

# How to Develop a Visitor Experience

Create new experiences in the Low Season (Oct - Mar)

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# 01. Experiential Tourism. What is it?

Experiential tourism provides a brand new layer of opportunities well beyond the traditional tourism landscape of products.

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 unique and authentic visitor experience;

- Resources
- Products
- Services
- Local People & Stories

"A tourism product is what you buy;  
a tourism experience is what you  
remember."

Canadian Tourism Commission

Experiences should be:

- Bookable
- Available
- Guided
- Practical
- Memorable



Experiences are not;  
workshops, courses, walks  
or simply visiting a place.

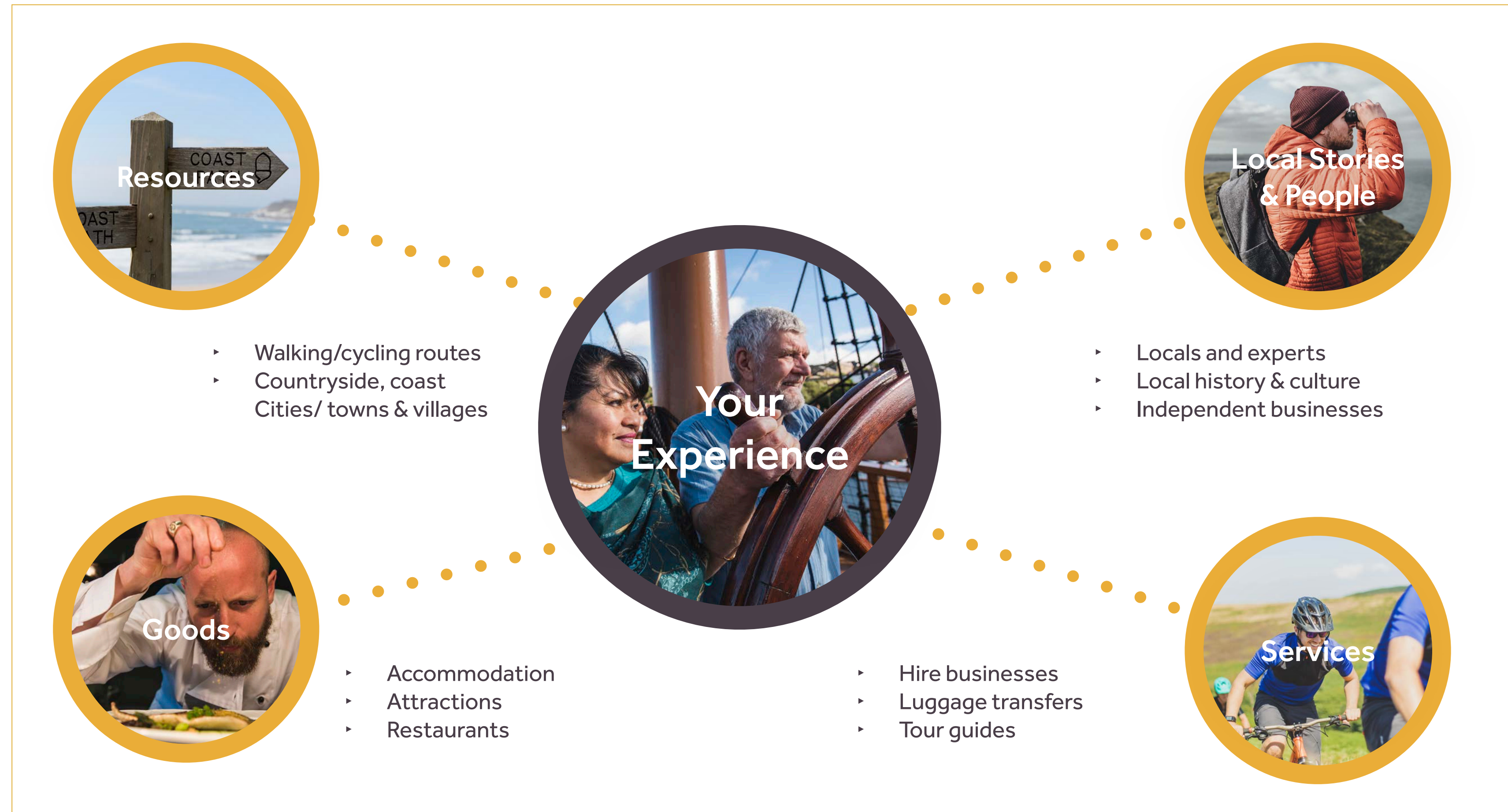


So many new experiences can be  
created in Low Season (Oct - Mar)



# Components of a Norfolk Visitor Experience

When you bring the following four components together, that's when you can truly begin to develop your visitor experience. Use the diagram below to help you think about your own experience.



## Who are you..?

- Experience Maker (Host, Lead, Provider)
- Contributor (Partner, Collaborator)
- Promoter

Note: You can be an Experience Maker and contribute to other experiences.

# Creating Value

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

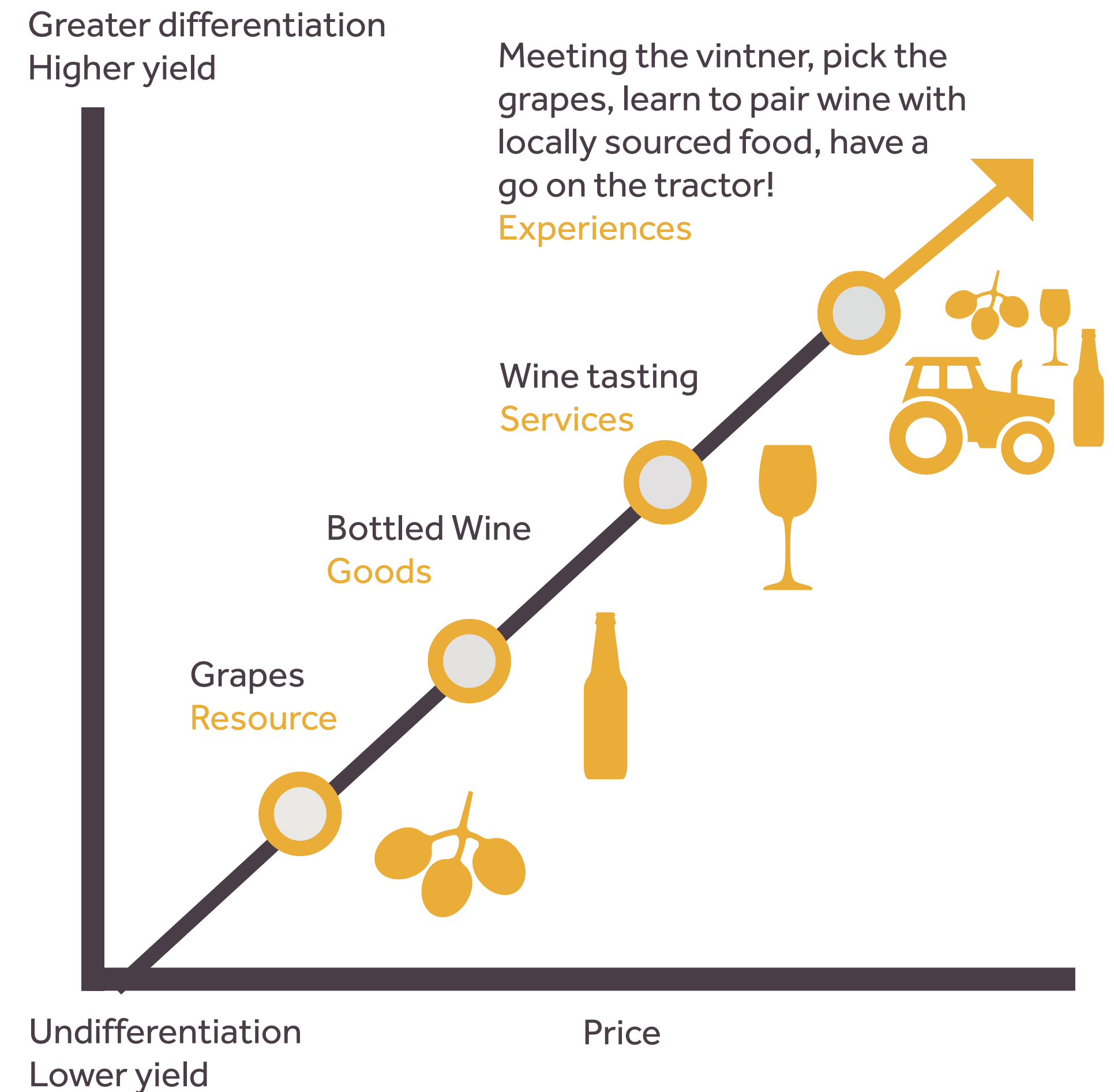
The Canadian Tourism Commission refers to this as 'The Progression of Economic Value'. This diagram illustrates the process of moving from offering individual commodities, products and services to delivering compelling and engaging visitor experiences. This example can be applied to any type of business that only offers tourism products and services.

## Sustainable and Inclusive Experiences Add Value

Creating new visitor experiences that are greener and looking at attracting a more diverse audience is a good way to make yourself stand out from the crowd and support extending your trade season. This all benefits the development of a more sustainable model for your business. Working collaboratively with other local businesses in the design of a new experience can also really add value to your offer and to tourism in your local area.

# Experiences + Value

Example: Vineyard Business



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



## 02. Sustainable Experiences

Sustainable tourism is a concept that covers the complete tourism experience, including concern for **economic**, **social** and **environmental** issues as well as attention to improving visitors' experiences and addressing the needs of host communities.

- Protecting natural environments, wildlife and natural resources when developing and leading experiences;
- Providing authentic visitor experiences that celebrate and conserve heritage and culture;
- Creating socio-economic benefits for communities through employment and income earning opportunities.

### Create Experiences for the Low Season (Oct - Mar)

By developing or hosting existing visitors experiences in what is known as the traditional 'low season' of October to March your business will benefit from:

- Opening up to new potential target audiences;
- Appealing to new potential markets;
- Extending your season to provide all-year around varied experiences;
- Appealing to smaller groups and visitors with additional physical, sensory, and cognitive requirements, who tend to travel in the low season;
- Help resilience of local natural and cultural assets.



Thrive the  
low season  
not survive

“Increase the **benefits** and  
to reduce the negative impacts”



Photo: Holkham Beach



# 03. Creating A Visitor Experience

## The Story

It starts by establishing YOUR story of the experience

### People



Who will lead?

Who will you work with?

Who else will your guests interact with?

What are your expertise and passion?

### Place



Where are you planning to take your guests?

Are you giving access to a location or venue they wouldn't have access to unless they were doing this experience?

Is this place memorable?

### Participation



What will your guests do?


What hands-on activities are you including in your experience?
























Who will be leading these activities?

Are your activities memorable?



# What is the Difference Between a Tour and a Visitor Experience?

The following chart highlights the differences between a guided tour and a visitor experience. The more  you can apply to your experience the more experiential it will become.

	TOUR	EXPERIENCE
Led by a guide		
Led by an expert		 
Transit between locations included in pricing		
All refreshments included in pricing		
Access to venues included in pricing		
A compelling story is told throughout		
Create an emotional connection between visitor and location		
Provide visitors with hands-on activities to participate in; learning a new skill		
A unique opportunity that guests can only do and not by themselves		
Visitors feel like locals		
Can go beyond a single activity, location or attraction		

It's OK not to be an expert if you are running the activity - for example you may not be a professional chef but you may really enjoy cooking; therefore pitch your experience around 'cooking with a local'.

### Ask yourself...

Can visitors do this experience alone and without booking my experience? If the answer is yes, then you have some work to do.

You want your experience to be so special that guests can only book your experience in order to do it.



# Five Steps to Create Your Own Experience



## One

### ESTABLISH YOUR STORY

Like all good stories your experience should have a good start, middle and end. Tell your story well and keep it simple and memorable. Don't include too many elements that will steer away from your overall story of your experience, making it difficult to remember.



## Two

### GUESTS GET HUNGRY

Unlike a classic tour, all meals and refreshments are included within the experience price. So, if your experience is over a meal time you should include food and drink and where possible use locally sourced produce to further enhance your local story. Don't include food/drink as an option.



## Three

### THE UNEXPECTED

Give your guests a surprise! Include something within your experience that will create lasting memories. However big or small, the surprise will create great moments for your guests to share with their friends and family.



## Four

### THE EXPECTED

Surprises are great, but as well as the unexpected it's good to include some of the expected elements in your experience. For example fish and chips on the beach or a visit to an old English pub. International visitors will love it — and if it's done well and fits with your overall story it can be a real highlight for guests.



## Five

### KEEP IT SIMPLE

Every guest is different, every group is different, so you'll need to be flexible when developing your experience. Allowing extra time for groups that like to take their time or have an extra place to visit for groups that speed through the experience.



See presentation on Storytelling & Captivating the Audience in Resources Hub



# 04. Case Study Examples

Get inspired to create your own experience with these examples



# Experiences Examples

## Broads by Kayak or Paddleboard

Norfolk Outdoor Adventures specialises in offering high-quality 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**

Experience  
Bookable in the  
Low Season



## 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**

Experience  
Bookable in the  
Low Season



# Experiences Examples

## 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

Experience  
Bookable in the  
Low Season



## Be a Rebel Farmer



Go on an inspiring journey, sample incredible organic local produce and learn how to grow your own, all-year-round.

Over the day, you'll discover how our Rebel Farmers ditched their frantic city lives to start a farm from scratch in Kent, discovering the diverse array of produce that can be grown while encouraging biodiversity.

- Work on the farm harvesting vegetables or sowing seeds
- Tuck into a freshly prepared lunch featuring seasonal, locally-grown produce, both from the plot and from some of Kent's best producers and makers
- Leave inspired by the possibilities of growing your own with a gift to remember the day.

3 hours | £60 per person

Experience  
Bookable in the  
Low Season



# Experiences Examples

## 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



## Foraging and Wild Cooking in Northumberland

Enjoy a guided walk through the beautiful Northumberland countryside exploring wild foods, including the culinary delights and medicinal wonders that have been used for generations.

Be amazed by the splendid array of edible flora, fauna and fungi offered by the local landscape. Return with your foraged foods and prepare a seasonal lunch, rich with local history and a proud sense of discovery.

- Expert-led 2-hour guided walk through the stunning landscape of Northumberland National Park
- Forage for wild foods and learn about their medicinal properties
- Enjoy a lunch made from the wild foods you forage

3 hours | £60 per person



## 05. Pricing Your Experience

When starting to develop your experience idea you'll need to think about how much you will need to charge per person or per a group in order to cover all of your outgoing costs and to make a profit. Creating experiences that visitors cannot simply do by themselves adds value.

It's good practice to count your time as a cost, especially if you're a business providing the experience. You will also need to break down any annual costs you may have (e.g. insurance, printing of leaflets, hosting of your website) and estimate the number of guests you will have in that year.

### How do I set my price?

- Work out your fixed/variable costs to run your experience/product
- Assess your profit margin in scaleable group sizes
- Do your research on your competitors pricing
- Find out what your target market(s) are prepared to pay
- Think about seasonality and how your price will reflect this
- Be ready to factor in distribution costs also known as commissions
- Be prepared to start lower and only increase your pricing one year later

*"Be different or be dead. Memorable experiences are about creating value. Value is the defining factor. When there is no difference people buy on price alone. You can only compete on price for so long, but you can compete on value forever."* The Experience Economy



Try creating your own list of costs and then work out the pricing per head.

	Time/Cost	Per person	Per group of 4
Your time & staffing resource in admin prior to experience; (e.g. enquiries and bookings, scheduling dates on OTAs etc)	1 hour	£10	£10
Your time & any staffing resource in delivering the experience	7 hours	£70	£70
Booking system fees, when making booking through distributor	TXGB	2.5% (£3)	2.5% (£12)
Commission to OTA's or trade (marketing budget)	TripAdvisor Experiences	20% (£24)	20% (£96)
Pay entry to venues	Boat museum donation	50p	£2
Equipment hire	Boat hire	£4	£16
Refreshments and meals	Pub lunch and pint	£7	£28
Local marketing	Leaflets in local hotels and website hosting	10p	40p
Transportation	Pick-up in company mini-bus - fuel	10p	10p
Insurances and licensing	Public liability insurance	5p	20p

### Totals

Sale	£120	£480
Costs	£118.75	£234.70
<b>Profit*</b>	<b>£1.75 (+ £80 your time)</b>	<b>£245.30 (+ £80 your time)</b>

\*it's good practice to count your time as a cost, especially if you're a business providing the experience. If you're an individual you might simply see this as a part of your profit line.



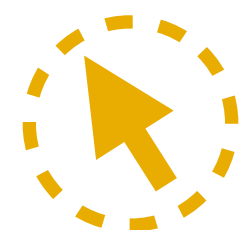
## 06. Taking Your Experience to Market

Simply having your experiences on your own website is not going to attract a huge number of customers to book.

### How will visitors know you exist?

There are many ways to market your experiences, but it's much more than just listing your experience on your own website or distributing leaflets to local businesses.

While all of the above are good to do, on their own they are never going to drive enough traffic for bookings. You will need to widen your reach and in doing so you need to distribute your experience more widely and effectively.



For more information on 'Markets & Distribution', please see toolkit in the Resources Hub

# 65%

of the domestic market  
booked an experience  
before leaving home

# 37%

of domestic visitors  
choose the  
destination because  
of the experience



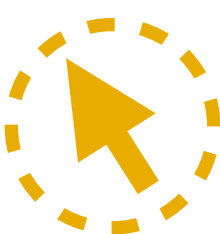
Photo: The Broads National Park



# Develop your Experience for your Preferred Market and Audience

When developing your experience you need to think about who your audience is:

- Who are you trying to attract to book?
- Which markets and what type of visitors do you think your experience will most appeal to?
- Do you think you are more likely to get visitors from the UK rather than from outside the UK?
- Is your experience more suited to families or couples?
- Will you only take bookings from private groups or do you prefer to have mixed groups and have individuals who don't know each other?



For more information on 'Markets & Distribution', please see toolkit in the Resources Hub

How you develop and price your experience is very dependent on the market and audience you are trying to reach and to book.

## Domestic or Inbound? What is Best for your Business?

Domestic Market	Inbound Market
Lower marketing costs	Higher marketing costs
Visitors tend to be more familiar with destinations	Visitor may only have limited knowledge of England
Visitors tend to book short breaks and straightforward activities	Visitors tend to travel longer and spend more money than domestic visitors
Easier to get to market and quicker to distribute	Longer term investment and complete distribution systems to get to market

### Going international?

The further away visitors travel to get to a destination, the more likely they are to plan well ahead and to spend. For example; visitors from America or Australia can plan around 6-9 months ahead of travelling. This can be very useful for smaller businesses to know they have advanced bookings for the year ahead.



# Accessible Tourism

Accessible tourism is not special, it's a part of what we do and offer.

Accessible tourism is the ongoing endeavour to ensure destinations, products and services are accessible to everyone, regardless of their physical limitations, disabilities or age.

The total expenditure generated by those with health conditions and impairments and their travelling companions is estimated to be £15.3 billion\*. Visitors with health conditions and impairments tend to take longer holiday breaks than average and therefore tend to spend more money per trip. This audience also tends to travel outside of the typical high season and tends to travel with others.

## What Can I Do to Ensure I'm Giving Everyone a Warm Welcome?

- **Completing an online Accessibility Guide**

An Accessibility Guide is completed by the business using VisitEngland's online tool. It's not a statement as to whether or not your business is accessible, it us a descriptive journey around a business offering adding information which would not otherwise be available to visitors.

[www.visitbritain.org/business-advice/make-your-business-accessible](http://www.visitbritain.org/business-advice/make-your-business-accessible)

- Start asking guests at time of booking if they have any accessibility requirements
- Approach local access groups to visit your business and give feedback
- Train yourself (and any staff) in disability awareness and ensure they are familiar with accessible facilities, services and equipment available
- Don't forget to tell everyone what you are doing and what you are looking to achieve

\* VisitBritain 2019



For more information on Accessible Tourism please view 'A Warm Welcome to Everyone', presentation in the Resources Hub



# Reaching New Audiences

Black, Asian and Minority Ethnic (BAME) community and LGBTQ+ are still under-represented in the UK travel industry. They have not been traditionally targeted while they represent a great opportunity to grow your business.

There are various initiatives to help improve this but, you can make some simple changes in how you promote your experiences to become more inclusive.

## BAME

What visitors are looking for:

- Fitting in
- Feeling welcomed
- No awkward or insensitive moments

Quick wins to entice this audience:

- Everyone's welcome
- Marketing images showing black, asian, dual heritage visitors
- Highlighting BAME well known personalities connect with a destination or in travel

## LGBTQ+

What visitors are looking for:

- Fitting in
- Feeling welcomed
- No awkward or insensitive moments

Quick wins to entice this audience:

- Everyone's welcome
- No "His & Hers" wording anywhere
- Marketing photos showing same sex couples
- Toilets labelled sensitively



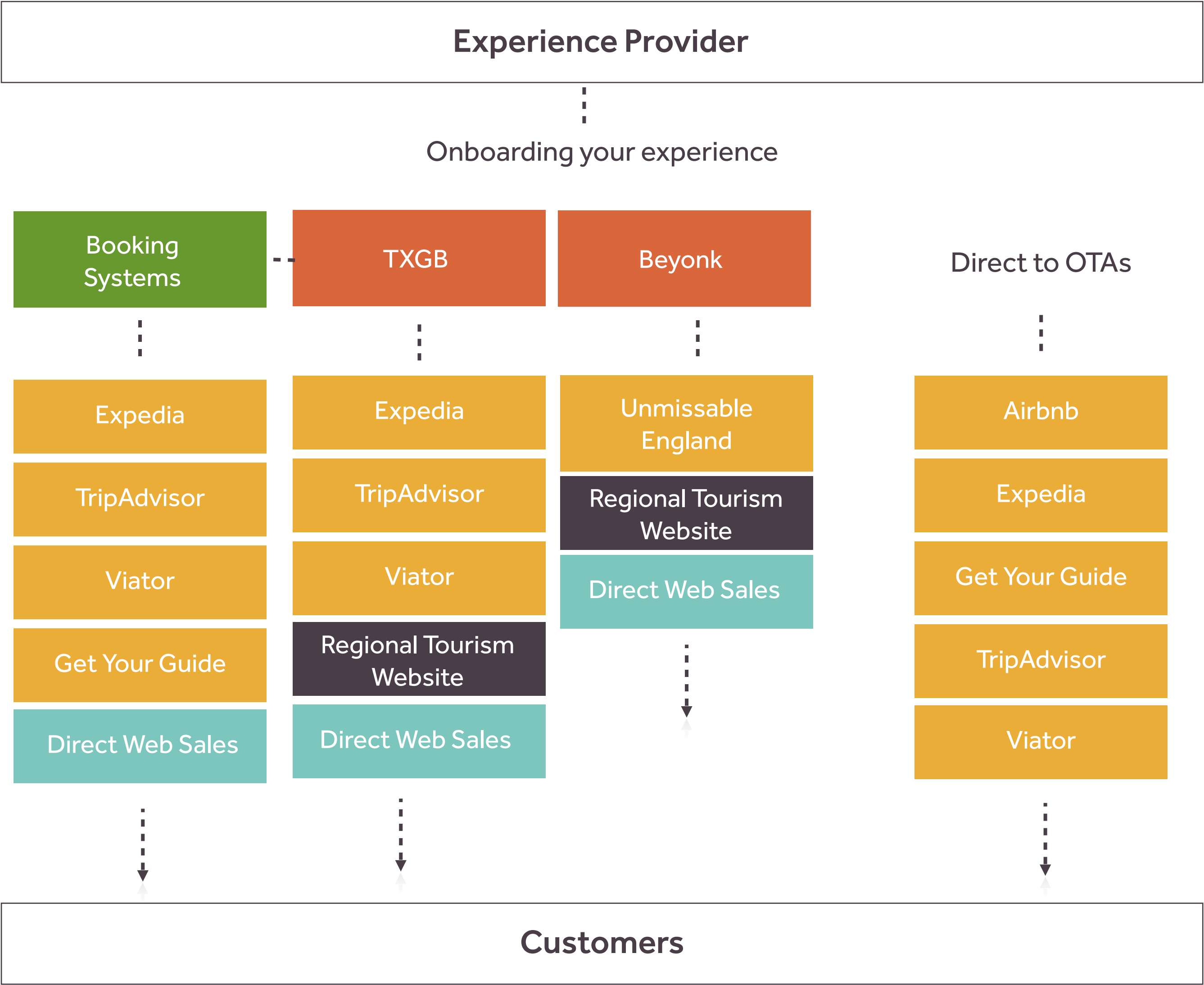
For more information please view 'A Warm Welcome to Everyone', presentation in the Resources Hub.





# Distribution, Tourism Distribution Landscape

Once you have developed your experience, you'll then need to decide how to distribute it across the marketplace. This diagram shows you the provider at the top and below are the various ways to get your experience to market.





# 07. How to Deliver your Experience from Start to Finish

Ten useful steps for you to follow

Produced by





# How to Deliver your Experience from Start to Finish



## 01. BEFORE THE EXPERIENCE TAKES PLACE

After booking, reach out to your guests to thank them for booking and provide all the information they need about the experience. Answer any questions your guests might have. Check with your guests if they have any special dietary requirements (if food/drink are provided) or any health concerns you should be aware of before providing an active experience.

Your marketing should provide details about what food and drink you will offer so guests are fully aware of what to expect. Provide details in your marketing about how active the experience is likely to be (i.e. “a 3 hour walk along a rocky mountain edge”).

A week before the experience, send another message to guests to say how you’re looking forward to meeting them. This is a good opportunity to check if your guests are able to find the start point of the experience. You may need to rearrange the start point or end point for guests - e.g. picking up from a train station or a hotel.

Don’t forget to ask where your visitors are from.

## 02. INTRODUCTIONS

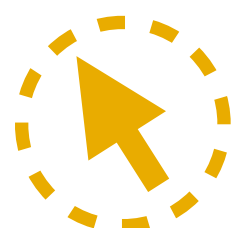
Meet and welcome your guests. Get to know your guest’s names — maybe ask where they’re from and if they had a good journey. Introduce yourself and make sure your guests feel welcome and at ease.

This is a good opportunity to offer your guests a cup of tea, have a chat and get to know one another. Inform your guests of the plan, what will you be doing, where will you be going and when.

Reminding guests of the itinerary will help guests feel at ease and help them plan in their heads how the experience will unfold. You may wish to leave out some of the unexpected elements to give your guests some surprises along the way.

Present a map of where you are and where your experience will go and where you will end up. This is a good opportunity to inform your guests of loo breaks (especially if you are doing a lot of travelling in a vehicle) but also guests will get a good understanding of their location and the places they will explore and discover with you.

Begin to introduce your story into messages with your guests to build the interest



See presentation on ‘How to Promote Your Experience’ in the Resources Hub



# How to Deliver your Experience from Start to Finish

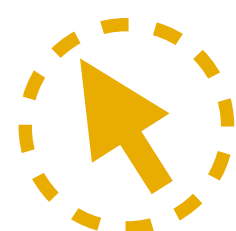
## 03. TELL YOUR STORY

Start to tell your story, providing your guests with facts and information to capture their imaginations.

Like all good stories, your experience should have a good start, middle and end. Launch into your story by describing or showing guests of what you are talking about. Hosting your experience in a costume can be fun and really immersive, so don't be afraid to do this — but just make sure it fits in with your story and isn't too gimmicky!

As soon as your experience is underway, create moments for guests to take photographs. Stop and pause and allow guests to take images of the vista or of the place they are exploring. This is a great way to get your guests to promote your experience by taking photos and after sharing them on their social media feeds.

At this point it's time to have some hands on activity. You may hand over to someone else to run the activity (e.g. a chef, surfing instructor etc) or you may be running the activity yourself.



See presentation on Storytelling & Captivating the Audience in Resources Hub

## 04. PARTICIPATION

Introduce the activity (and who's running the activity) so guests really do understand what they are doing, why, and how. Make this as fun and informative as possible. You may have guests who only speak a little English so you will need to be prepared to go over things a few times. It's OK not to be an expert if you are running the activity - for example you may not be a professional chef but you may really enjoy cooking; therefore pitch your experience around cooking with a local.

During this activity, make sure you continue telling the overall story of the experience - making links back to the story. Provide anecdotes and facts about the activity and how it links in with the story.



You actually started to begin to tell your story from your marketing before guests booked. Storytelling runs through everything in your experience delivery.



# How to Deliver your Experience from Start to Finish

## 05. CHECK IN WITH YOUR GUESTS

Are they all happy and content? Is there lots of laughter, smiling and chatting going on? If not, how can you improve the atmosphere?

Every group is different, if you have a mixed group they might be really chatty and learning all about each other, a private group might be very quiet, so find a way to build up the atmosphere. Keep your guests well informed with what's coming up next and later.

At this stage you may find your guests still asking a lot of questions about what's coming next — then gather the group and share an update on what they will be doing for the rest of the experience. Don't forget to include something that's unexpected. However big or small, give your guests a surprise; it could be as simple as sharing an interesting fact or getting special access behind the scenes.





# How to Deliver your Experience from Start to Finish

## 06. FOOD & DRINK

Depending on the type and length of your experience, you might choose now to have lunch, dinner or a snack.

Always check with guests when booking if they have any dietary requirements and adjust their experience accordingly.

When including food and drink into your experience make sure it connects well into your overall story. Where possible use locally produced and sourced food and drink.

For example; have lunch in an old inn where Oliver Cromwell once dined - as your story is all about the English civil war. Or forage for delicacies on the coast, then guests get to cook and eat what they find on an open fire on the beach. Eat the landscape - picnic on the hills enjoying a ploughman's of locally sourced and produced food and drink.

Any meals or snacks that you provide in your experience should always be included in the pricing of your experience. There shouldn't be any hidden extras!



There's no awkward moments in an experience when your guests are getting their wallets out to pay after they have eaten; as all food and drink is always included in the fee. Sometimes, even if it's all paid for, some guests may insist on paying and end up buying you a drink at the end of the day. Not a bad thing. Including a meal or snack stop is also a good chance for your guests to use the toilets and refresh themselves.

This is partially helpful for experiences that are mainly on foot, walking between locations.

If your experience is longer than a half day, this is when you add in another hands on activity.

You may find your guests become a little tired after a big lunch. Having another hands on activity after lunch is a good way to continue the momentum of the experience.



# How to Deliver your Experience from Start to Finish

## 07. NO AWKWARD MOMENTS!

Many guests love the feeling of being a local for the day, meeting the folk that you know and really immersing themselves into the local community. This is a really important feature of your experience and many guests will remember these introductions to the people you know.

Now you're coming towards the end of the experience, this is a good chance to know your guests a little better and most likely you will have questions to ask them.

Always steer away from politics and religion in conversations even if your guests have certain views that you might not always agree with. Smile and move on.

If you feel there is a good connection with guests and they tell you that they have enjoyed themselves, don't be afraid to encourage them to review the experience in the following days. Some OTA sites will automatically ask guests to review a day after an experience has taken place, others won't so you will need to ask your guest to do this for you. Don't be too afraid to mention how important reviews are to you and your business.

## 08. LEAVE YOUR GUESTS ON A HIGH — WRAP UP YOUR STORY.

You might choose to end up in a pub for a pint of the local ale or reach a beautiful open view before your experience comes to an end. Don't forget to thank your guests for choosing your experience and you can always remind them again about leaving a review.

A sign of a good experience is when your guests are tired, yet they don't want to leave!

If you run other experiences this might be a good time to remind guests if they are staying in the area a bit longer. This is a great way to make direct sales and spread the word.

If you have a gift shop, you may choose to end your experience there. This is an ideal opportunity for your guests to purchase from the shop and now they have formed that connection with you and the place they are really likely to buy something from your shop.





# How to Deliver your Experience from Start to Finish

## 09. AND FINALLY...

Present your guests with something they can take away.

Take away items are so important - they are your gifts to guests. This can be as simple as a recipe card if it's a foodie experience or a bottle of beer on a brewery themed experience.

Whatever your giveaway is, itemise this in your pricing.

## 10. AFTER THE EXPERIENCE

The day after the experience, send a direct message to your guests thanking them for choosing your experience, ask if they got home safely and express how you also enjoyed the experience.

Many experience providers keep in touch with their guests, connecting on Facebook and Instagram — this is a great way to keep in touch and for them to recommend you to their friends.

If your guests haven't done it already, don't be afraid to mention one final time about how much you'd appreciate a review. Send your guests links to review sites like Google and TripAdvisor.

**Congratulations on running a successful experience!**





# 08. Experience Builder Form & Checklist

Begin to create your own Norfolk Visitor Experience

Produced by





# Experience Builder Form



EUROPEAN UNION  
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Print out this form and use it to start building the perfect visitor experience.

Name of your experience:

What is the overall story of your experience?

What are your 3 key highlights?

1

2

3

How long will your experience last?  
Will you have different options for different audiences and markets?

**People** - Who will your guests meet and interact with? How will you make them feel like a local?

**Place** - Where will you go, where will you take them? What special access will you give your guests?

**Participation** - What will you do with your guests? What hands-on activities do you have planned for them?

Have you researched about what public liability insurance and licenses you will need to obtain in order to carry out your experiences? If so, what are these? e.g. public liability, food safety, or licensing of transportation with guests.

Write a short description about your new experience. Describe what you'll do. (Talk about the details of the itinerary you have planned for your guests) This is your chance to inspire guests to take your experience. Write as if you are selling your experience on your own website.

Who is your key audience and markets?

What will you charge, per person, per group?



# Experience Checklist



EUROPEAN UNION  
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To help you get started, go through the list below to check you have investigated the following in order to proceed with hosting your experience.



## PUBLIC LIABILITY INSURANCE

Unless you are onboarding your experiences to Airbnb, you'll need your own insurance.

[Insurance broker](#)



## LICENSING

If you're driving guests about you'll need a licence and relevant vehicle insurance to meet legal requirements. If you're including alcohol, you'll need a license.

[District or Unitary Council](#)



## FOOD HYGIENE CERTIFICATE

When preparing food for your guests or giving a hands-on activity you should have an up to date food hygiene certificate.

[Food safety training websites](#)



## REGISTER FOOD/DRINK BUSINESS

If you're preparing food and drink in your premises, you'll need to ensure you have been granted permission from your local authority. This includes running your experience from the premises if dealing with food and drink.

[District or Unitary Council](#)



## MARKET RESEARCH

Do you know your audience? Who are you trying to attract and market to? Get the latest research and information.

[Norfolk County Council/Visit Norfolk/VisitEngland/VisitBritain](#)



## BOOKING SYSTEM

Decide how you will manage bookings overall. Will you use various OTAs and keep yourself a simple spreadsheet of the bookings? Use a booking system or distribution platform?

[OTA, booking system, distribution platform](#)



## PRICING STRUCTURE

Develop your pricing building in all costs including commission of OTA and distributors.



## TERMS AND CONDITIONS

Whether you're signing up to a distribution platform, OTA or your local DMO, always read the terms and conditions so you're fully aware of what you're agreeing to.

[OTA, booking system, distribution platform](#)



## CANCELLATION POLICIES

Create your own cancellation policy and be ready to adopt policies by distributors.



# How to Make Your Business More Sustainable



To help you on your way to becoming greener, pick up to 3 of these (or from your own list) and then prioritise them in order.

- Switch devices off at the wall instead of leaving them on standby
- Reduce, reuse & recycle
- Collaborate with nearby tourism businesses to offer authentic experiences out of season, in less well know locations
- Try to save energy and use alternative sources
- Strive for zero food waste
- Turn the temperature down by just 1 degree. This equates to an 8% saving
- Save water by introducing a grey water system and installing low-flow shower heads
- Invest in low energy light bulbs
- Give your accommodation's interior a second chance
- Encourage car-free visits by making it easier for guests to reach you via bike or public transport
- Invest in innovations to help your business as well as the planet
- Evolve your guests and your staff in future sustainability decisions
- Use up all single use plastics from your accommodation/business and consider reusable alternatives
- Source ethical, seasonal food that's grown locally to minimise food miles and support local producers
- Encourage your customers to leave the car at home by offering pickups, discounts for those who arrive without the car and providing up to date public transport information
- Allow guests to recharge their electric cars for a charge
- Encourage your customers to leave the car at home by offering pickups, discounts for those who arrive without the car and providing up to date public transport information





# 09. Useful Links & Additional Resources

## Norfolk Links

Be Norfolk  
[benorfolk.co.uk](http://benorfolk.co.uk)

Visit Norfolk  
[www.visitnorfolk.co.uk](http://www.visitnorfolk.co.uk)

Visit Breckland  
[visitbreckland.org.uk](http://visitbreckland.org.uk)

Visit Norwich  
[visitnorwich.com](http://visitnorwich.com)

Visit North Norfolk  
[visitnorthnorfolk.com](http://visitnorthnorfolk.com)

Visit West Norfolk  
[visitwestnorfolk.com](http://visitwestnorfolk.com)

Airbnb Experiences  
[airbnb.co.uk/experiences](http://airbnb.co.uk/experiences)

Beyonk  
[beyonk.com](http://beyonk.com)

Expedia Local Expert  
[localexpertpartnercentral.com](http://localexpertpartnercentral.com)

Get Your Guide  
[getyourguide.co.uk](http://getyourguide.co.uk)

TripAdvisor Experiences  
[tripadvisor.co.uk](http://tripadvisor.co.uk)

TXGB  
[txgb.co.uk](http://txgb.co.uk)

Unmissable England  
[unmissableengland.com](http://unmissableengland.com)

Viator  
[viator.com](http://viator.com)

VisitBritain  
[visitbritain.org](http://visitbritain.org)

VisitEngland  
[visitengland.com](http://visitengland.com)



## Resources Hub

Find more useful toolkits, presentations and videos about Experiential Tourism in the Resource Hub.

- Storytelling
- Reaching New Markets & Distribution
- How to Promote Your Experience
- How to Green Your Business
- A Warm Welcome to Everyone
- Reaching Cyclists & Walkers

[www.tourismexperience.org/resources-hub](http://www.tourismexperience.org/resources-hub)



# How to Develop a Visitor Experience

## NORFOLK EXPERIENCE MAKER TOOLKIT

This toolkit has been written and produced by Unmissable England on behalf of Norfolk County Council. Every care has been taken to ensure the accuracy in the compilation of this toolkit and is believed to be correct at the time of publication. Norfolk County Council and Unmissable England Limited can accept no responsibility for any errors and will not accept liability for loss or damage caused by any reliance placed on the information within this toolkit.

The platform and distributors listed in this toolkit are for information; they are not endorsed by the Norfolk County Council or Unmissable England. Please undertake your own research before signing up to any platform or distributor.

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**EUROPEAN UNION**  
European Regional Development Fund



**Norfolk**  
County Council

