



# Tap in to what visitors really want: An Introduction to Experiential Tourism



EUROPEAN UNION  
European Regional Development Fund



Norfolk  
County Council

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



# Welcome & Housekeeping

- Please keep **your microphone muted at all times** ; 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.









# What is EXPERIENCE?

- Project aiming to increase tourism in the low season (October-March)
- Capitalising on the experiential travel trend
- 250 activities (& 100 itineraries)
- Based on the principle of sustainability





# Changes due to COVID and new opportunities

- Effect of COVID-19 on visitor behaviour
- Growing sectors of sustainable tourism are:
  - Health and wellbeing
  - Nature & outdoors
  - Adventure
  - Community-based
  - History & Culture
  - Food and drink







UNMISSABLE  
*England*

[www.unmissableengland.com](http://www.unmissableengland.com)



## VISITOR FAVOURITES



### DISCOVER THE WILD NORTH CORNISH COAST

#### CORNWALL

A gorgeous circular route in a hidden corner of Cornwall, taking you through some of the Southwest's most remote, wild and spectacular terrain.

[Read more](#)

£25 | 2.5 HOURS

[MORE INFO](#)



### TRAIL RUNNING ADVENTURE BY THE RUGGED CORN...

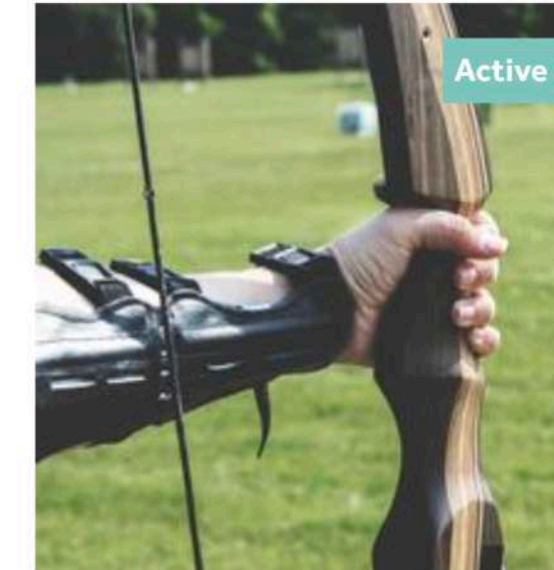
#### DEVON

Experience the thrill of running wild along windswept clifftops, secluded valleys, isolated coves and seldom travelled woodland trails

[Read more](#)

£20 | 1.5 HOURS

[MORE INFO](#)



### ARCHERY EXPERIENCE NEAR BATH

#### COTSWOLDS

Spend an hour with an experienced Archery Instructor learning how to be the next R...

[Read more](#)

£12 | 1 HOURS

[MORE INFO](#)



"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.

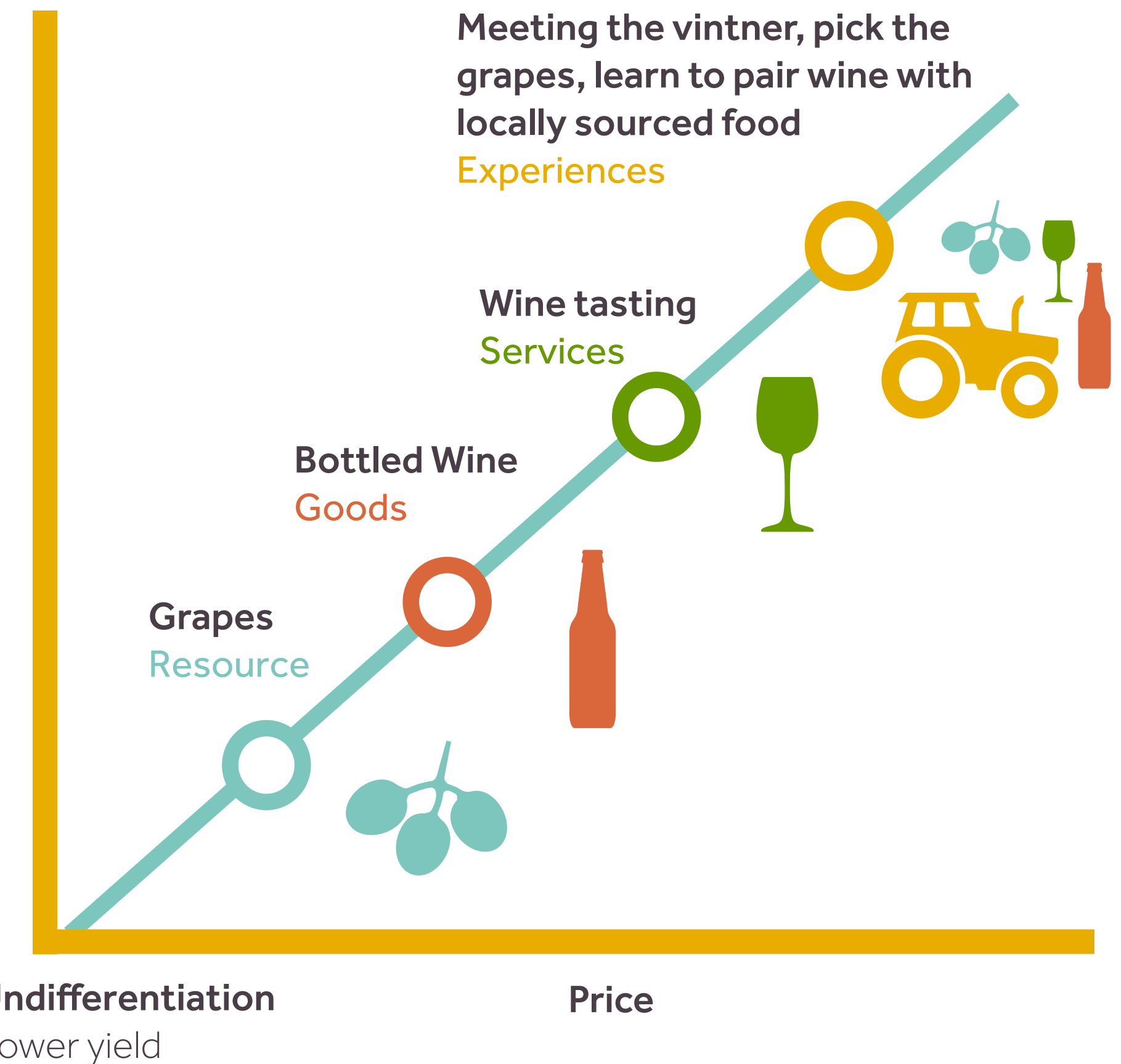
The Canadian Tourism Commission refers to this as 'The Progression of Economic Value'. The following diagram illustrates the process of moving from offering individual commodities, products and services to delivering compelling and engaging experiences.

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



# 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



CASE STUDIES OF WHAT OTHERS ARE DOING

ENVIRONMENT



# THE WENSLEYDALE FARMER'S EXPERIENCE

A true Wensleydale experience – try out life as a farmer on the Swinithwaite Estate, home of the Thornton-Berry family since 1925. Start the day with a traditional, hearty English breakfast of fresh local produce in an award-winning café. Then spend the day taking a close look at traditional drystone walls, feeding the animals, gathering sheep and learning about how sheep are farmed. A fun and engaging hands-on experience in the heart of the Yorkshire Dales National Park.

- ✓ Experience stunning views in Wensleydale in the heart of the National Park
- ✓ The chance to experience life as a farmer!
- ✓ Learn about sheep and the importance of farming to our economy and the sustainable process of farm-to-plate



6 hours | £65 per person



CASE STUDIES OF WHAT OTHERS ARE DOING

LOCAL ECONOMY



# PADDLE BOARDING ADVENTURE

Have a go on a paddle board, sit down, stand up or wheel on to a paddle board. Enjoy the calm and the freedom that comes from a paddle board.

Explore the local lochs of the spectacular Cairngorms, paddle past Loch an Eileen Castle or through the waterways of Inverness.

- ✓ Paddle boards can be used solo, as tandems or groups of up to 8 people.



6 hours | Cost per person £55



CASE STUDIES OF WHAT OTHERS ARE DOING

ACCESSIBILITY



# 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



# RAILS, TRAILS AND SAILS

This half day experience starts at Norwich Railway Station with a take away drink, then we catch the train to Reedham on Norfolk's oldest railway line. Hear stories of the railway and pass nature reserves in the Yare Valley and Cantley Sugar Factory. Then explore Reedham riverside and countryside on foot; hear about the Broads' historic trading wherries and see the magnificent views across Norton Marshes, with the railway snaking away in the distance. Visit Reedham Church, built on the site of a Roman fort and lighthouse and Humpty Dumpty Brewery to sample some ales.



3 hours | £30 per person



CASE STUDIES OF WHAT OTHERS ARE DOING

LOCAL ECONOMY



# 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

ENGAGING LOCAL SUPPLIERS



# MEET THE EXPERIENCE MAKERS



PATRICK NORRIS

## **Footsteps in Northumberland**

Established in 2011, Footsteps have led hundreds of experiences and guided walks and led thousands of people around Northumberland, exploring and discovering its many delights, its history, wildlife and sheer beauty across the 12 months of the year.



RICHARD BETTS

## **Pied A Terre Adventures**

With more than 20 years' experience of exploring mountains, Richard's infectious passion for the great outdoors is clear for everyone to see. Richard holds a number of professional outdoor qualifications, including Walking Group Leader, Hill & Moorland Leader, NNAS Tutor Award, Mountain Leader and International Mountain Leader (IML).





# Experiential Tourism Trends

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



Source: Unmissable England 2021

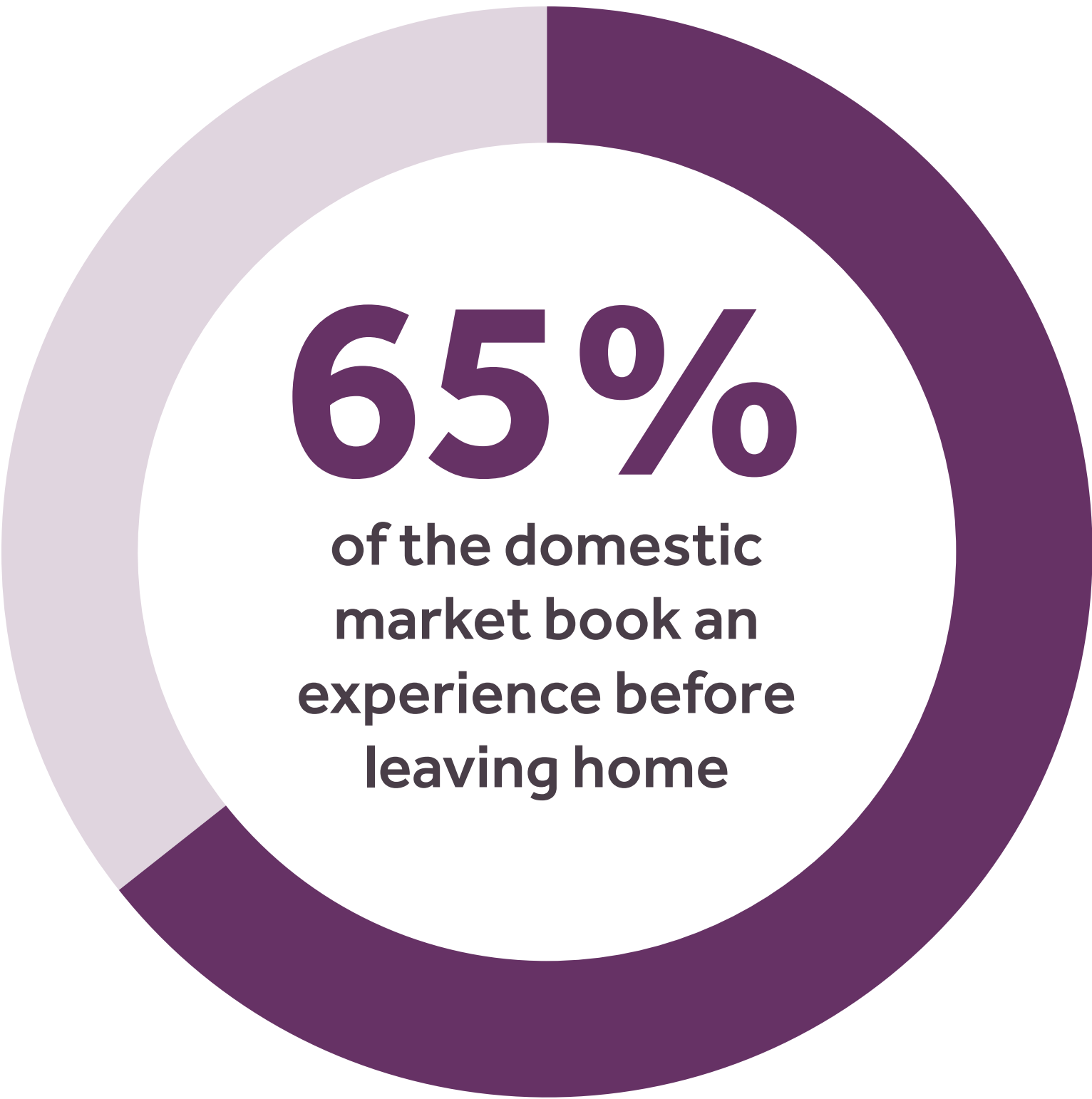
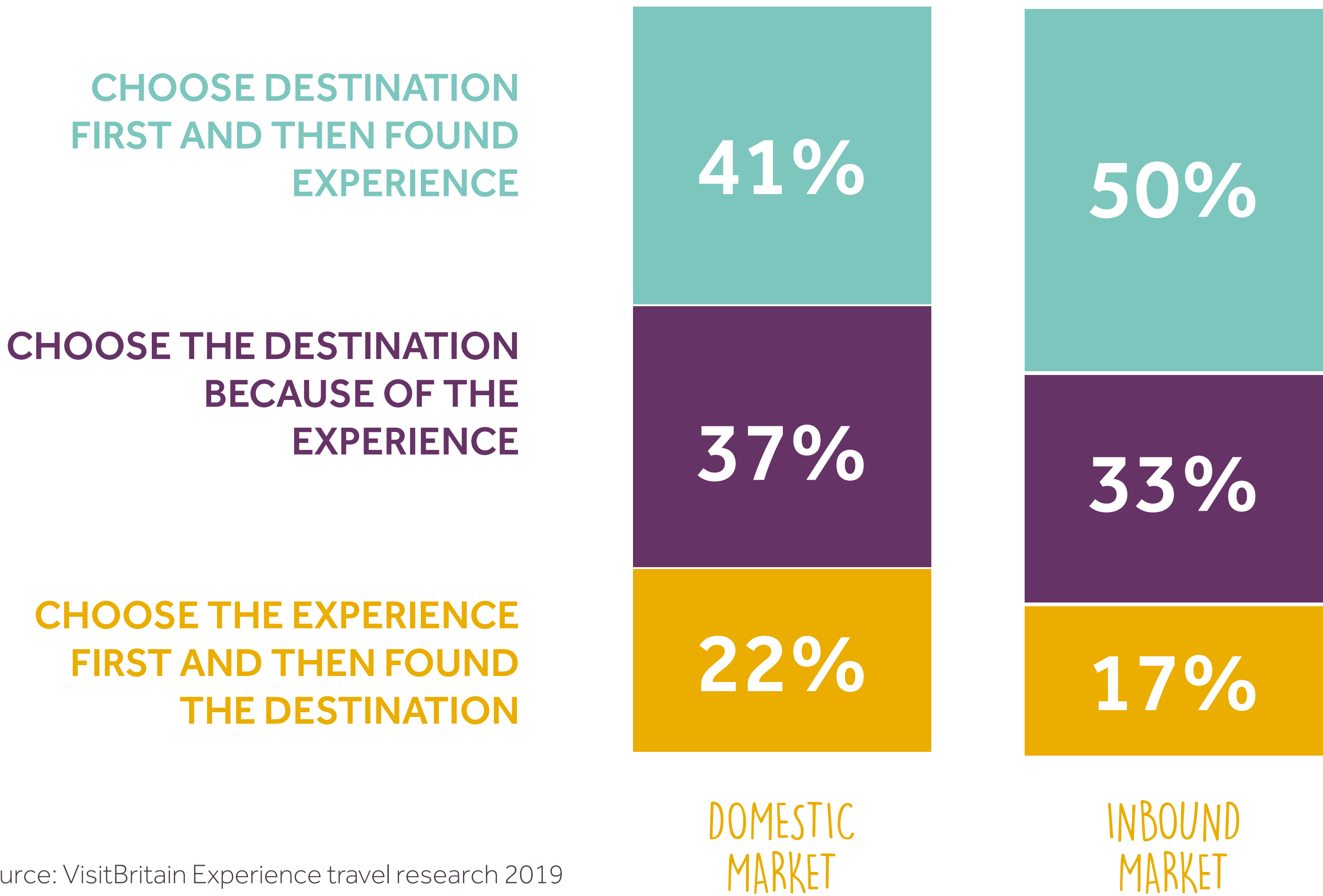




# Bookability & the Tourism Distribution Landscape



## Influence of experience holiday destinations in Britain



BOOKING IN ADVANCE

Source: VisitBritain Experience travel research 2019

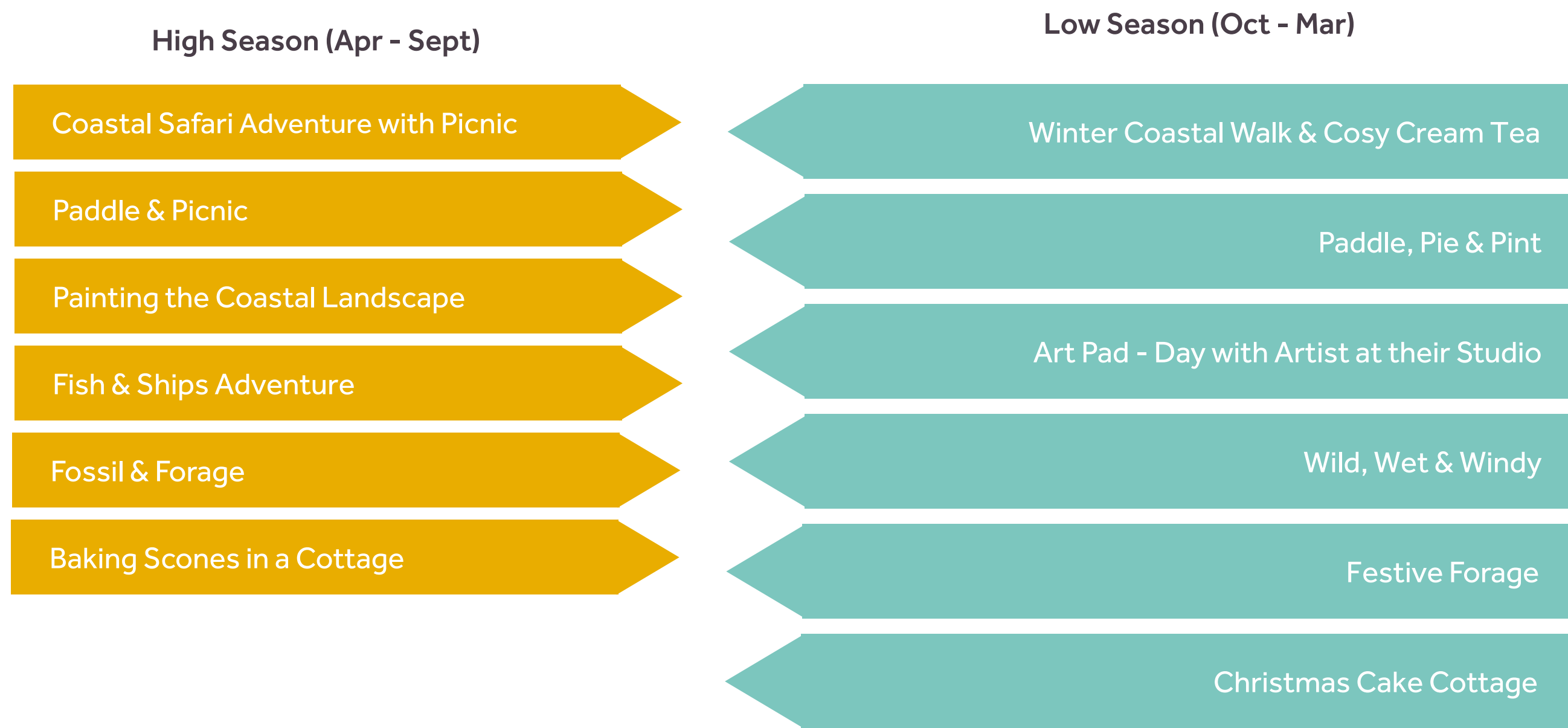


# Product opportunity

## 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.



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.





# Product opportunity

## Experiential off-season visitor markets

**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.





# NEXT steps and further opportunities

Workshop 2 of 2:

## **“How to develop a visitor experience”**

- Tuesday 15 June (10am-12.30pm)
- Thursday 24th June (6pm-8.30pm)





# The project perks

## 1. **FREE training and networking opportunities**

Industry experts to provide inspiration, advice and top tips through tailored training

## 2. **Product testing**

Feedback from industry experts, different consumer groups, and peer to peer testing.

## 3. **Be featured on our new Norfolk tourism website**

An innovative, trip-planning platform, that will link to your contact details / website / booking system

## 4. **Marketing campaigns**

Targeted off-season consumer campaigns and support with distribution





# How to get involved?

## **Any ideas?**

Complete the Activity form and return to us.

## **Sign-up to our Norfolk newsletter:**

[www.norfolk.gov.uk/experienceupdates](http://www.norfolk.gov.uk/experienceupdates)

Interested in EXPERIENCE outside Norfolk?

[www.tourismexperience.org](http://www.tourismexperience.org)

# THANK YOU!







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