

Five Steps to Create Your Own Experience

Produced by Unmissable England

What Your Experience Should Include

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 expertises and passions?

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?

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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 Cornish 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.

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& PENZANCE

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CORNWALL
COUNCIL
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