



Agence
signe
DES temps

PARIS
BORDEAUX
COPENHAGUE

DISCOVERING 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
Manche) England
EXPERIENCE
Fonds européen de développement régional

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

CONTEXT FAVOURABLE TO INNOVATION

NEW MOTIVATIONS
NEW PRACTICES

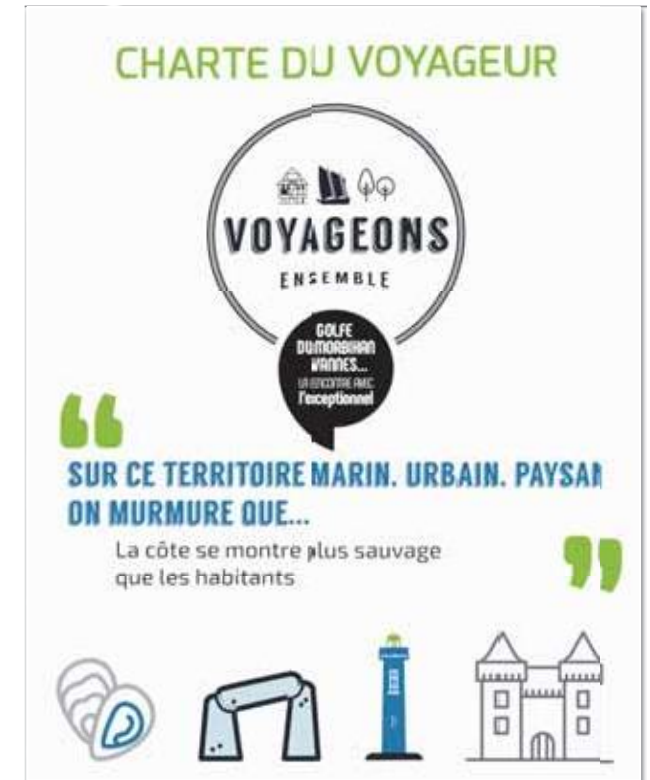
Environmental awareness, local tourism, search for meaning, new-found enthusiasm for France as a destination, appeal of more private destinations, new work/life balance.



Visit Iceland



Auvergne Rhone-Alpes Tourism



Vannes & Gulf of Morbihan Tourist Information Centre

CONTEXT

FAVOURABLE

TO INNOVATION

96%

of French people see nature as a place of well-being, a place where they can recharge

(OpinionWay, 2015)

69%

of French people said they missed having access to public green spaces during the lockdown



This figure is **84%** for **city dwellers**

CONTEXT

FAVOURABLE

TO INNOVATION



Best-seller in 2017

x6

The figure by which the **total surface area of urban areas** could increase by 2100.

8 / 10 of French people live in an urban area

1 / 4 live in an urban area with more than 100,000 inhabitants

1 / 6 live in the greater Paris area

Urban area: a built-up area with at least 2,000 inhabitants (INSEE 2020).

CONTEXT FAVOURABLE TO INNOVATION

WHAT DO THE TOWN PLANNERS SAY?

in urban areas

We've gone from people expecting a garden
(the dream of a single-family home)
to them expecting a forest...

A forest to hide the town

JE PARS

EXCLUSIF

Le palmarès des villes d'avenir

Changer de région : beaucoup en rêvent. Mais attention : toutes les destinations ne se valent pas. Il y a les villes où il fait bon vivre, celles où l'on trouve vite un poste, celles où il est facile de créer son affaire... Pour cette enquête, L'Express a découpé la France en quatre zones : Nord-Ouest, Nord-Est, Sud-Ouest et Sud-Est. Puis a passé au crible les 90 plus grandes agglomérations de l'Hexagone hors Ile-de-France. A vous de choisir!

Illustration : L'Express.com / Pierre Pélissier

23 NANTES
26 Angers
27 LILLE
28 STRASBOURG

29 BORDEAUX
30 TOULOUSE
31 MONTPELLIER
32 CLERMONT-FERRAND

JE PARS

l'express **REUSSIR**

QUITTER PARIS

**EXCLUSIF
100
VILLES
AU RANG D'OR!**

Les clés du succès

De s'installer ? Les critères pour bien choisir
Les régions qui recrutent
Ma start-up aux champs
Zoom sur Marseille, Rennes, Caen...

franceinfo

Cette semaine 2020 du 20 novembre au 26 novembre 2020

ISLAMISME ENQUÊTE SUR DES AGGLOMERATIONS SOUS-ESTIMÉES | **HANNON** SON PALMARÈSE POUR UNE ÉCOLOGIE SOCIALE

L'OB

QUITTER LES MÉTROPOLES

Notre palmarès
des villes moyennes
où il fait bon vivre

P. 20

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.



Travelling

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



AUTUMN - WINTER TARGETS

Customers who already come in the off season

Make them ambassadors for Brittany in autumn and winter

by giving 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

The background of the slide is a photograph of a forest with tall trees and sunlight filtering through the leaves. In the top right corner, there is a small, partially visible signpost with the text 'Agence Signe des Temps' and a large letter 'S'.

GIVING PEOPLE MORE **ATTENTION** AND AN EXPERIENCE

In a world where lifestyles, urbanisation and technology often mean that people are cut off from nature,

providing access to experiences involving nature is becoming increasingly important for future tourism that is environmentally-friendly, focused on the common good and able to “educate” customers

(see Parc Naturel du Vercors)

The off-season nature experience in Côtes d’Armor should include storytelling and increased awareness of best practices and the senses.

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;...

COUNTY NORFOLK

**IT'S TIME TO CREATE
MOMENTS THAT MATTER**

EXPERIENCE NORFOLK – 20 INSPIRATIONAL IDEAS TO ENJOY IN 2020



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

LET'S GET TALKING!

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



Workshop programme

WORKSHOP IN THREE ACTS

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





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

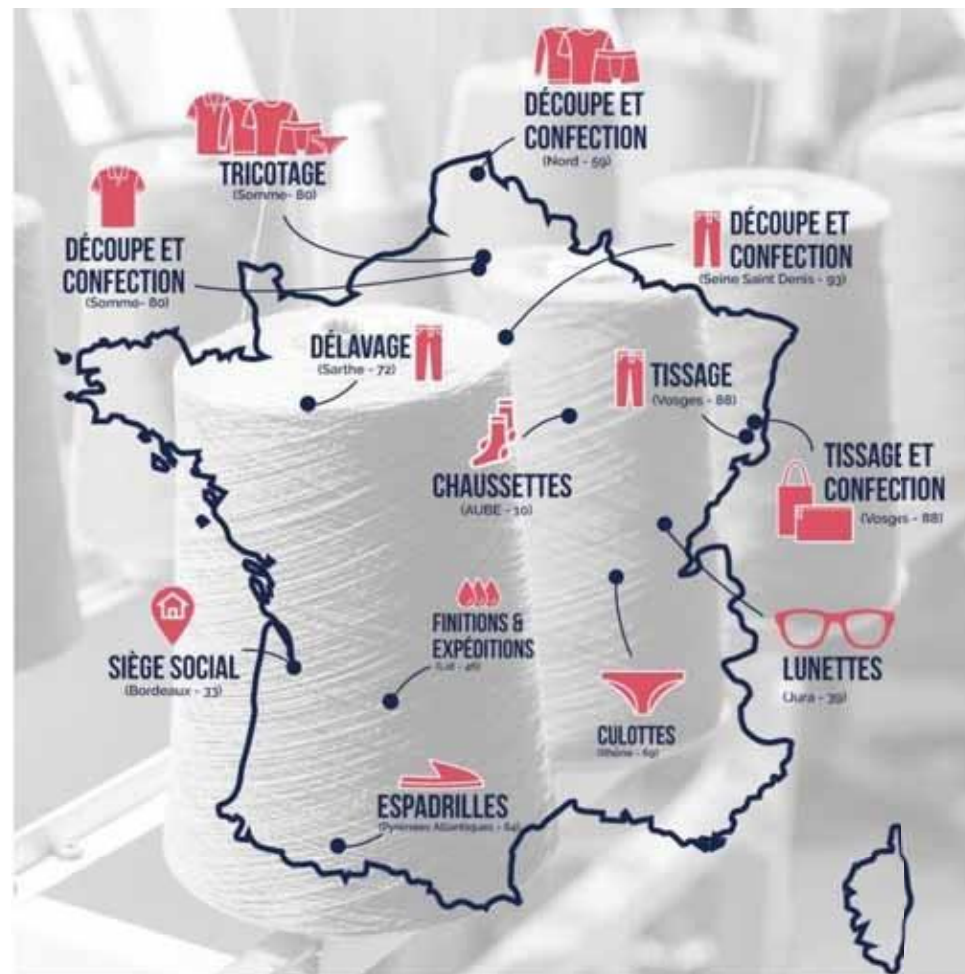
ACCOMPAGNÉ PAR RÉMI

Nouvel an raquettes et yourte dans le Jura

PRIX **290 €** DURÉE **2 jours** NIVEAU **Tranquille**

31 DÉC. 2021
COMPLET

TALK ABOUT YOURSELF EXPERIENCE THROUGH STORYTELLING



TALK ABOUT YOURSELF EXPERIENCE THROUGH STORYTELLING



Change the way you speak about the offer

Reference specific colours

Develop an autumn/winter mood board

Or visual data to talk about your experiences



Act 2
Be attentive
Experience through
service



**LISTEN TO WHAT PEOPLE ARE SAYING
TO IDENTIFY TRENDS**





LENDING EQUIPMENT OR ADVISING ON KIT

Binoculars

Rain ponchos





EXTRAS

Herbarium

Drawings of birds for children

Illustrations of plants

Hot drinks to take away

List of secret spots



Act 3

Reconnect with customers

Limited offers
for autumn and winter

Experiential potential off-season

Experiential sector 1

Workmanship in Côtes d'Armor

Experiential sector 2

Sea scallops

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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