment oubliées ? A sa nature omniprésente qui, entre eaux et forêts, impose son rythme ? Ou peut-être à ses habitants, descendants des premiers troubadours, qui vous accueillent avec le verbe occitan ? Nul n'a réellement percé le mystère. Mais un fait reste certain : venir chez nous, c'est toujours partir à l'aventure...



TALK ABOUT YOURSELF

EXPERIENCE THROUGH STORYTELLING



CHAMBRES MER DE GLACE HÔTEL BONS CADEAUX RESTAURANTS VOTRE ÉVÈNEMENT ACTUALITÉS GALERIE CONTACT



EXPÉRIENCE

Petit Train Rouge Vers la Mer de Glace

Depuis 1908, été comme hiver, le
traditionnel rail rouge reste le
moyen privilégié pour tous de
découvrir la Mer de Glace. Il reste

LIRE LA SUITE —

Act 2

Be attentive

Experience through service

Adopt a castle: or how to become an owner

Adopt a Castle aims **to save castles considered to be in danger** by offering donors the opportunity to become co-owners of the castle and to participate in its future.

To date, **2 castles** have been purchased:

**La Mothe-Chandenier in the Vienne
and Ebaupinay in the Deux-Sèvres**



Akken : the cultural tour through sound

In Créon, near Bordeaux, AKKEN, a company specialising in **immersive sound experiences** to reveal territories, offers visitors an enriched sound tour experience, the "**sono rain**".

Recently, the company unveiled a prototype of a **sound chair**: an immersive device that should appeal to many museums and visitor sites. Sit down to breathe a little and be **totally available to listen to beautiful stories**.



Artips : an exclusive platform in Bourgogne Franche-Comté

A large platform.

A first.

Has been conceived in an innovative partnership between the Region, the CRT Bourgogne-Franche-Comté et ARTIPS



Lux Scientia : a European constellation

This project established a **trans-European collaboration** between **three European festivals of lights** (Artichoke in the UK, Skyway in Poland and the Valgusfestival in Estonia).

Three artists, one from each host country, were each commissioned to create a **work of light inspired by the three cities concerned**.

Their installations were exhibited in each of the three cities. The promotion of these cities as **places of dynamic debate and innovative art** has helped to increase their visibility as European platforms of culture.



Italie : a church as a dancefloor in Vatican country

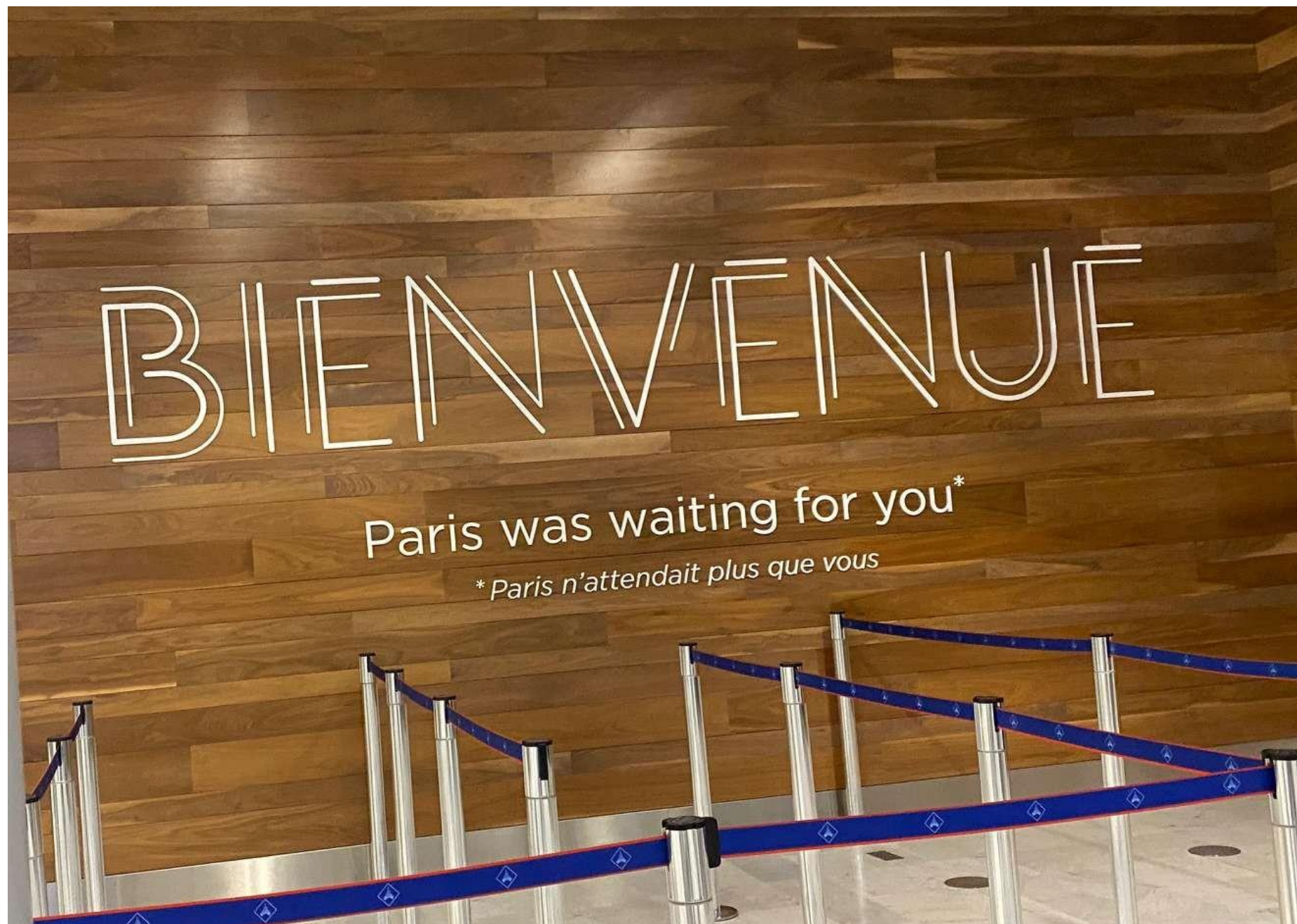
Italians now have **drunken parties on Saturday night** and attend **mass on Sunday morning**. And it is in the **same place** that these events take place: a church.

No longer able to afford to maintain this religious heritage, **St Joseph's Church**, near Milan, has been **transformed into a nightclub**, the last chance to continue living.





BE A FLY ON THE WALL





LISTEN TO WHAT PEOPLE ARE SAYING TO IDENTIFY TRENDS

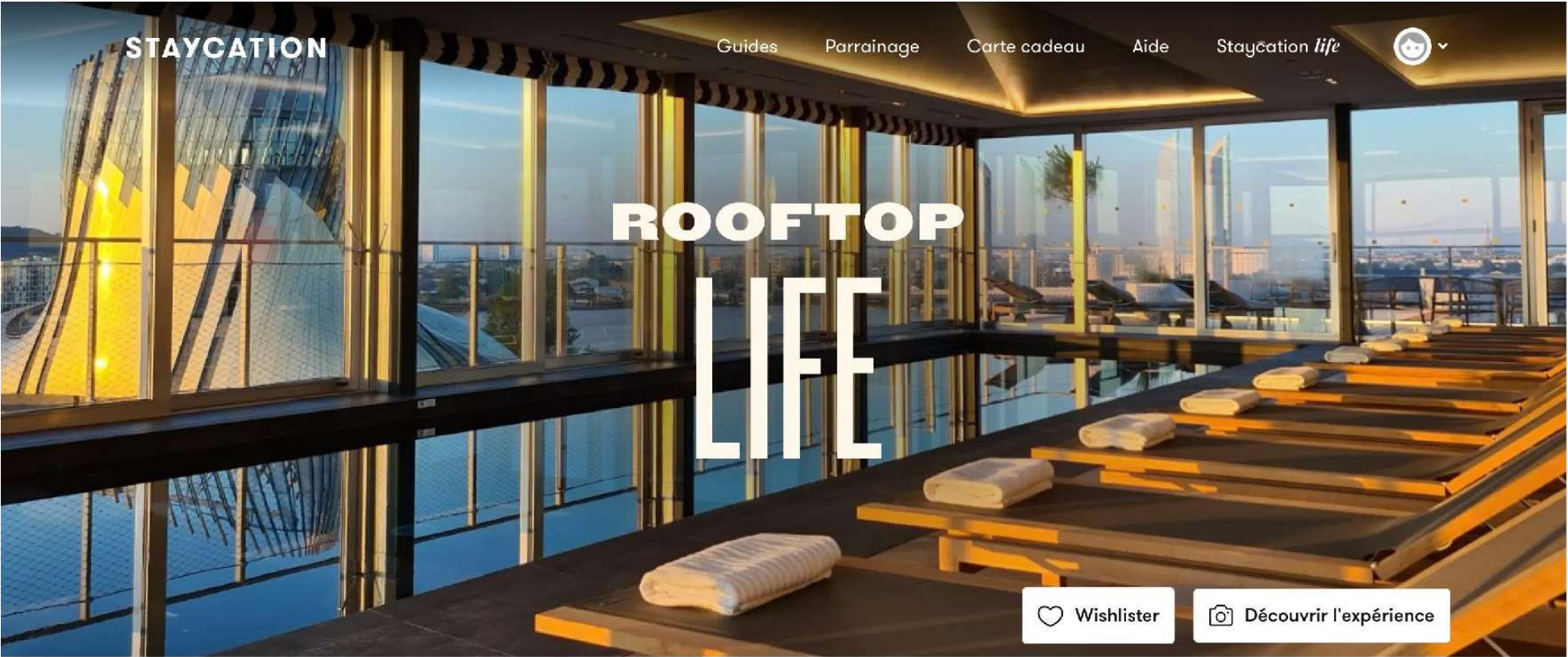




HAVE AN AUTUMN AND WINTER PALETTE



OFFER EXTRAS



Renaissance Bordeaux ****

★ 9.2 [104 avis]

Bordeaux [Carte](#)

On vous a réservé une place d’exception dans ce 4 étoiles des quais : un rooftop magnifique, une piscine chauffée et des cocktails. Si votre +1 n’est pas disponible, sachez que nous n’avons rien de prévu ce week-end.

On y va pour :

- Frétiller dans une piscine intérieure chauffée avec vue sur les bassins à flot
- Prendre un bain de soleil sur le rooftop
- Siroter un cocktail avec son +1 en admirant la vue
- Prolonger les festivités avec un check-out repoussé à 14h
- Commencer la journée du lendemain par un petit-déjeuner buffet avec œufs brouillés, charcuterie, fromages, viennoiseries, tartines, confitures, céréales, salade de fruits, boissons chaudes et jus de fruits
- Prolonger les festivités avec une bouteille de champagne *(en add-on)*

Act 3

Reconnect with customers

Limited offers

for autumn and winter

Next time...
Experiential sectors

Experiential potential off-season

Experiential sector 1

Trade secrets in Côtes d'Armor

Experiential sector 2

The universe of the Scallop

Experiential sector 3

History of France – Brittany's version

Experiential sector 4

Reconnect with nature

Experiential sector 5

The sea in wintertime in Côtes d'Armor



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