

EXPERIENCE DEVELOPMENT WORKSHOP



Presented by Chris Brant from Unmissable England



WORKSHOP AGENDA

EXPERIENCE DEVELOPMENT WORKSHOP

- 09.30 Welcome & Introductions
- 09.40 Introduction to experiential tourism/experiences
- 09.50 Case studies
- 10:15 Workshop Activity 1 - Identifying the stories
- 10.45 Sharing of ideas
- 11:00 Workshop Activity 2 - People, place & activity
- 11:30 Sharing of ideas
- 11:45 Summary - what makes a good experience
- 11:50 Routes to market & benefits of being bookable
- 12:05 Next steps, question & answers
- 12:30 Ends



"A TOURISM PRODUCT
IS WHAT YOU BUY;

A TOURISM EXPERIENCE
IS WHAT YOU REMEMBER"

Canadian Tourism Commission

"Baking bread in one of the
oldest ovens in England is a
memory I will never forget!"



'Behind the Scenes of a Stately Home' experience
at Haddon Hall in the Peak District National Park

Introduction to Experiential Tourism

The components of an experience

Experiential tourism provides a brand new layer of opportunities well beyond the traditional tourism landscape of products based on goods or services.

An experience actively involves visitors to partake, where they will create lasting memories and have the opportunity to engage with local stories, culture and to connect with the essence of a place and its people.

It's the alignment of the following four components that develops a visitor experience;

- **Resources**
- **Product**
- **Services**
- **Local Stories & People**

The components of a 'Marazion & Penzance experience'



Introduction to Experiential Tourism



Progression of economic value

For businesses in Penzance and surrounding areas, there are plenty of opportunities beyond delivering traditional tourism products based on goods and services.

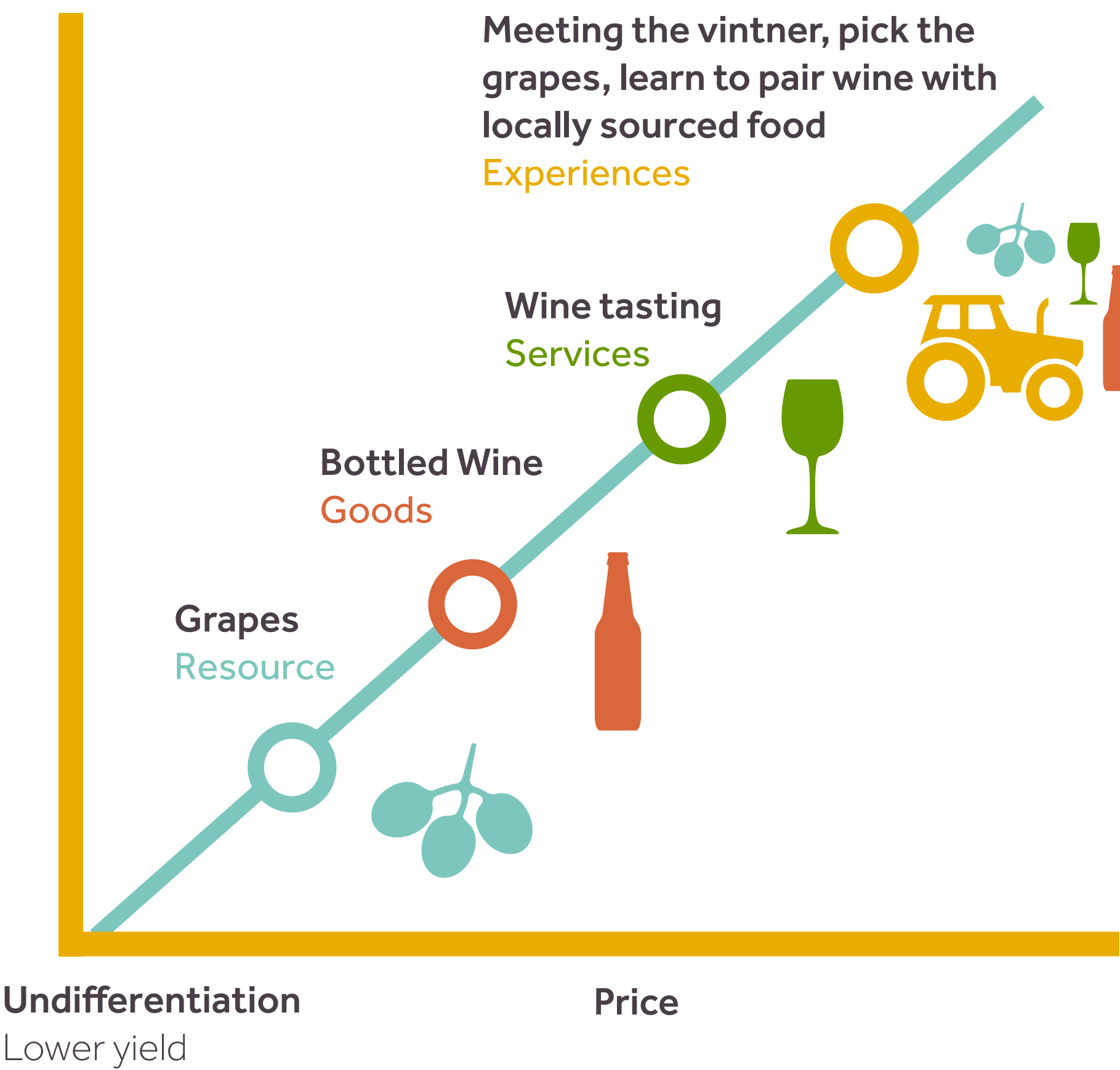
The Canadian Tourism Commission refers to this as 'The Progression of Economic Value'. The following diagram illustrates the process of moving from offering individual commodities, products and services to delivering compelling and engaging experiences.

EXPERIENCES
= GREATER ECONOMIC VALUE



POLGOON VINEYARD EXAMPLE

Greater differentiation
Higher yield



Source: Nancy Arsenault, Celes Davar and Todd Lucier (2011)

Experiential Tourism Trends



A Breath of Fresh Air

If the Covid-19 pandemic has told us anything, it's reminded us how important our outdoor spaces really are. Across Britain in 2020, we saw a huge uplift in re-engagement with the great outdoors and nature. Visitors more than ever are looking to reconnect with friends and family through shared experiences in the natural environment and open spaces.

In the same year TripAdvisor saw a noticeable dispersal of travel and tourism away from urban centres to less populated destinations. A desire to enjoy the outdoors was not just informing visitors' destination choices, its factoring into their choice of accommodation too with visitors looking for places to stay in less well-know locations.

Booking.com reported that 54% of global travellers wanted to play a part in reducing over-tourism and 51% were interested in swapping destinations for a lesser known but similar alternative.

"Traveling off-the-beaten-track is the new Paris"

Motivated in part to avoid crowds as well as higher prices, visitors are beginning to see the benefits of discovering places that are little less explored or off the beaten-track.

EXPERIENCES

What's the difference to a tour?



PEOPLE, PLACE & ACTIVITY



ONE

The story



WHAT MAKES A GOOD EXPERIENCE

TWO

Guests get hungry



WHAT MAKES A GOOD EXPERIENCE

THREE

The unexpected

FOUR

The expected

FIVE
Keep it simple
& flexible



WHAT MAKES A GOOD EXPERIENCE

Bookability & the Tourism Distribution Landscape



When VisitBritain last conducted its research on experiential travel, the following themes were the highest performing across both international and domestic visitor:

- Life behind the scenes;
- Distillery, brewery and vineyard tour & tasting;
- Food and drink;
- Guided nature walks and foraging;
- Photography, authentic crafts;
- Mindfulness and wellbeing.

Experiences already on offer

The following 8 experiences are currently in existence and bookable.



Key	Experience Name	Key Theme	Duration	Business	Distributed	Price per person	Starting Point/ Visiting	Group size
1	Ancient Cornwall a Bronze Age Walk	History	3 hours	Individual	Airbnb Experiences	£35	nr Bosiliack Barrow	8
2	Archaeoastronomy & Heritage Walk	Archaeoastronomy	2.5 hours	Individual	Airbnb Experiences	£30	Boswens Car Park	8
3	Half Day Rock Fishing Trip	Food & Drink	2 hours	Hook & Cook	Visit Cornwall	£25	Penzance Harbour	N/a
4	The Whole Adventure - Two Day	Food & Drink	2 days	Hook & Cook	Visit Cornwall	£225	Penzance Harbour	N/a
5	Cornish Coastal Walking Adventure	Walking/nature	6 days	Individual	Not in the Guidebooks	£1619	St Michaels Mount	6
6	Winter Vineyard Experience	Vineyard	3 hours	Polgoon Vineyard	Own Website	£15	Polgoon Vineyard	-
7	Wine & Theatre Night	Vineyard	4 hours	Cornish Wine Tours	Own Website	£75	Polgoon Vineyard/ Minack Theatre	13
8	Wild Medicine Foraging Walks	Foraging/nature	2.5 hours	Individual	Airbnb Experiences	£35	Marazion	10

HOOK AND COOK

Go with Justin on a chartered boat trip along the stunning Cornish coastline on a fishing adventure. Then on the following day over to our demo kitchen and learn the best ways and techniques on how to prepare, cook and eat your catch. Explore the coastline, learn to catch and cook various local fish. This two day adventure gives you the chance to truly experience a different perspective of coastal living.

Day one:

Meet and greet then sail out of Penzance Harbour for a four hour fishing experience with a local skipper and Justin.

Day two:

Meet at our demo kitchen or at your accommodations kitchen to prepare and cook the previous day's catch.



2 days | £POA



CASE STUDIES OF WHAT OTHERS ARE DOING

BROADS BY KAYAK OR PADDLEBOARD

Norfolk Outdoor Adventures specialises in offering highquality guided experiences and instruction in kayaking and stand up paddle boarding. View the beauty of the Broads in a unique way, whilst also gaining from the physical and mental benefits that come with being in the outdoors surrounded by nature. Enjoy the wonderful wildlife in this area of special scientific interest from the water and be immersed in the stunning beauty of the area of Heigham Sound & Hickling Broad – one of the jewels in the crown of the National Park.

- ✓ An immersive and active experience with expert tuition and guidance
- ✓ Enjoy the stunning scenery and diverse wildlife of the area – 36 of the UK's rarest species inhabit this part of the Broads National Park
- ✓ Top quality equipment for you to get the most out of your experience



4 hours | £45 per person



CASE STUDIES OF WHAT OTHERS ARE DOING

SURF, YOGA AND WOODLAND WILD CAMP

Develop your surfing skills and get to know the best beaches in Cornwall on this 2-day Experience. Spending day one focused on learning basic surfing technique, then we'll end the day with a restorative yoga session back at the camp in the woodlands. In the evening, we'll BBQ, do axe throwing, enjoy the campfire, and sleep in shared canvas bell tents.

The next day, we'll wake up with a yoga session then build on our surfing knowledge at another of Newquay's renowned beaches.

- ✓ Two day Experience
- ✓ Learn to surf
- ✓ Yoga sessions



2 days | £169 per person



CASE STUDIES OF WHAT OTHERS ARE DOING

HILLS, HEATH, HOPS AND HAMPERS

Walk in the steps of our ancestors exploring Black Down, the highest point and a hidden heathland treasure within the National Park. With an experienced local guide leading the way, discover the fascinating history and geology of the area while listening to the birdsong. Enjoy stunning views of patchwork fields, rolling hills and ancient woodland. Savour a delicious luxury picnic full of scrumptious local produce at one of the best viewpoints. Complete the experience with a visit to an award-winning independent microbrewery for a fun guided tour and ale tasting session.

- ✓ Local expert-led guided walk with stunning views of the local landscape – bring your camera!
- ✓ Reconnect with nature whilst enjoying a locally sourced picnic
- ✓ Craft ale brewery tour in 18th Century building



4 hours | Cost per person £65



CASE STUDIES OF WHAT OTHERS ARE DOING

ARTY FOOTSTEPS

Ignite your creativity with a guided walk in the Breamish Valley in Northumberland National Park, followed by a creative art session with a professional local artist. Let the landscape's prehistoric features, vast skies, wonderful views and plentiful wildlife inspire you to create an everlasting memory of your experience. Enjoy a delicious lunch made with ingredients from local Northumberland producers, courtesy Ingram Café.

- ✓ Guided walk through remarkable prehistoric landscape
- ✓ Walk with a professional guide and work with a professional artist
- ✓ Create your own artwork to remember the experience



4 hours | £140 per person



CASE STUDIES OF WHAT OTHERS ARE DOING

Experiential Tourism Trends

Trends that resonate with the Penzance experiential product offer

Life changing experiences

More and more visitors are looking for life changing experiences, a trend often referred to as transformative travel (or TT). Transformative travel aims to change a person and has positive, long term impacts on people's lives, but also where they are also visiting, increasing our collective awareness of how we impact the world.

Examples of this kind of experience could include a guided walk through Marazion Marsh nature reserve to learn about the largest freshwater reed bed in Europe, joining a beach clean, or learning about the unnecessary plastic culture or discovering the concept of permaculture.

Full of stories and full of life

Every visitor experience should have a story that runs throughout – just like a book it should have a good start, middle and end. These stories should resonate with local people, landscapes, nature, history, heritage, culture, food and drink. This is also what makes an experience different to a tour; it's the story that continuously runs throughout linking all that resonates with that story.

An example of this kind of experience could be hearing from a fourth generation Newlyn fisherman while out at sea fishing, understanding the heritage of the fleet, how things are done now compared to what their ancestors did, before returning back to the harbour to enjoy a fish and chips supper.

Feel like a local

Connecting with locals doesn't happen through a guide book. One of the strongest of all drivers in developing visitor experiences is being immersed in local places, culture, and traditions, plus connecting with people who share their own stories, skills and life in their communities. Visitors should leave feeling inspired, with lasting memories and have a real understanding of how it feels to live life like a local.

An example of this kind of experience is spending a day with a Penzance artist, walking and cycling the area visiting the views they like to draw and paint, taking visitors into side streets with small independent shops that most visitors wouldn't know were there and having lunch while the artist introduces them to their friends.

Take a self-propelled journey

Visitors experience a place differently when their travel more slowly. Travelling on foot, by bike or in a kayak, you see more, soak up more; you can access out-of-the-way places, meet more local people. There's also a sense of freedom in being in charge of your pace, detours and destination. It's more the kind of travel associated with early explorers, with a sense of discovery to match.

An example of this kind of experience is discovering Mount's Bay at a slow pace on foot, by bike and in a kayak.

Learning something new

Providing visitors with engaging opportunities to challenge themselves to learn a language or new skill. Different visitors will want various levels from toe-dipping to total immersion but the overall principles always remain the same.

An example of this kind of experience is learning Cornish as visitors discover Penzance - or Pennsans as its known in Cornish - Holy Headland, visiting churches and understanding the town's rich history.

Experiential Tourism Trends

Explore by night

Spending a night under the stars or going on a night-time nature or coastal walk adventure is becoming more popular. Those who live in cities and larger towns might not get to see the dark skies that are above us.

More hands-on please...

Visitors are looking for more experiences that are hands-on activities where they aren't just learning something new — they're having a go; like making, baking and drawing.

Our planet

Visitors have become increasingly aware of their impact on our planet. This hasn't necessary changed their desires to travel or go on holiday, but it has raised lots of questions as to how they travel. Before Covid-19, rail-based travel has been on the rise, between eco-aware visitors seeking an alternative, car-less city dwellers, and independent travellers wanting a hassle free way to get around. But it's not just while visitors are staying in the destination, they also want to use more sustainable ways to get about, like hiring bikes and using public transport. In 2019, booking.com reported that 76% of the Gen Z travellers look to use more environmentally friendly means of transport once they have arrived at their destination.

Eat Local

The most popular visitor experiences on TripAdvisor/Viator and Airbnb are foodie experiences. As we already covered; connecting with locals doesn't happen through a guide book, but it can through eating with locals and having a culinary experience. There's nothing more social than eating out, and now you can even dine at a local's home when booking through sites such as eatwith.com and BonAppetour, which are devoted to experiences that facilitate eating with locals. Using locally sourced food and drink in an experience will connect the stories of the landscape, producers and farmers.

Other global trends include; eating seasonally when you travel, go epic on your doorstep, reconnect with family and friends, reconnect with nature, seek out a spiritual place and do something for the first time.



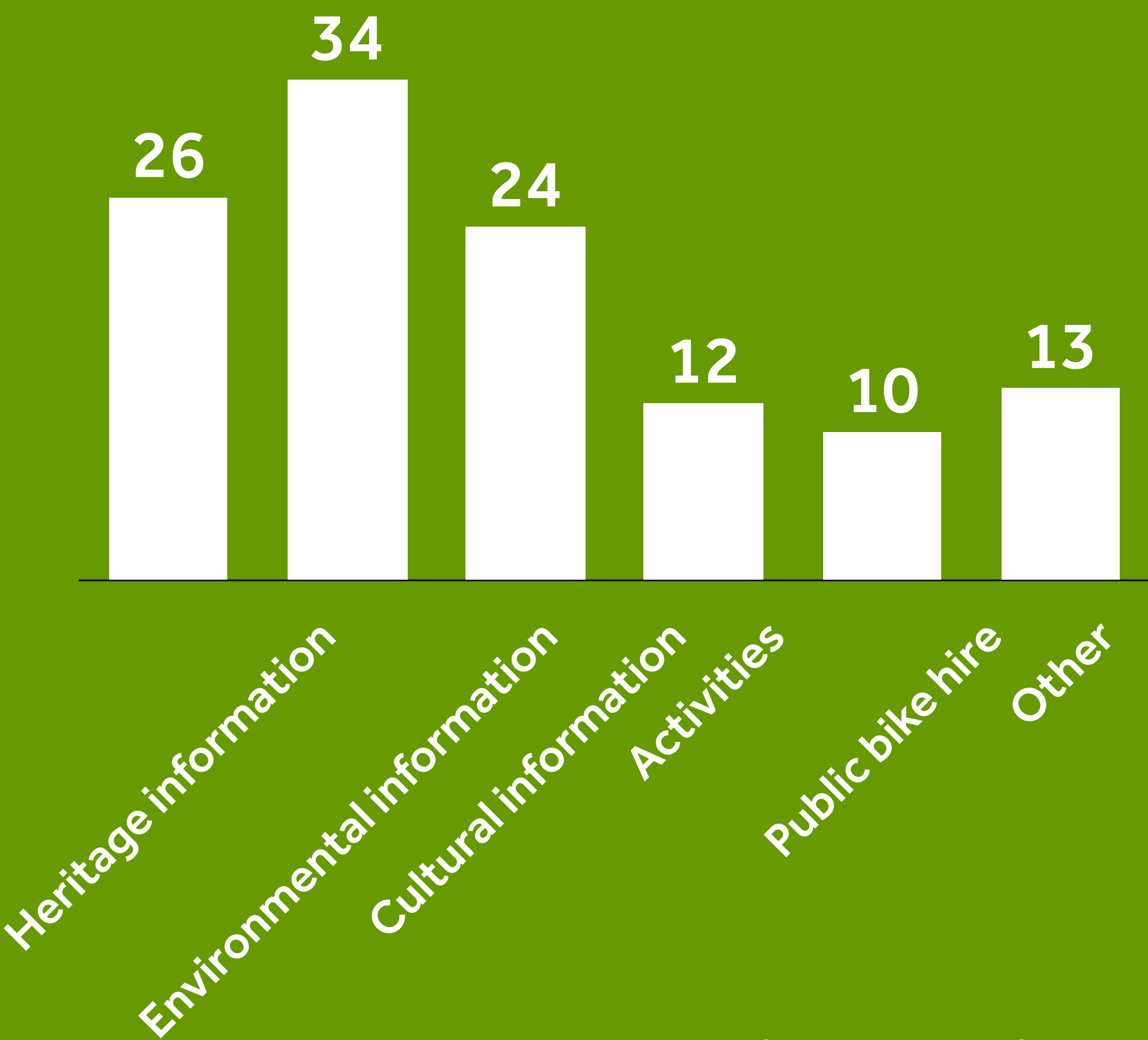
Image: Penzance Promenade - Golowan Flags on display

Sources: Wanderlust -25 enriching travel experiences that will change your life (2018), Transform Me Travel - About the Transformative Travel Trend (2020), Forbes - About the Transformative Travel Trend (2017).

Product opportunity

“Would you like to see any of the following improvements to the Mount’s Bay coastal path?”

ASKED TO A PENZANCE NETWORK FOCUS GROUP

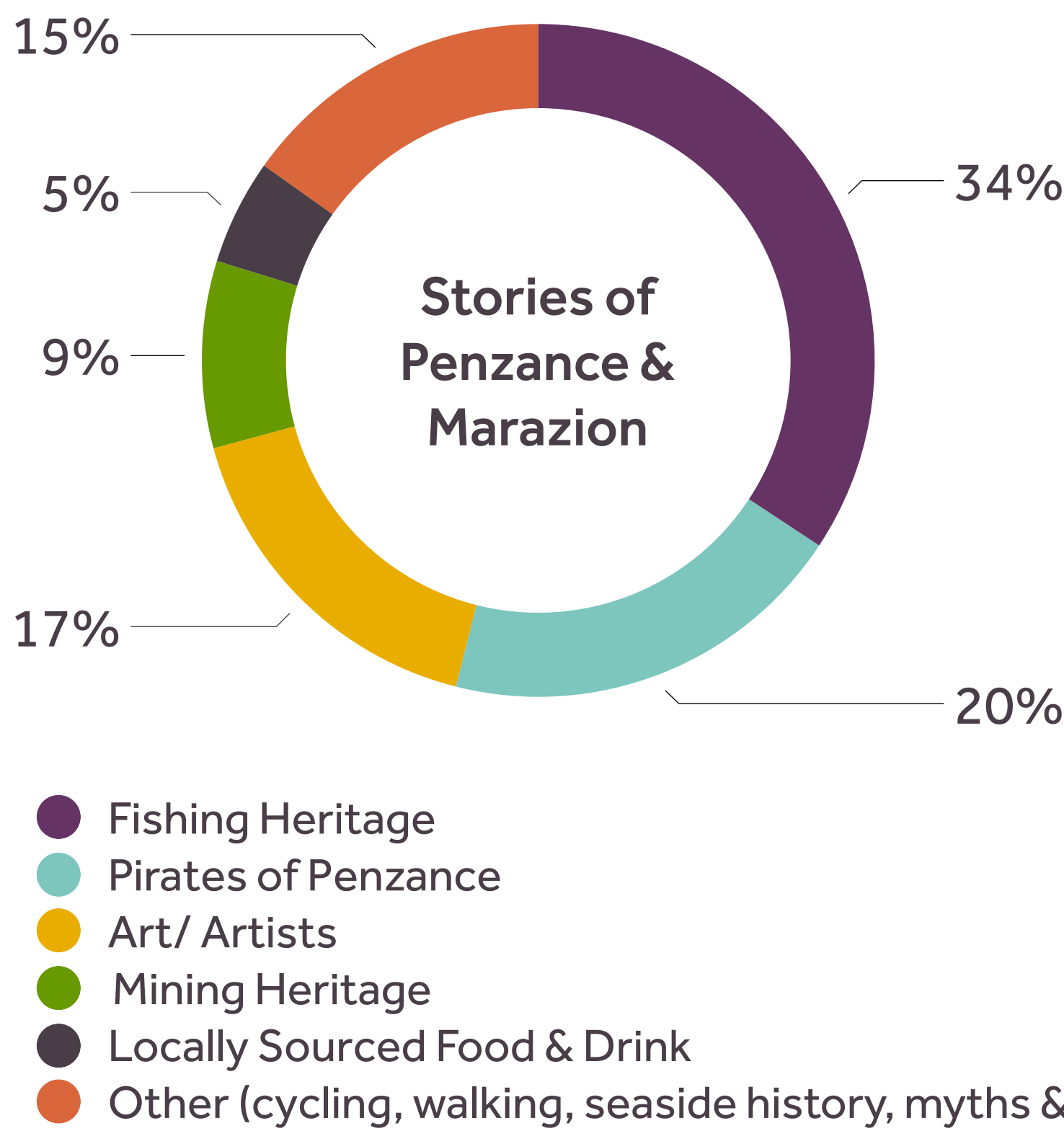


Source: EXPERIENCE Penzance and Marazion 2020



Identifying the stories

In a recent poll, Newlyn’s fishing heritage, the witty comedy of Pirates of Penzance, followed by areas art and artists where chosen as the most popular stories.



Question to 180 group members: Which of the following do you think visitors might like to find out, or discover about the town and local area they didn't know?

Source: Nostalgic Penzance and Newlyn Facebook Group, February 2021

WORKSHOP ACTIVITY ONE

- Firstly introduce yourselves and the type of experience you are wanting to developing;
- Identify the 'expected' Penzance stories;
- Then, the 'unexpected' Penzance stories - things most visitors wouldn't already know.



Options Analysis

Key assets/resources mapping

Analysis of OTA's and DMO sites we have identified key assets and resources in the Penzance and surrounding areas. This mirrors the current product offer in the area.

GREEN: Gardens, countryside, farms, nature reserve

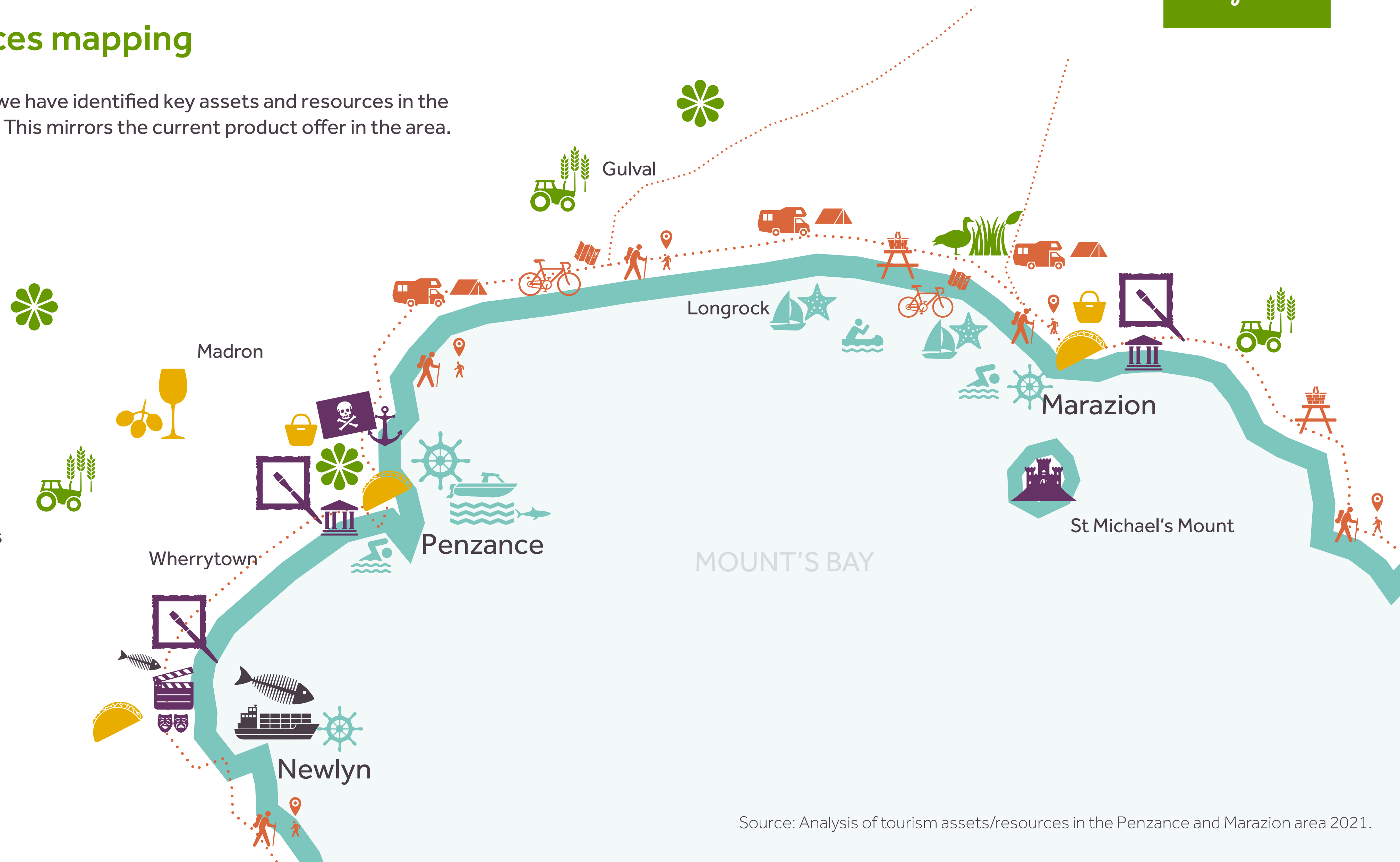
YELLOW: Shops & restaurants using locally sourced/produced, markets, vineyard

ORANGE: South West Coast Path/ new arts trail, camping sites, picnic sites, trails

PURPLE: Art galleries, studios, theatres, filmhouse, museums, heritage sites

TEAL: Boat trips, swimming, water-sports, beaches, harbours

GREY: Fisheries, fishing heritage



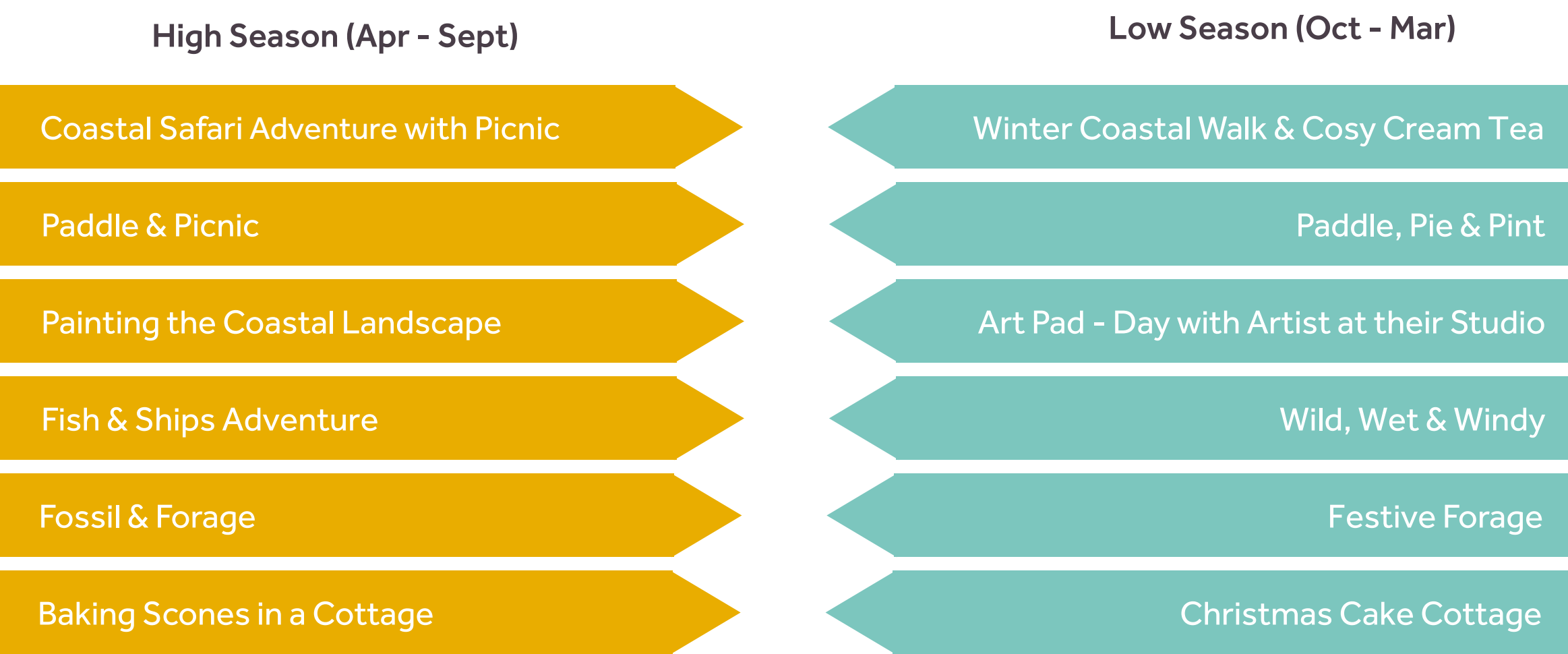
Accommodation providers are key when building new itineraries of experiences across this area.



Product opportunity

Experiences for all seasons

There are many strategies that are used to address the effects of seasonality and there’s plenty of opportunities to see these as a positive for growth. The chart below shows how businesses can divert their experiences developing on the season.



Source: Unmissable England

At both the destination and product level, there are several general strategies that are used, including:

- Diversifying the experience as shown in the chart above;
- Seasonal price variation; pricing to attract a target market or segment;
- Market diversification - e.g. target different markets for different seasons;
- Incentives for a particular target market.

Source: Low Season Traveller, Seasonality in Tourism Industry: Impacts and Strategies - CRC for Sustainable Tourism Pty Ltd.



Who likes to travel in the low season?

- Low season tourism is for those with a true sense of adventure;
- For those that dare to think a little differently;
- For those who have a spirit of adventure, courage, exploration and enlightenment;
- For those who travel to seek genuinely new experiences and want to return with stories to tell of their discoveries;
- We are for those who quite literally, go against the flow of the crowd.

Market diversification - low season inbound markets

Inbound visitors from the Irish Republic and Spain tend to travel to the UK between January and March (and July to September).

Segments

Young nesters, mature explorers, and some buzzseekers like to travel all year round.

WORKSHOP ACTIVITY TWO

How will you tell your story in the 3 elements?



People



Place



Activity



Think about: pricing, group sizes, duration and who you might work with



TIPS TO REMEMBER

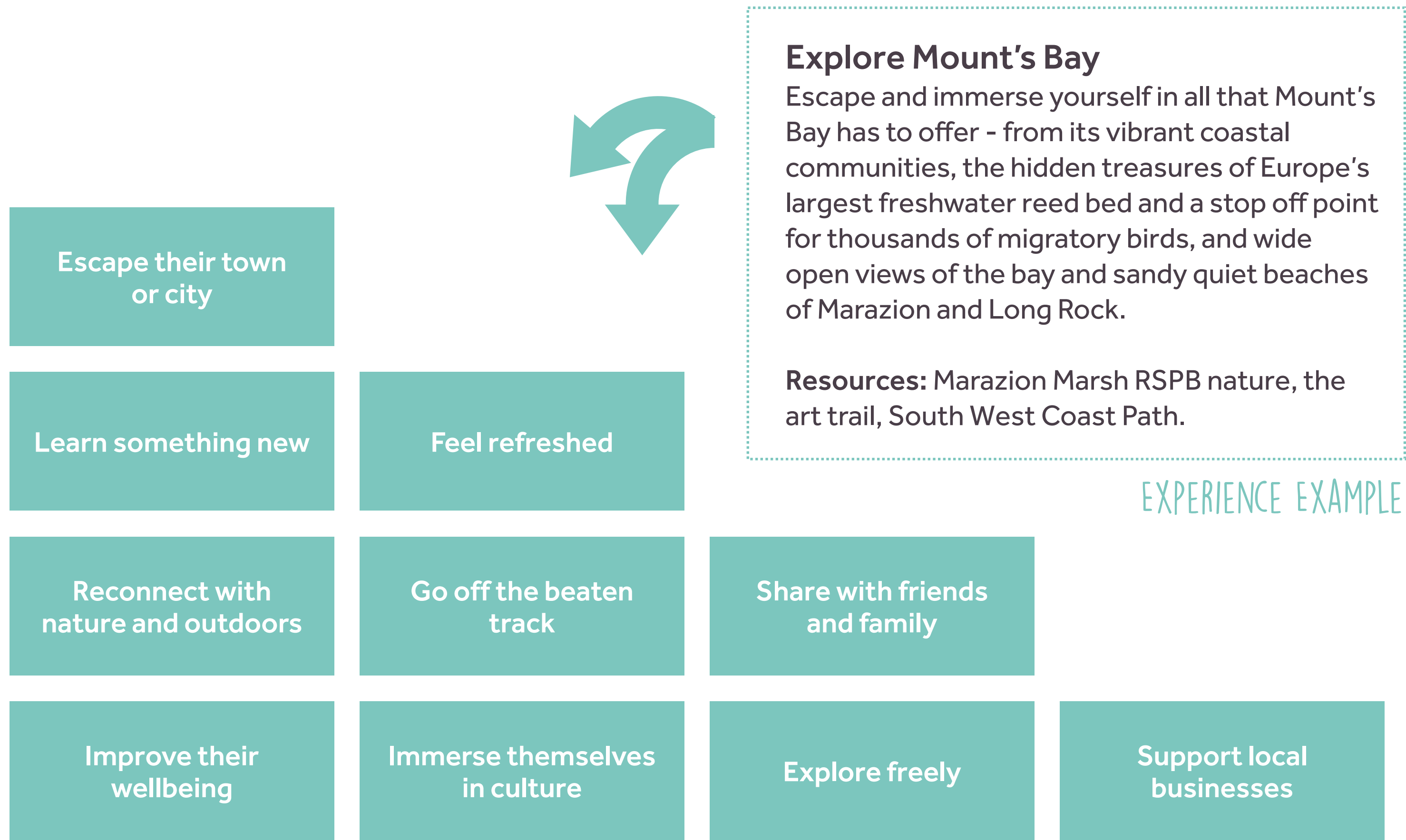
- People, place, activity
- Keep to the story
- The expected & unexpected
- Keep it simple and be flexible



WHEN CREATING A NEW EXPERIENCE

Experiential Tourism Trends

The building blocks of how visitors would like to feel on their next holiday in the UK



Source: Unmissable England 2021

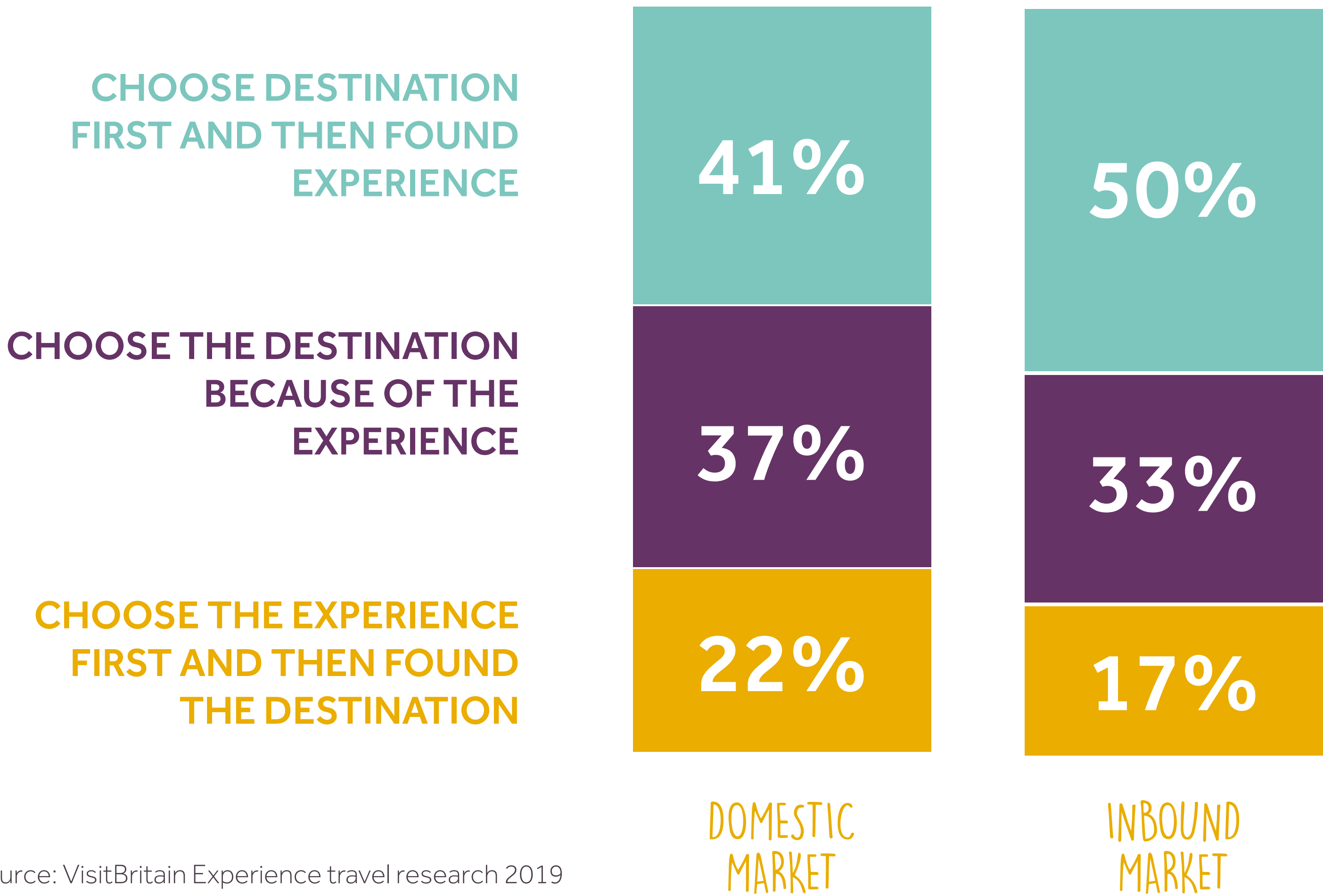


Image: Marazion

Bookability & the Tourism Distribution Landscape



Influence of experience holiday destinations in Britain



BOOKING IN ADVANCE

Source: VisitBritain Experience travel research 2019

Bookability & the Tourism Distribution Landscape

In order to succeed in an international market, it is important to tailor your experiences to your visitors’ requirements. By understanding how your region and product might appeal to the international market, you can tailor your product, marketing and promotional activities to attract new visitors.



The largest markets to the South West:	Netherlands	Germany	France	Spain	Australia
% share of nights to the South West (UK)	15%	13%	13%	10%	8%
Global ranking for inbound visits to the UK in 2019	#7	#3	#2	#5	#10
Key travel periods	July - Dec	April - Dec	April - Dec	April - July	July - Sept
Key booking periods	68% of Dutch visitors started thinking about their trip 3 or more months before their arrival in Britain	6 months+ Germans tend to start thinking about their trip to Britain early	>50% of French visitors booked within two months of their arrival in Britain	>60% of Spanish visitors booked within two months of their arrival in Britain	Over half of Australian visitors had decided for Britain as their holiday destination 6 months or more before their trip
VisitBritain’s global audience targeted segments	Buzzseekers Explorers	Buzzseekers Explorers	Buzzseekers Explorers	Buzzseekers Explorers	Buzzseekers Explorers

Target Segments

Buzzseekers

Free spirited and spontaneous, they like holidays full of action and excitement.

Aged 25 -34

Explorers

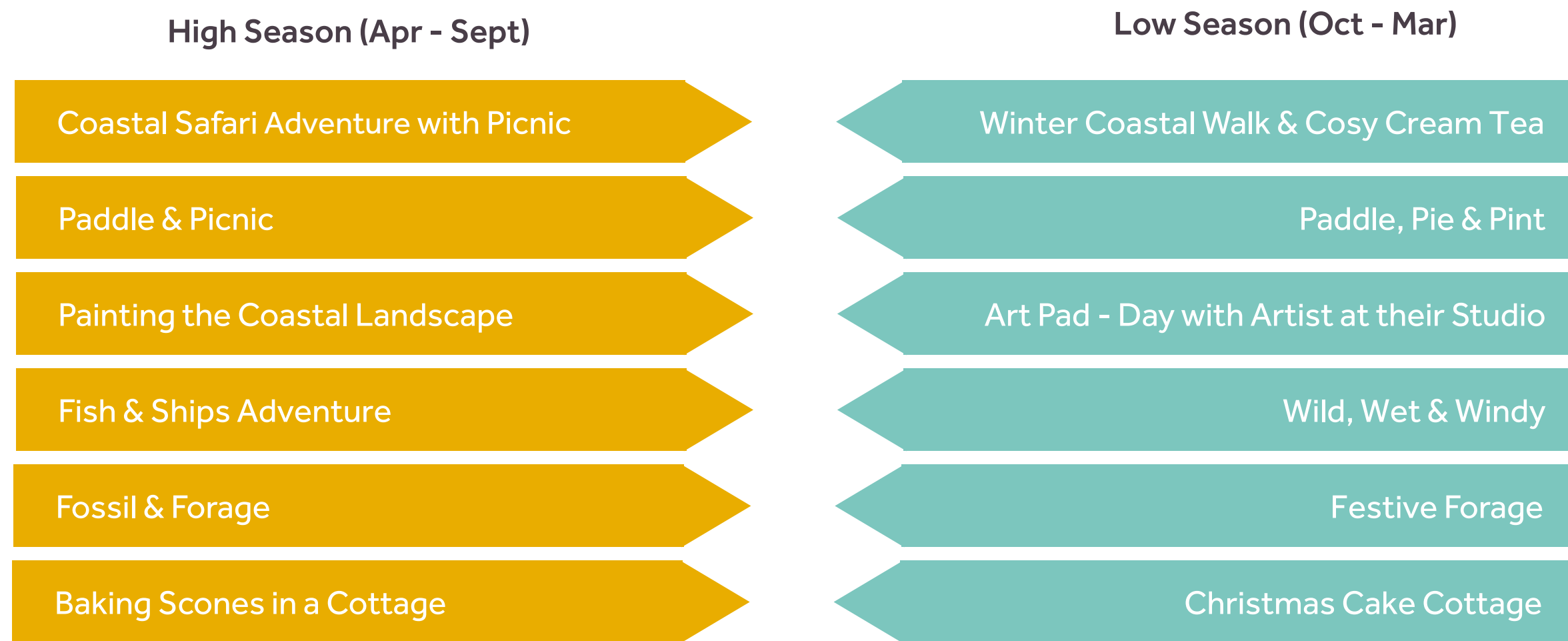
They enjoy outdoors, must-see sites, and embracing local cultures at a more relaxed pace.

Aged 45 - 64

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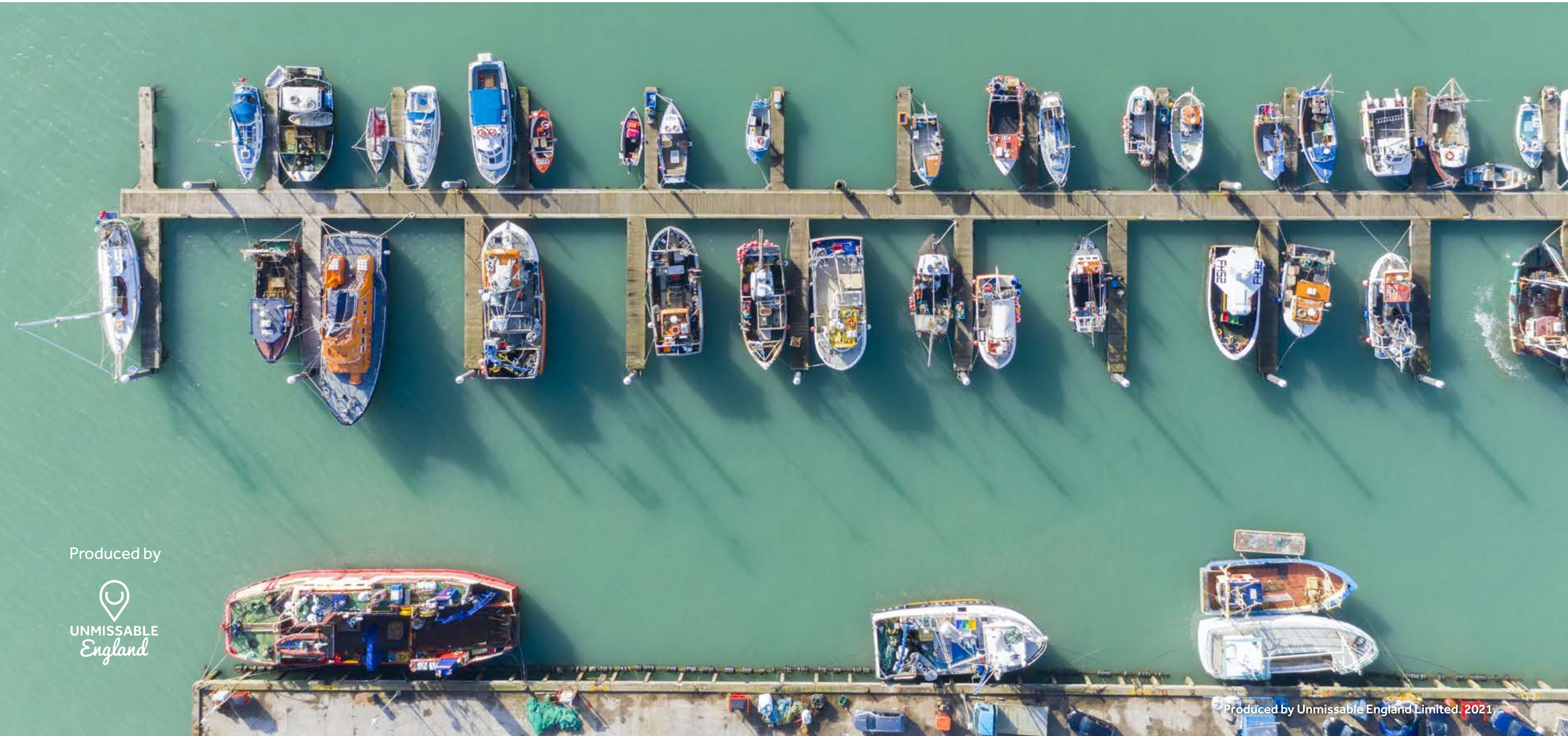
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EXPERIENCE
MARAZION
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Interreg 
France (Channel
Manche) England
EXPERIENCE
European Regional Development Fund


EUROPEAN UNION
European Regional
Development Fund

 **CORNWALL
COUNCIL**
one and all • onen hag oll



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