



Agence
signe
DES temps

PARIS
BORDEAUX
COPENHAGUE

DISCOVERING EXPERIENTIAL TOURISM

Seminar on developing experiential offers
in Côtes d'Armor in autumn-winter



UNION EUROPÉENNE

Fonds Européen de Développement Régional

Agence Signe des Temps
18 May 2021

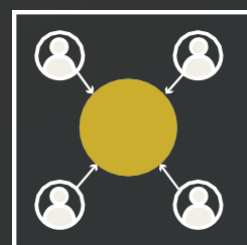


Interreg 
France (Channel) England
EXPERIENCE
Fonds européen de développement régional

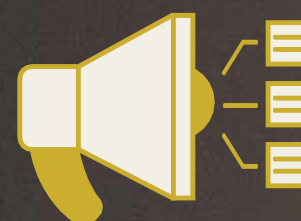
REGIONAL BRANDING SPECIALISTS



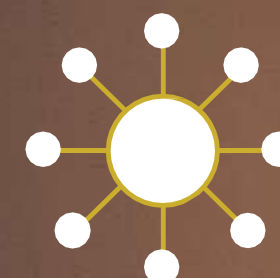
**BRAND
STRATEGY,
PLATFORMS &
CODES**



**TERRITORIAL
MARKETING &
APPEAL**



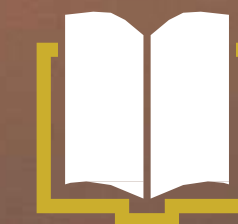
**STORYTELLING &
EDITORIAL
CONTENT**



**MULTICHANNEL
PUBLICITY
CAMPAIGNS**



**VISUAL
IDENTITY &
GRAPHIC
CHARTERS**



**MAGAZINES,
PUBLISHING &
COMMUNICATION
TOOLS**

SIGNE DES TEMPS:

CONSULTANCY

- > Local authority consultancy
- > Marketing strategies
- > Attraction strategies, territorial marketing
- > Sectoral studies

PR AGENCY

- > Logo and brand design, graphic charter
- > Corporate communication
- > Crisis communication
- > Advertising campaigns
- > Advertising material

**Developing experiential
offers/SEASON 2
in Côtes d'Armor
during the Autumn/Winter season
After our launch in 2021,
we are consolidating,
and ramping up for 2022-2023**



SOUTHERN ENGLAND/NORTHERN FRANCE REGIONAL PROJECT EXPERIENCE

3 Aims



Extend the tourist season between October and March
in southern England/northern France region.

Build on the successes of experiential tourism
experienced elsewhere and apply them to the southern England/northern France region.

Develop balanced sustainable tourism
Key to developing out-of-season offerings and enhance the tourism offering with “non-tourism” stakeholders.



3 FINDINGS THAT CHANGE ISSUES

**The metamorphosis of
consumption**

**Brittany has become
the leading tourist
destination post-COVID**

**Economic actors have high
expectations in terms of
recovery**

The metamorphosis of consumption: new unavoidable issues.

Before Covid-19, tourism practices were already under serious challenge (flygskam, urban tourism). **Questions were already being raised.**

After Covid-19, **what was a trend became a social development and new practices have emerged.**

Other topics that have emerged since that time include the search for meaning, environmental awareness and local tourism.

The new practices and expectations include **a renewed interest in France, fresh appeal of private destinations and new work/life balance.**

Brittany, the leading tourist destination post-COVID: the appeal

The image of Brittany was greatly enhanced during the pandemic. This is a sales asset into the future.

Second most popular holiday destination for French people in 2020 (after southern France), Brittany accounted for 12% of summer stays by French people (twice as much as in 2019). According to statistics institute INSEE, Brittany out-performed the national average in the 2020 season.

If a brand were a person, Brittany would be one of the “beautiful people”

Civic engagement is anchored in Breton civilisation, doing things together, pulling together, protecting the environment, etc.

Bretons are focused on the future, on top of new trends, committed to innovation.

Economic actors have high expectations in terms of recovery

In September 2020, **overnight stays** in mainland France **fell 42% compared to September 2019**. Because of the Covid-19 pandemic, **42,500 restaurants closed** in 8 European countries (**of which 2046 in France**). **France lost 60 billion euro in income.**

However, business professionals were largely supported by the State and local authorities. But the challenges of the recovery are essential for the small and micro-businesses making up the tourist offering.

For two years, new solutions provided by public bodies were primordial for business professionals. **Creativity and innovation boomed in the tourist industry during the pandemic:** Michelin-starred chefs in food trucks, staycation packages in luxury hotels, workations in hotels, etc.

AIM: SELLING AUTUMN/WINTER

Meeting economic and environmental challenges

Inherent challenges

Low season, fewer customers, bad weather and many regional amenities closed.

Extremely competitive short-stay market

Market with the highest growth across all destinations (up 5 points between 2017 and 2018)

Well-established major destinations

Mountain, sun destinations (the Med, Asia, overseas) and urban tourism to launch a powerful offensive to recover market share lost in 2020.

1

DOING EXPERIENTIAL TOURISM SUSTAINABLY

Working together

Tourist information centres, tourism and non-tourism professionals, Côtes d'Armor Destination, Brittany Tourist Board

Catch the attention of influencers, PROSUMERS who are setting new standards.

Source new providers to create new offers that will make a difference and combining several offers.

These offers should all be part of a "**quality experience chain**" based on **existing work**: and avoiding key errors

Developing irresistible memorable offers

& finally



**Stand out from
the competition**



**Generate new
income**



**Help shift the
community to a new
kind of tourism**



**Build
customer
loyalty and
expand
your
customer
base**

Topics for discussion: the people behind the products

What do you think are the key errors to watch out for in autumn and winter?

What specific climate-related services could be set up?

6 BELIEF SYSTEMS

**FOR A
SHARED
PHILOSOPHY**

Conviction 1

Capturing the off-season market will involve new focus.

Conviction 2

The point is no longer to buy a product or service, it is to buy an experience and even a way of seeing the world.

Conviction 3

**The future is
already here.**

Conviction 4

**Know what makes
your target
customers tick.**

Conviction 5

**Explore the
unexpected.**

Conviction 6

Customers may forget what you tell them (communication). They may forget what you've done (offer/service), but they will never forget how you've made them feel!

Off-season tips

 **& Personal and private reasons
Reasons holidays are attractive**

 **Fundamentals of tourist
experiences**

“Focusing your offer on visitor experience is good for the customer, good for the host and good for locals.”

You’re selling a story, locals and engaging customers. It’s more than a trend, it's a complete turnaround.

Experience Côtes d'Armor

Need to be creative

**Reasons autumn and winter holidays are
attractive**

**Rather than focusing on pure consumption, the
emphasis is on creating social connections with
a more sustainable, more responsible approach.**

Mission aim

Based on work undertaken in 2020-2021 by Tourist Information Centres and Côtes d'Armor Destination on selecting experiential offers

Let's build on this by creating new autumn/winter experiences for the 2022-2023 season and beyond!

4 mission expectations

Relying on experiences to develop the off season

Lay the foundations, the techniques for creativity, for communication, for distribution, for marketing.

Mobilising everyone

Tourist Information Centres, tourism and non-tourist stakeholders, with a pragmatic, committed approach to shake things up in the off season.

Creating prototypes of bespoke experiences

To help you with the creative process.

3 mission expectations

Get into onboarding writ large: it's really important that you attend the workshops so you're up to speed with professionals who need your input

Set up a club of experience "pitchers"

With enough service providers committed to this new approach, either because their product was designed with it in mind or because of CAD funding under the programme, providers will adapt their offering accordingly.

Experience

Where does it come
from?



Where does the idea of experience come from?

It draws mainly on the Design Thinking approach dating back to the 1950s, puts humanity at the core of innovation and creativity by looking at how people do things, react, use a good or a service. Design thinking creates experiences.

At the time, this was a pioneering concept.

Where does the idea of experience come from?

For decades, the Design Thinking method developed mostly in **industry and technology** with the creation of innovations to facilitate the customer experience.

Design Thinking as a method

**Experience
as the visible version**





Starbucks

Expanding the role of the physical store, making it a focus of entertaining, fun and even unique experiences.



Wine and experiential marketing

Activate and a text by Colombe Schneck, Philippe Grimbert or Sylvie Granotier will appear, discussing the virtues of a Burgundy, an Alsace or a Provence wine.

Cultural experience as seen by the Musée de l'Homme





Do It Yourself workshop by Leroy Merlin

The idea of Leroy Merlin's Make It is to give city dwellers – who rarely have access to a garage or workshop at home – the opportunity to enjoy the pleasures of DIY.

Sensory experience as seen by Nature et Découverte





Rncontrez-vous
à nos ateliers cuisine.

mestic

#LoveYourImperfections

What about experience as applied to tourism?

Everything in tourism is about the experience.

People are out of their usual setting, tasting new things: it's an immersion in another world.

This natural inclination for travel to be an experience is an asset but requires rigorous and creative work to turn it into a catalogue of experiences.

Few destinations today have truly implemented this approach.



EN LIGNE



★ 4,99 (144) · Paris

Et si on jouait avec l'art au Louvre ?

À partir de 10€/personne



★ 5,0 (105) · Paris

Apprenez la recette typique du "Paris-Brest"

À partir de 36€/personne



★ 4,96 (710) · Paris

Apprenez à faire des Macarons avec un chef...

À partir de 36€/personne



★ 4,95 (140) · Paris

Best of Paris en Sidecar (Tour 1h)

À partir de 49€/personne



★ 4,88 (500) · Paris

Créez un chapeau unique chez MiniMe Wonderland

À partir de 99€/personne



EN LIGNE

EN LIGNE



GAGNEZ DEUX PLACES POUR PASSER LA NUIT AU LOUVRE

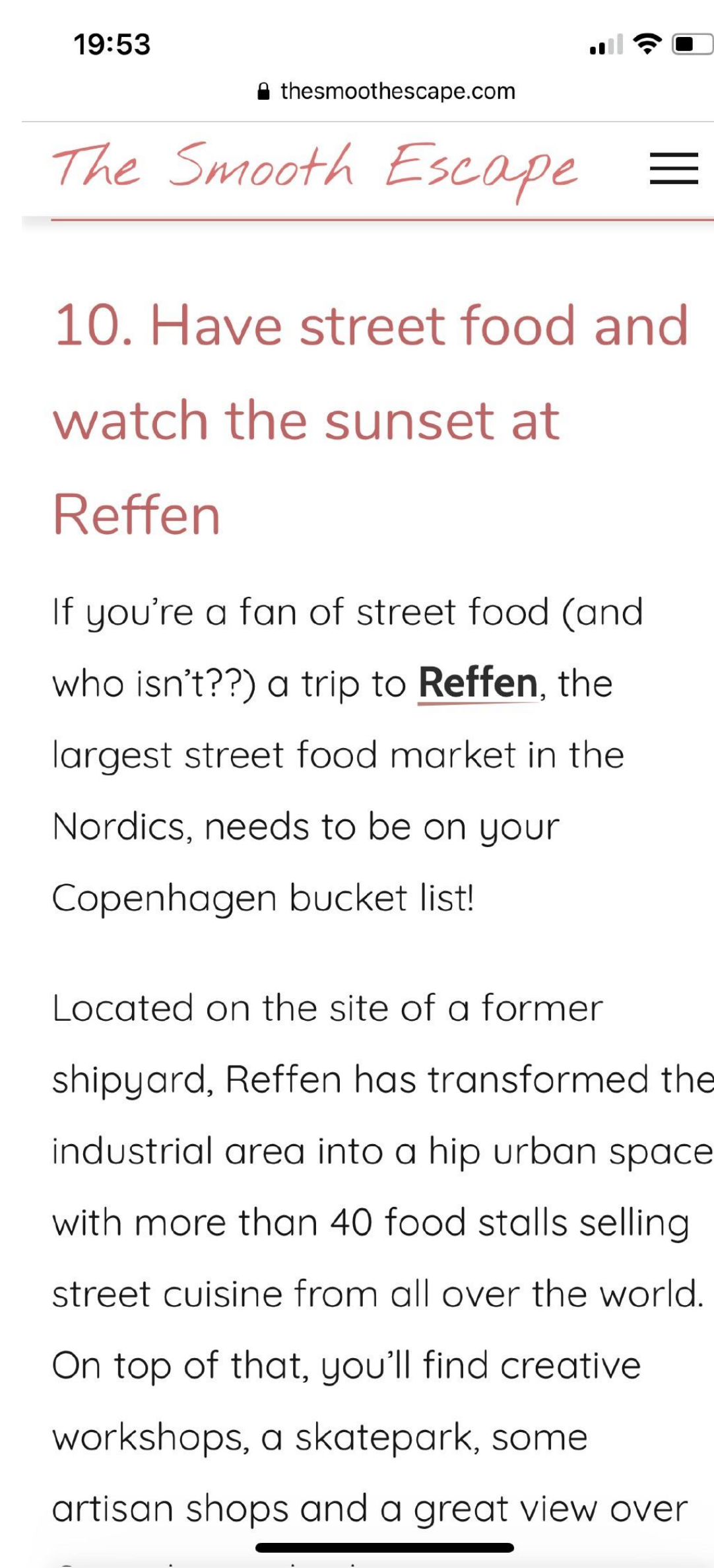
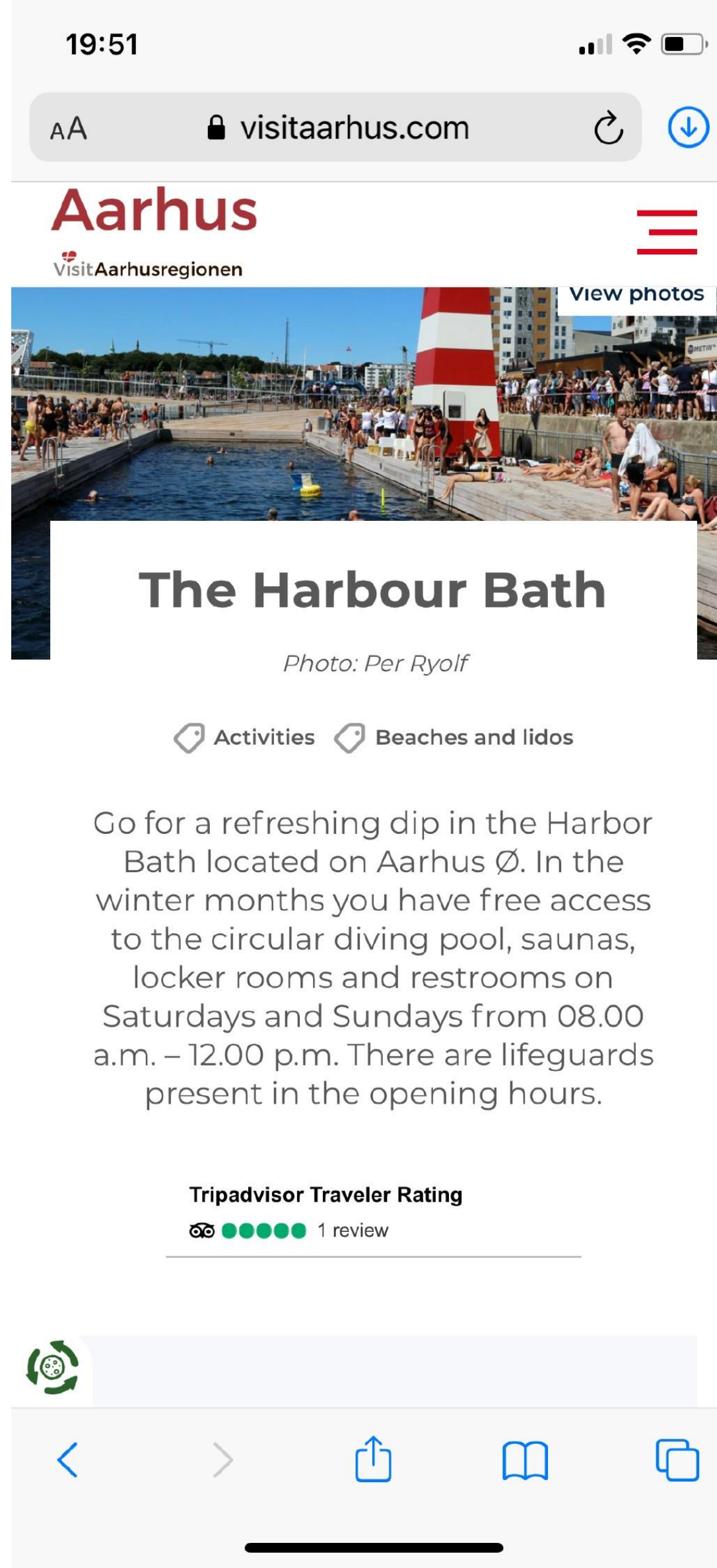


LIVE
LIKE
A LOCAL



Live like a local by AirBnB

People can now LIVE in the area, LIVING SPACES + LOCAL AREA = a revolution in the approach to tourism.



Pour tous les goûts et toutes les envies



Faire des longueurs dans une piscine Art Déco mythique.



Buller dans un jacuzzi chauffé à 35°C en pleine nature.

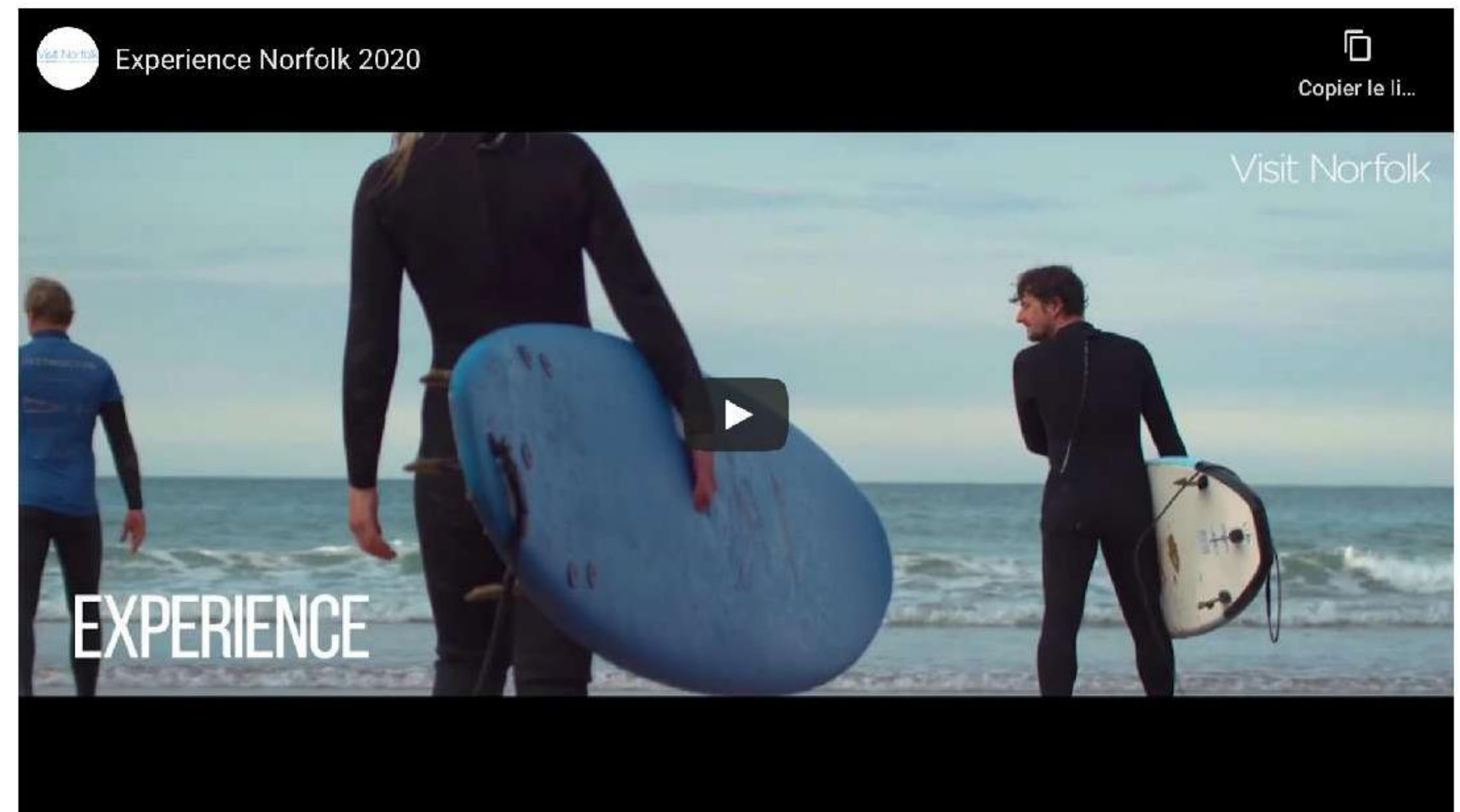


Privatiser une piscine secrète juste pour deux.

COUNTY NORFOLK

**IT'S TIME TO CREATE
MOMENTS THAT MATTER**

EXPERIENCE NORFOLK – 20 INSPIRATIONAL IDEAS TO ENJOY IN 2020



COUNTY KENT



9 ways to Microgap in Kent

Want to escape but can't get the time off work or fork out for a long holiday? If yes, then say...



Kent spa breaks to enjoy before you return to work

From sizzling saunas to much needed massages we've got some suggestions for your serene summer, so...



Running in Kent

With so many pretty-as-a-picture coastal routes, countryside and cliff tops made for hill training;...

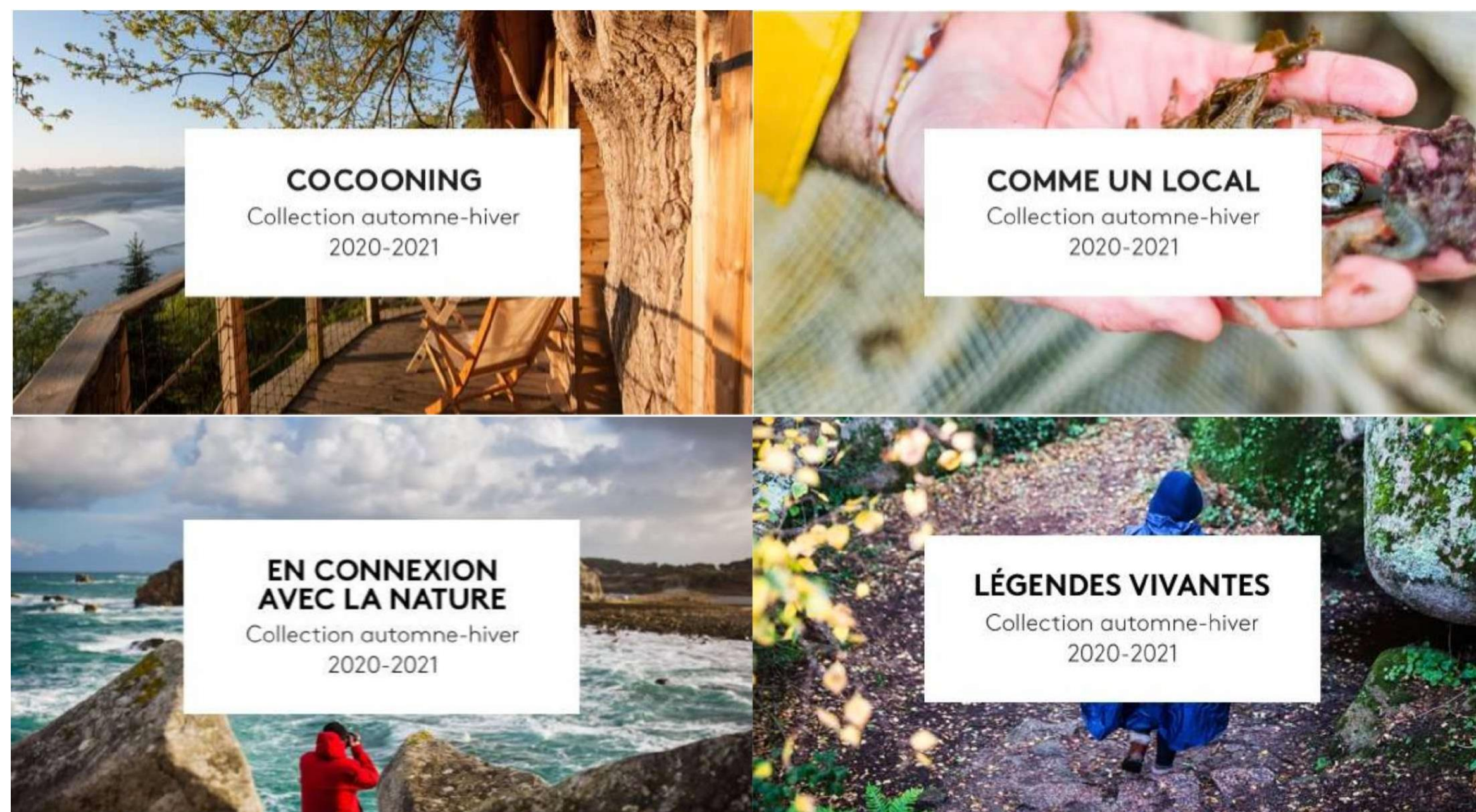
**Experience is the success of
the ordinary
based on a seamless customer
pathway**

**Tinged with the
extraordinary**

based on emotion and surprise

TOOLS CREATED BY YOU

4 topics in line with trends and the off season



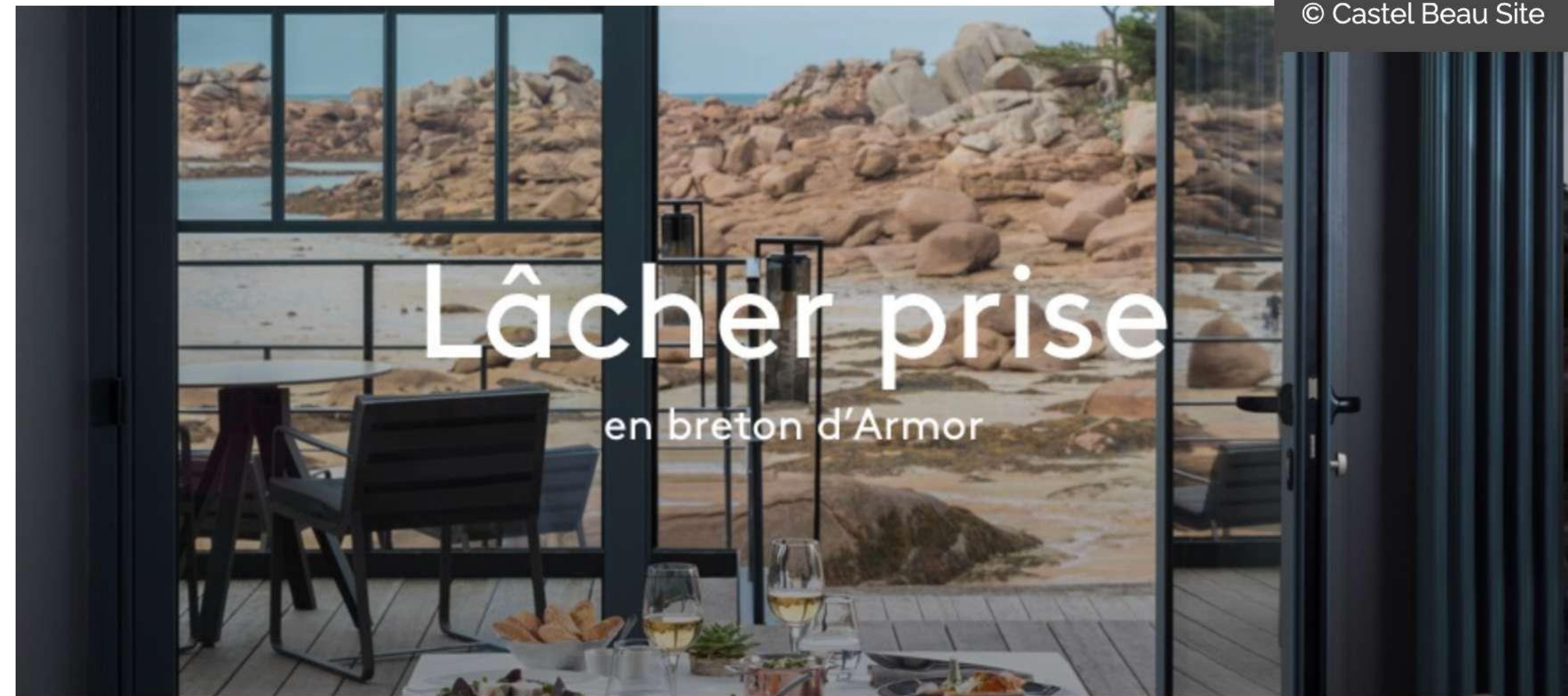
TOOLS CREATED BY YOU

Set up in 2020/2021 with offers selected by Tourist Information Centres



TOOLS CREATED BY YOU

**Based on these, we
will build
experiences for
2022-2023 and the
method for the
following years**



© Castel Beau Site

TOOLS YOU ALREADY HAVE


Breton experiences on the Brittany Tourist Board website with defined criteria and specifications drawn up

73

Site officiel du tourisme en Bretagne

Pros Presse Voyageurs Handicap


BRETAGNE DESTINATIONS SELON MES ENVIES PRÉPARER MON SÉJOUR COMMENT VENIR



Page d'accueil → Préparer mon séjour → Expériences bretonnes

Expériences bretonnes


Pour vivre intensément la Bretagne, partez à la rencontre de Bretons passionnés. Partagez leurs activités et découvrez une Bretagne insoupçonnée.



Aventurez-vous de nuit dans la Vallée des Traouïero

Réveillez les légendes avec Yann


A un ricochet de Perros-Guirec, le chemin entre chênes et fougères vous invite dans la vallée. Au fur et à mesure que vous avancez et que le soleil se couche, votre voix...



Avec Pierre, découvrez le Golfe du Morbihan autrement

Sensations iodées en paddle et pirogue

Envie de découvrir le Golfe du Morbihan autrement ? Pierre se fera un plaisir de vous emmener vous balader sur l'eau au plus près des îles, de leurs oiseaux, de leur...



Naviguez auprès des dauphins, des phares et des oiseaux

Abordez les trésors de la mer d'Iroise avec un guide marin

A Saint-Guérolé, les guides marins d'Archipel vous attendent pour une excursion au grand air, avec escale à l'île de Sein. Larguez les amarres à la rencontre des dauphins...

TOOLS YOU ALREADY HAVE

