

How to develop a visitor experience

We'll begin shortly. Please mute your microphone
and introduce yourself in the chat window.
If you don't have one already - grab a cuppa!



EUROPEAN UNION
European Regional Development Fund



Norfolk
County Council

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

COMING UP

- 10:00 Welcome & introductions *(5 mins)*
- 10:05 EXPERIENCE learnings so far *(10mins)*
- 10:15 Experiential tourism/experiences *(10mins)*
- 10:25 Workshop Activity 1 - Identifying the stories *(25mins)*
- 10.50 Sharing of ideas *(15 mins)*
- 11.05 Break *(5 mins)*
- 11:10 Workshop Activity 2 - People, place & participation *(30mins)*
- 11:40 Sharing of ideas *(15 mins)*
- 11:55 Summary - what makes a good experience *(5 mins)*
- 12:00 Benefits of being bookable *(15 mins)*
- 12:15 Question & answers, next steps *(15 mins)*
- 12:30 Ends



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Welcome & Housekeeping

- Please keep **your microphone muted during the presentation**; and please show **your full name** if you can ('more button' next to name)
- If you have connection issues, **turning off your video** can help
- Questions are welcome at any time – please **type your query in the chat**.
- A copy of the presentation and next steps will be **circulated after the workshop**.
- This session is being recorded but you and the chat are not.



Interreg



France (Channel
Manche) England

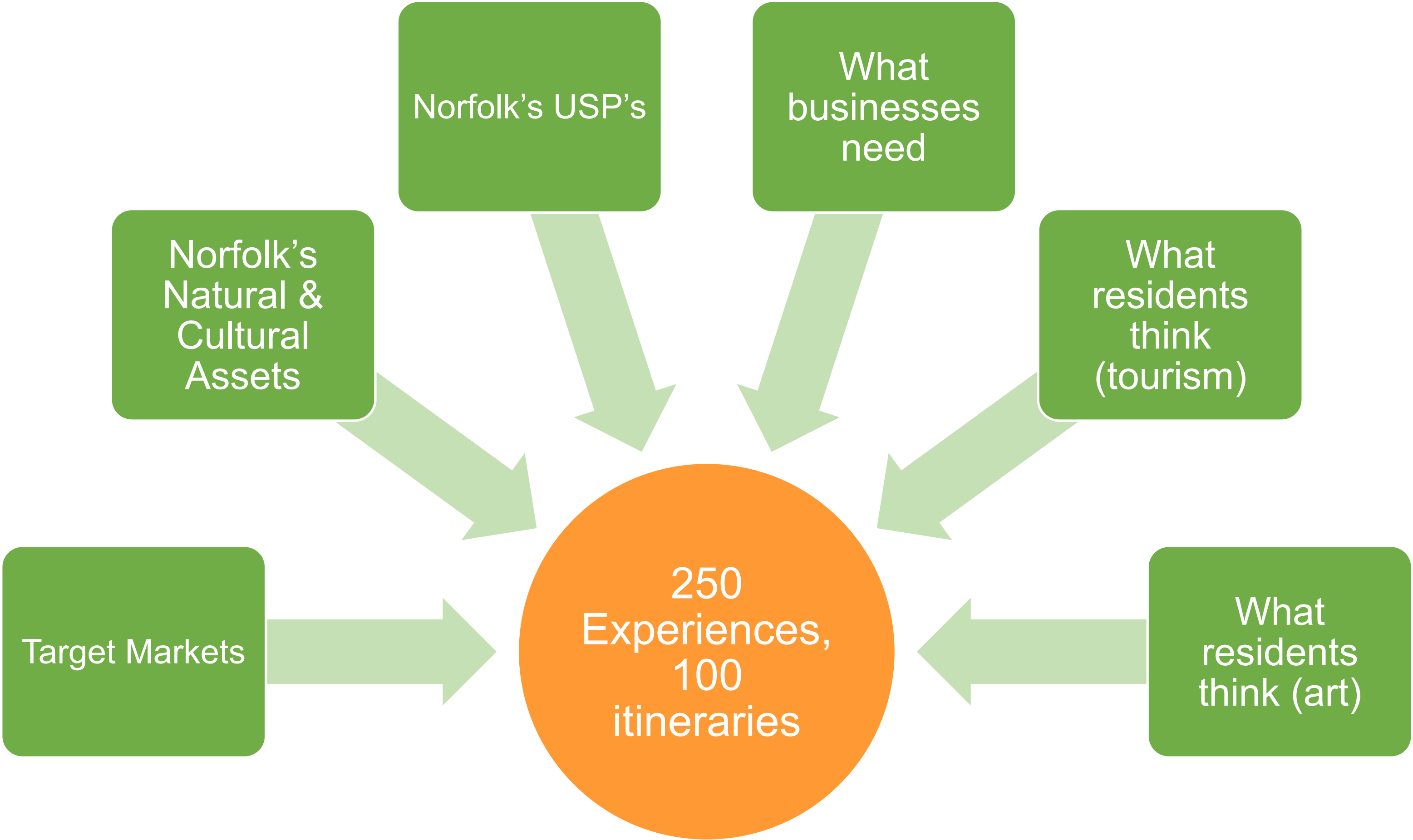
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What have we learned so far?



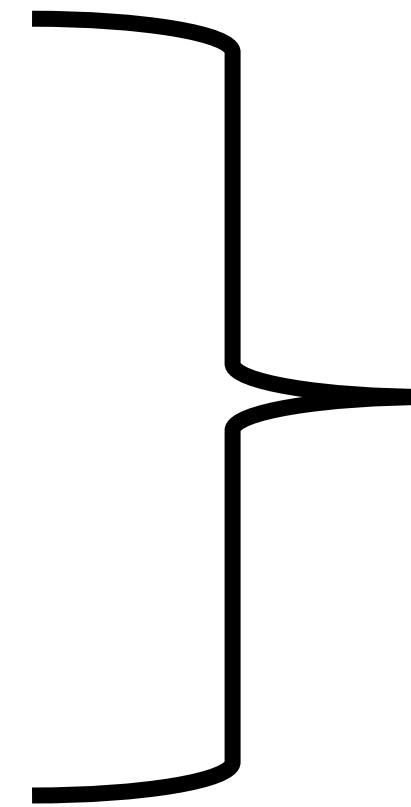
Information, where are we now?



Market Research Findings

Target audience

- Longing for escape
 - Looking for 'live like a local' authentic experiences
 - No children or children 18+
 - Available to travel outside school holidays
 - Have time and money to spend
-
- Cyclists and walkers
 - Visitors with additional physical, sensory or cultural requirements



Millennials
& 55+



Post-Covid19
Focus



Domestic
Market



International
Market



A man with a beard, wearing a brown shirt and grey trousers, is carrying a woman with long blonde hair on his shoulders. They are walking a small white and brown dog on a path covered in fallen autumn leaves. The background is a forest with trees having yellow and orange foliage.

Off-season tourism Options Analysis

Desk Based Research

- Asset mapping – natural & cultural assets within Norfolk
- Record of existing off season activities
- Ideas and inspirations database
- 125 free off-season ‘experiences’ now in development

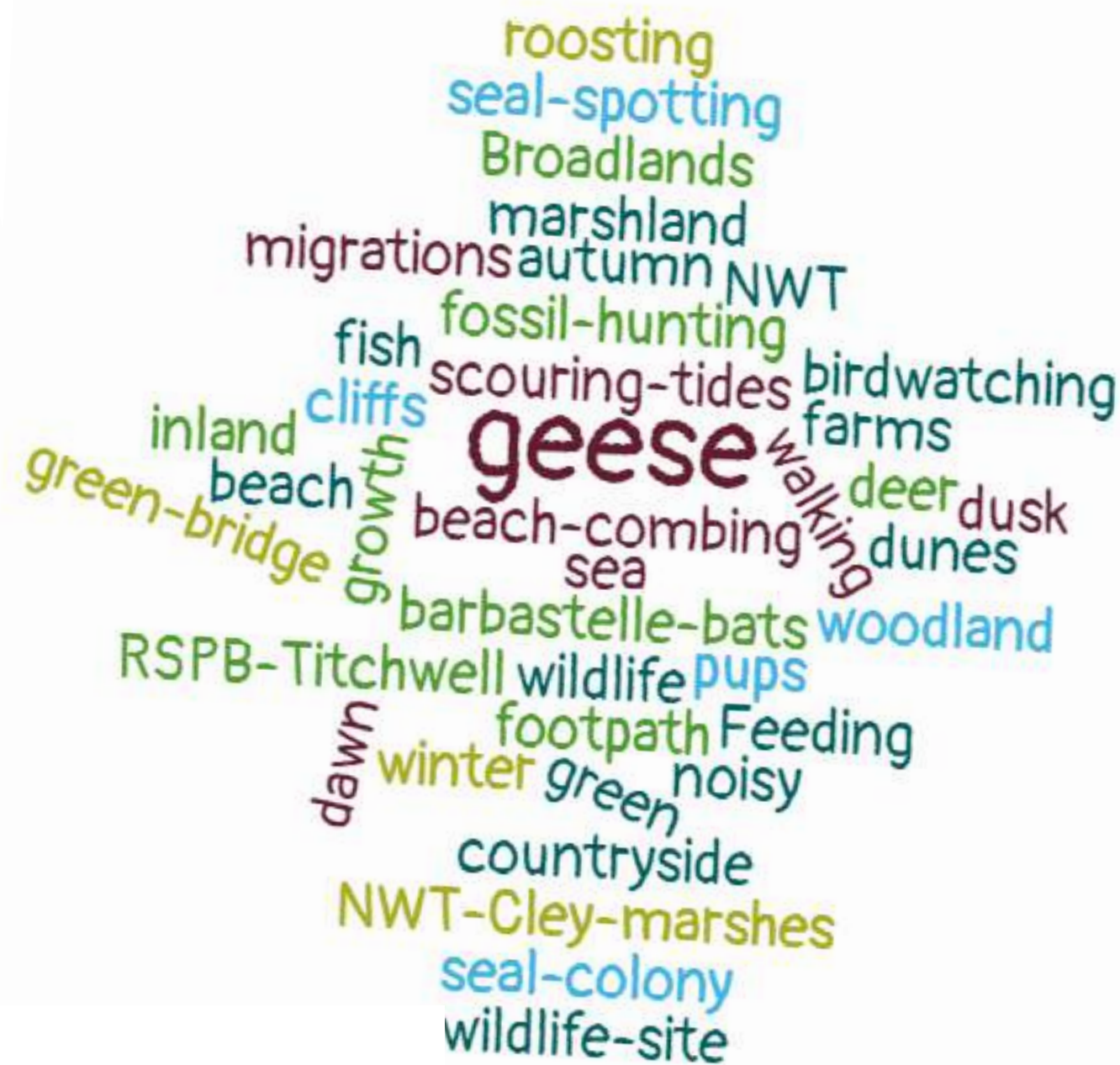
Public Engagement

- Local responses on Norfolk Unique Selling Points in the off-season

Location



Nature



Descriptive



Food and drink



Activity

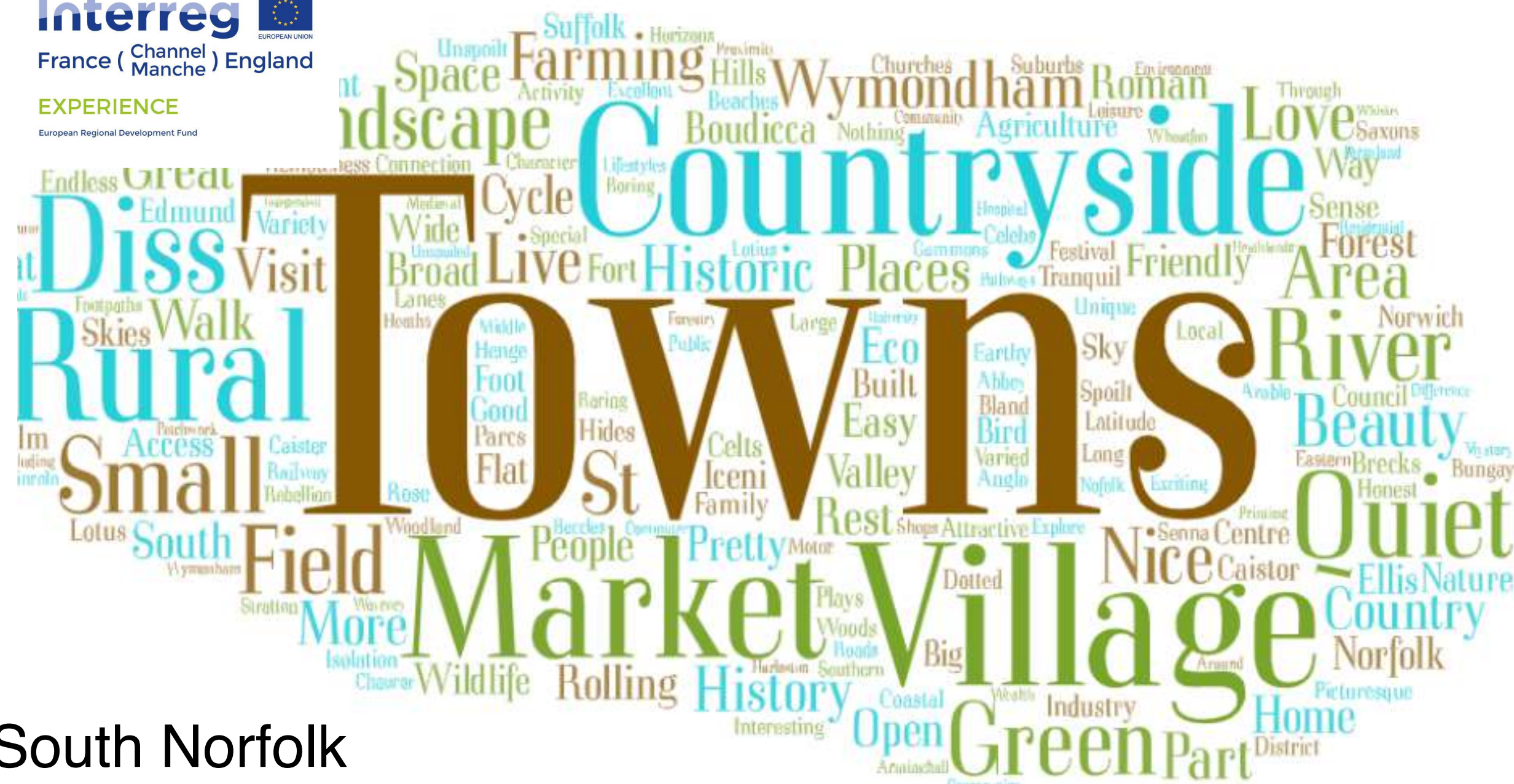


Architecture



Heritage and Culture

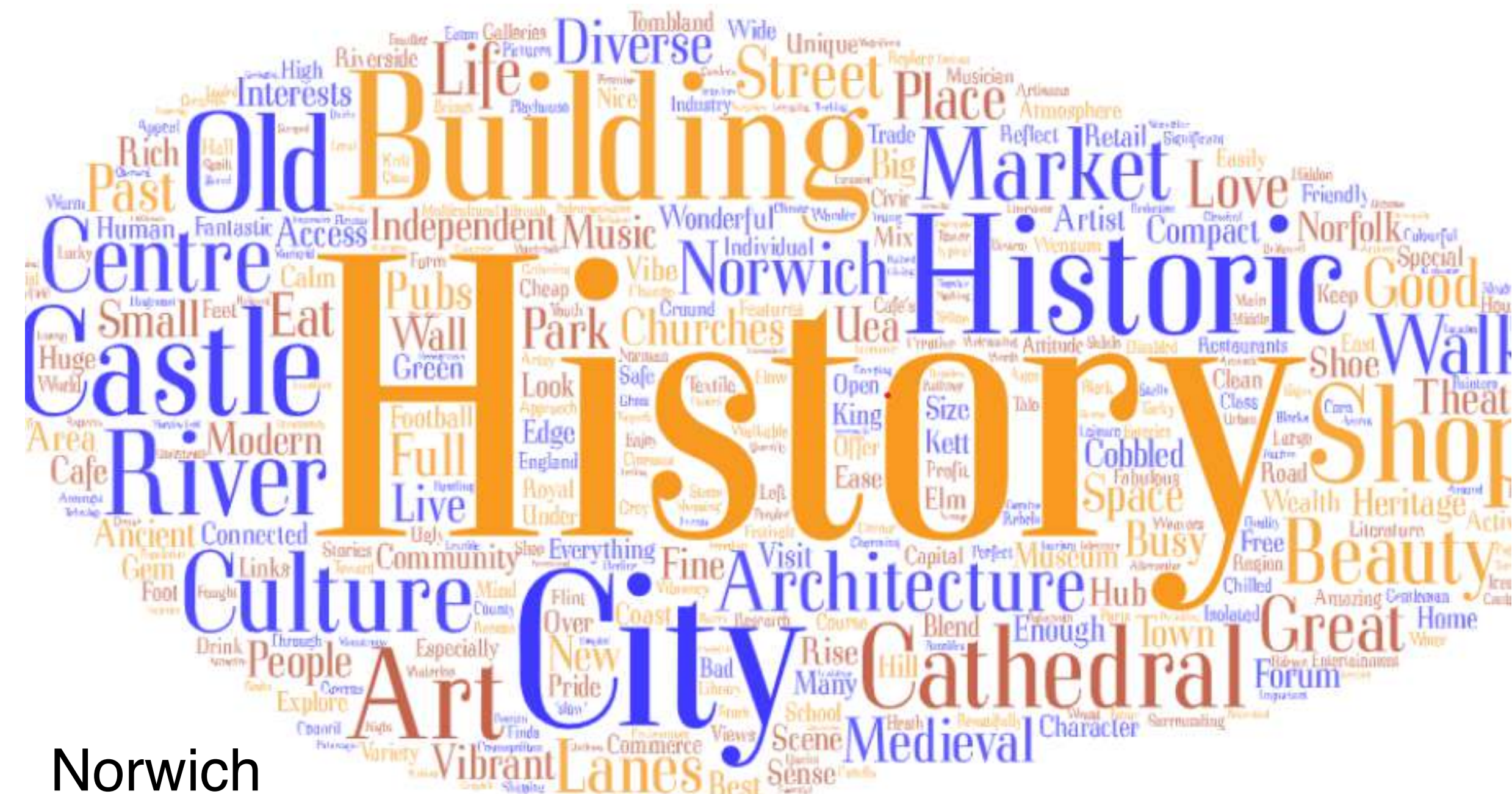




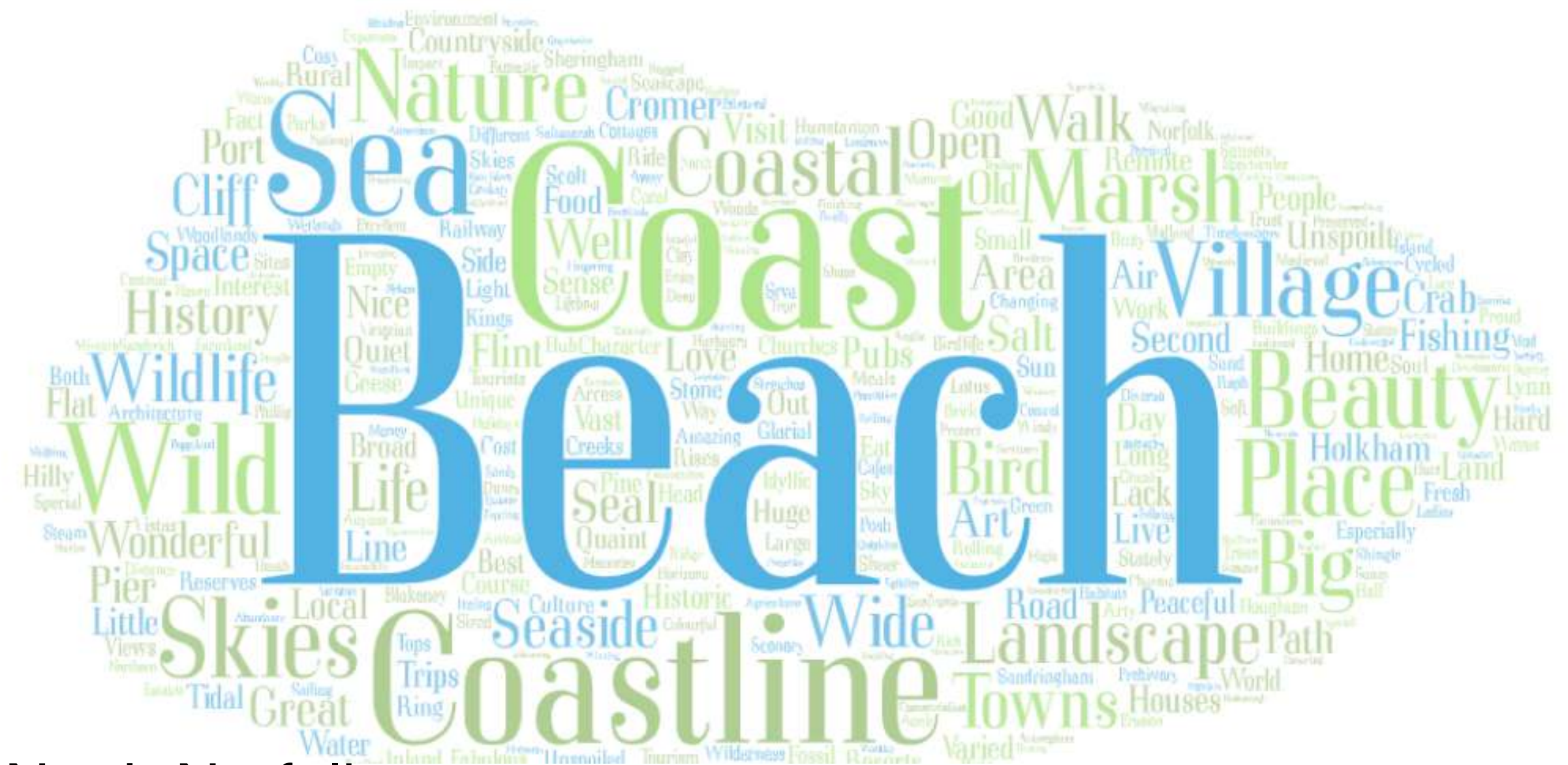
South Norfolk



Breckland



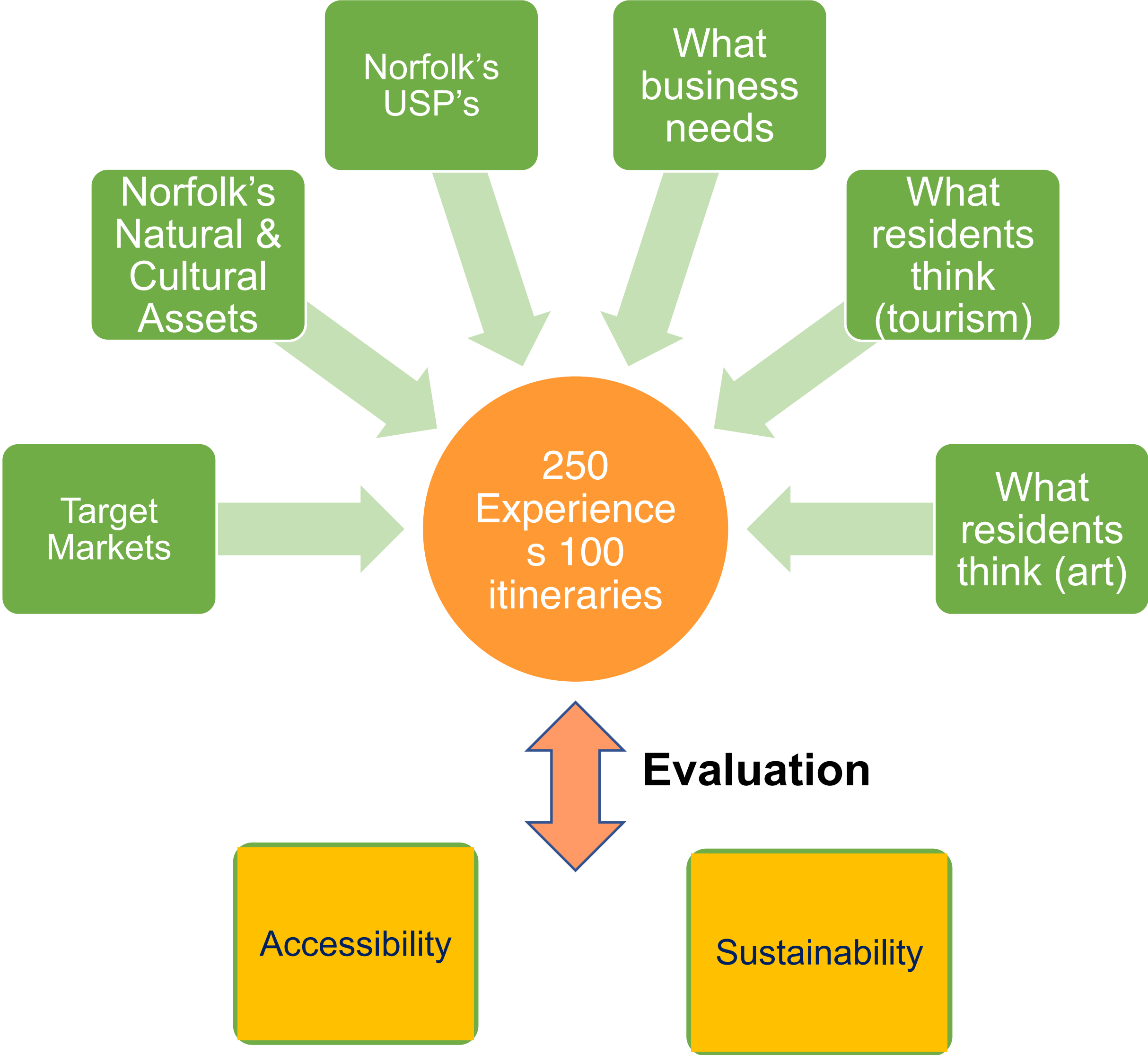
Norwich



North Norfolk



Data: looking forward....



Delivering lasting benefits for economy, environment and society

Economic, environmental and social performance evaluation

	Visitor Surveys
	Business Surveys
	Residents Surveys



"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**
- **Goods**
- **Services**
- **Local Stories & People**



Introduction to Experiential Tourism

Progression of economic value

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



VINEYARD EXAMPLE

Greater differentiation
Higher yield



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



EXPERIENCES

What's the difference to a tour?



PEOPLE, PLACE & PARTICIPATION

ONE

The story



WHAT MAKES A GOOD EXPERIENCE

TWO

Guests get hungry

THREE

The unexpected

FOUR

The expected



WHAT MAKES A GOOD EXPERIENCE



FIVE
Keep it simple
& flexible



WHAT MAKES A GOOD EXPERIENCE

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

WORKSHOP ACTIVITY ONE



- Firstly, introduce yourselves and the type of experience you are wanting to develop;
- Identify the 'expected' stories in your area;
- Then, the 'unexpected' stories in your area
 - things most visitors wouldn't already know;
- How can we turn these stories into new visitor experiences?



Experiential Tourism Trends

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



Source: Unmissable England 2021



Experiential off-season visitor markets

EXPERIENCE NORFOLK SUSTAINABLY

EXPERIENCE target visitors interested in travelling during the off-season

- Longing for escape
- Looking for 'live like a local' authentic experiences
- No children or children 18+
- Available to travel outside school holidays
- Have time and money to spend



Millennials
& 55+

Also:

- Cyclists and walkers
- Visitors with physical, sensory or cultural requirements

Geographic markets & timescale:

- Phase 1 – Domestic market
- Phase 2 – International market (Germany, Netherlands, Belgium, France)

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.



WORKSHOP ACTIVITY TWO



How will you tell your story in the 3 elements?



People



Place



Participation



WHO ARE YOU TARGETTING AND HOW SUSTAINABLE WILL YOUR EXPERIENCE WILL BE?



WORKSHOP: ELEMENTS OF YOUR NEW EXPERIENCE

TIPS TO REMEMBER



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



WHEN CREATING A NEW EXPERIENCE

COSTS VS. PROFITS



Example:

Here are some costings for “Boots, Beavers and Boats”, a 7-hour experience priced at £120 per person.

The business uses TXGB as its booking system and distributes via TripAdvisor Experiences.

	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
Profit*	£1.75 (+ £80 your time)	£245.30 (+ £80 your time)

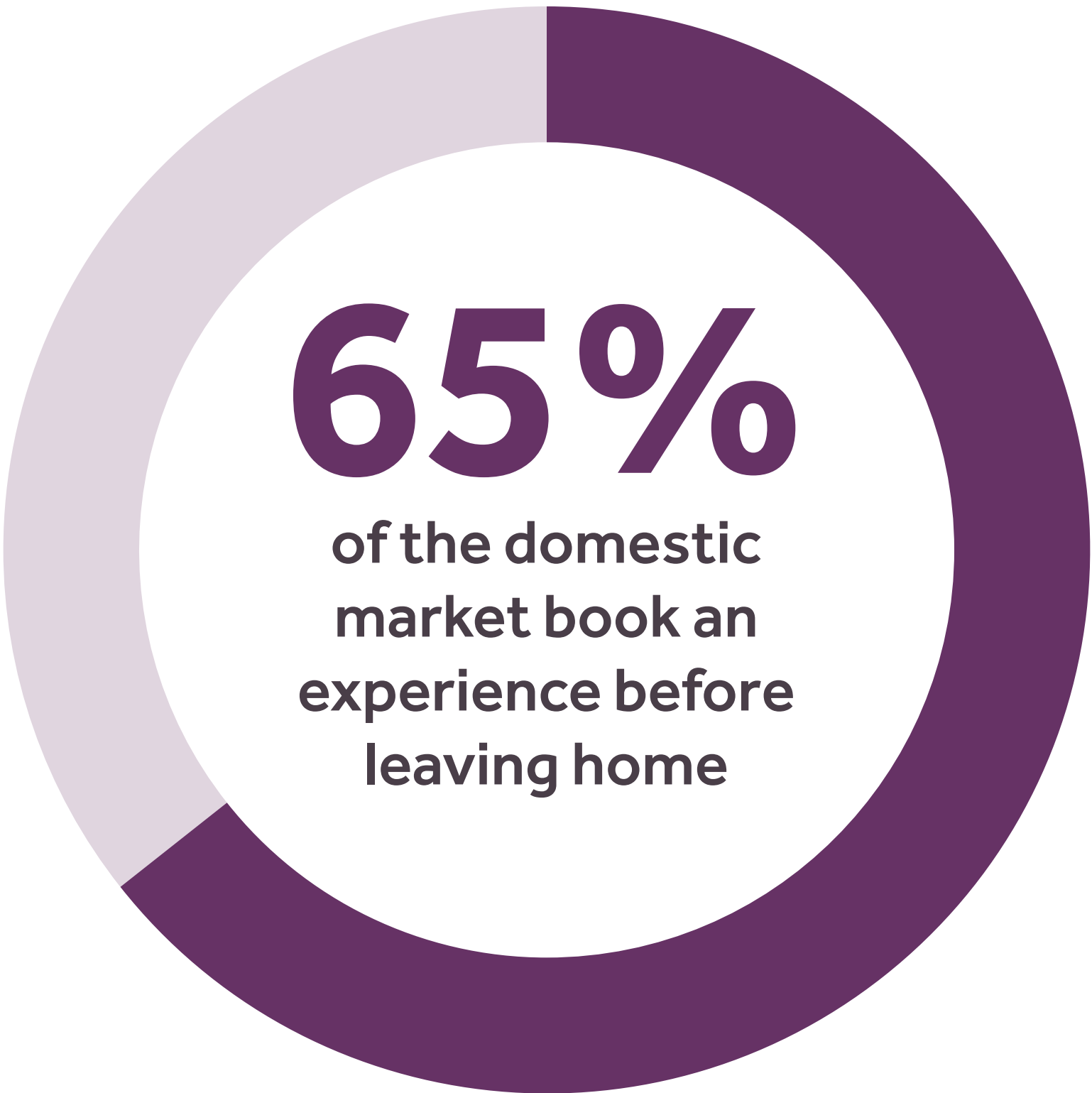
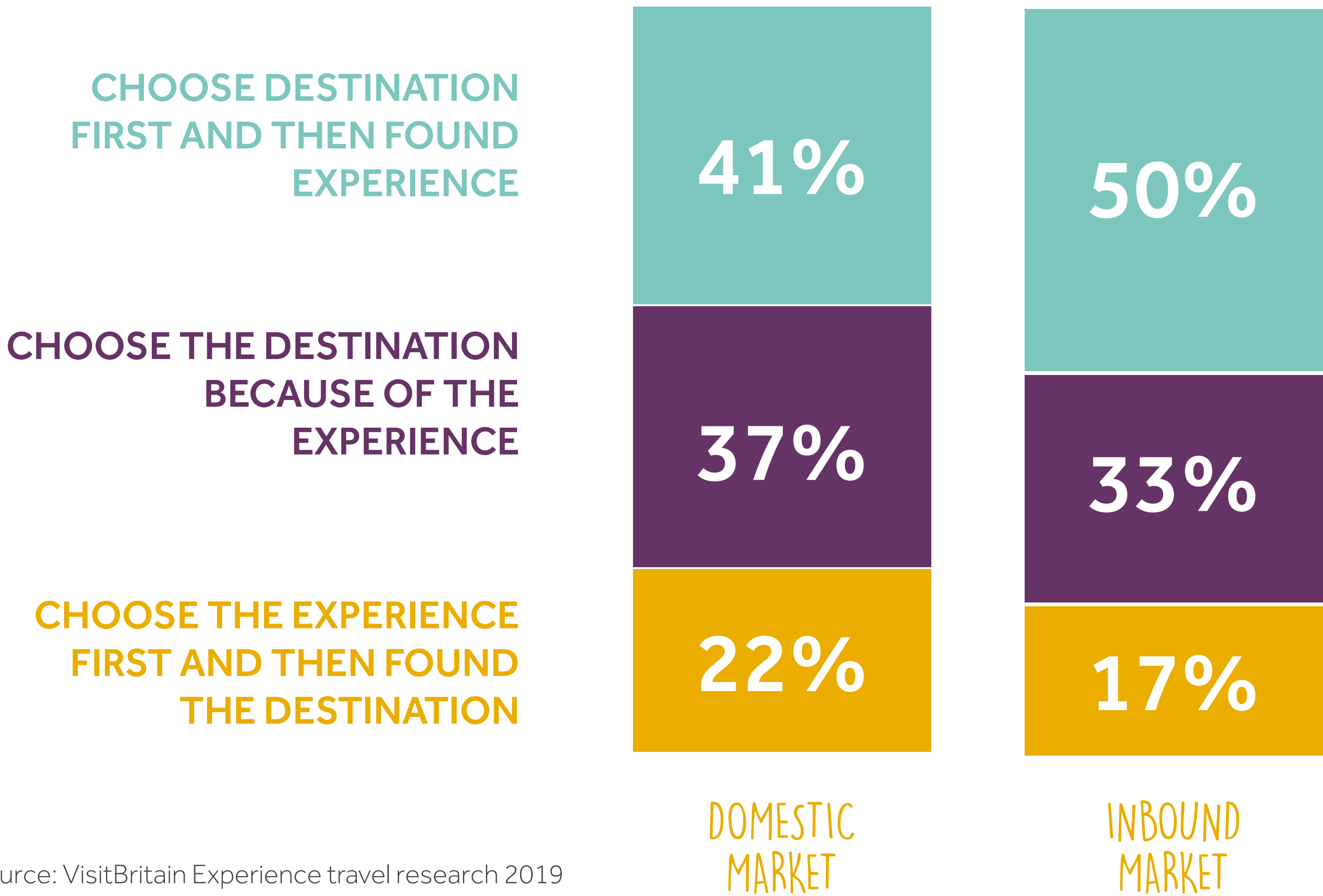
*it's good practice to count your time as a cost, especially if you're a business providing the experience. If you're an individual you might simply see this as a part of your profit line.



Bookability & the Tourism Distribution Landscape



Influence of experience holiday destinations in Britain



BOOKING IN ADVANCE

Source: VisitBritain Experience travel research 2019

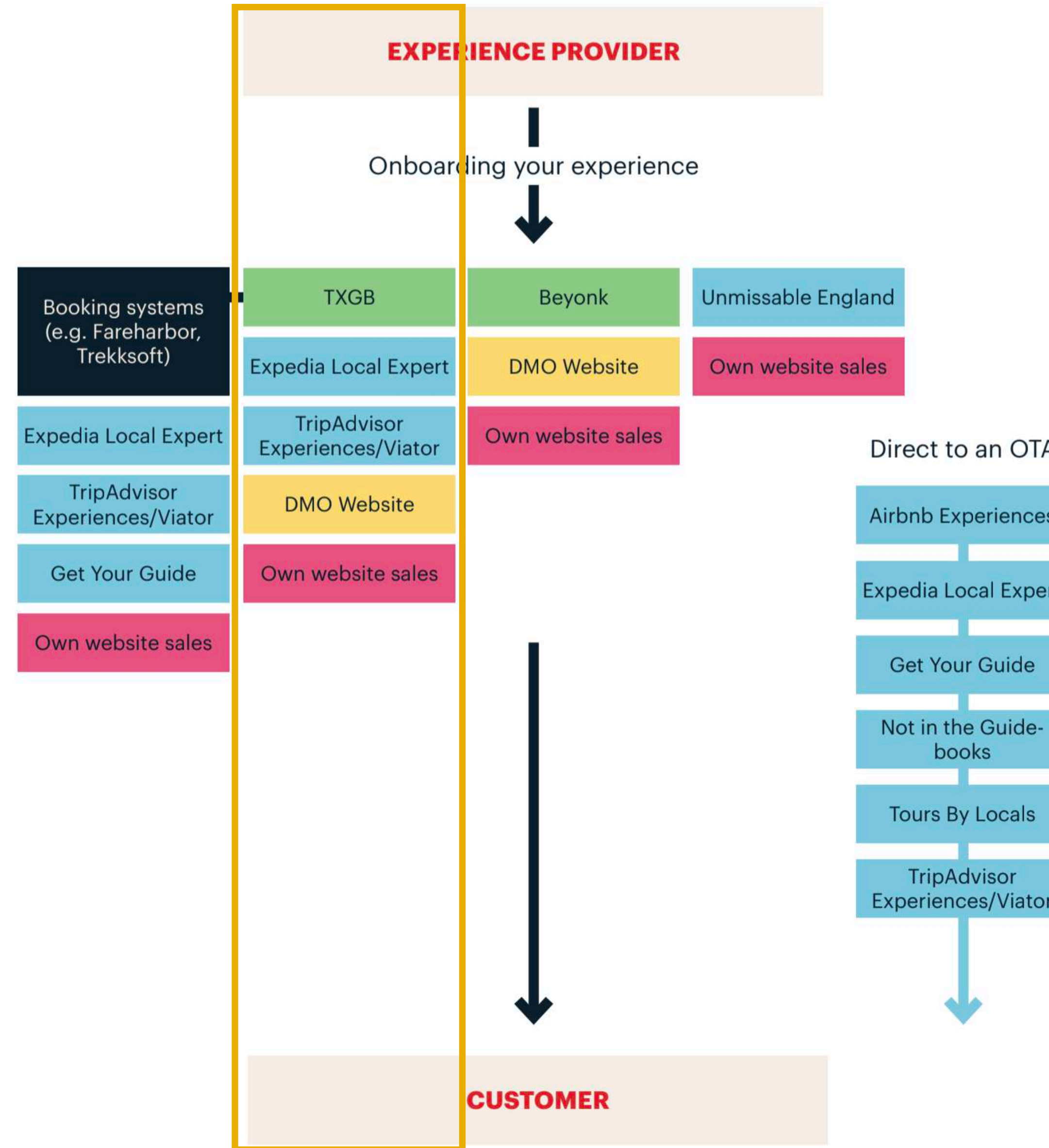
DISTRIBUTION— ROUTES TO MARKET

ONLINE TRAVEL AGENTS (OTAs)



BENEFITS OF BEING BOOKABLE ONLINE

DISTRIBUTION



CHECK LIST



- ✓ Insurance, licences, food hygiene certificates
- ✓ Read T&C's before accepting
- ✓ Think about your markets & how visitors will book
- ✓ Have a pricing plan that includes service fees
- ✓ Have availability

QUESTIONS AND ANSWERS



NEXT steps and further opportunities

Any ideas?

Complete the Activity form and return to us at experience@norfolk.gov.uk by **Friday 16th July**

Sign-up to our Norfolk newsletter:

www.norfolk.gov.uk/experienceupdates

New wave of **training and networking** opportunities in the autumn

Interested in EXPERIENCE outside Norfolk?

www.tourismexperience.org





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