

● TUTOS PROS ●

CREATING EXPERIENCES IN AUTUMN- WINTER

Find all our tutorials on our pro website: <https://pro-tourisme62.com/>



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PAS-DE-CALAIS
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Developing tourism in low season is a good way to stand out from the competition. Indeed, the losses are minimized, and you participate in the emergence of a new style of tourism...

What is experiential tourism ?

Experiences create a link between the visitor and the territory, allowing to interact with its inhabitants and culture. It creates a sensation and leaves a striking memory.

Creating experiences with design thinking

Design thinking is the method of building an experience. It allows us to innovate by putting ourselves in the consumers' shoes, by showing empathy by imagining their emotions, aspirations, and needs. These needs are based on three dimensions:

- The mind, allows to acquire new knowledge associated with the territory.
- The heart, allows to have a personalized and intimate experience, with interactions.
- The body, for an experience that stimulates the five senses, with its unique sensations.

The top 10 services of searched services:

- Cancellation guarantee in case of bad weather
- Late check-out proposal, later breakfasts, additional visit time
- Loan of equipment according to the weather
- An address book autumn-winter
- Good "variable season": their value changes according to the season
- VIP visits
- Ephemeral decoration: nature theme, holidays...
- Travel available
- Whatsapp Group as service providers to satisfy customers
- Adapt the lighting of the different sites: they will remain accessible longer

Inspirations

Autumn and winter are associated with home, home, the quest for warmth.

Cocooning can become a real tradition, as is the case in the Nordic countries with the "hygge".

Indoor activities should therefore be inspired by this trend, or create new traditions.

Autumn and winter also encourage people to come out of their homes, to admire the beauty of nature: late sunrises, blue hours, high tides. The sport is also done in nature.

The advice: link an event that takes place in nature to a spectacular moment, or a sporting moment.

The winter season is also a time to take care of yourself, your body and your mind. Lack of light, fatigue, winter depression encourage you to take care of yourself. It is an opportunity to develop new methods of well-being such as sylvotherapy, light therapy, spa, meditation.

Well-being experiences must be developed, and must be an expression of a benefit for physical or mental health.

During this period, the relationship with time is also different. Time seems longer, we take more time for its different activities: cooking, leisure.

The experiences can be extended, or based on traditions on the passage of the seasons.

Autumn-winter is also an opportunity to grow. We stay inside, we take care of ourselves, time can seem longer, it's an opportunity to nourish our spirit.

Experiences to grow consumers can be developed.

It is also during this period that people get closer, on the occasion of the holidays of end of years, or meals with friends/family.

This need for reunion can be expressed in the quality of the meetings, the privileged character of the exchanges.

More at home = more time = more time to cook. In cold weather, we tend to be looking for comforting, more gourmet dishes.

Offering experiences with cooking classes, discovery of seasonal products will be appreciated.



Tips for writing experiential storytelling

- Appeal to the senses: colors, scents, sensations...
- Appeal to emotions: nostalgia, pride...
- Connecting real life: so consumers can identify with each other
- Lightweight style: to captivate a maximum of people, create proximity
- Use short sentences
- Use specific terms
- Show positive, no negative phrases
- Write to the present
- Praising the tiny: little things that give authenticity

An experience is to create a scenario from an image, and it is a precise division, as in a film, which allows to understand the story quickly, as a scene to live.

This content may be distributed through:

- Photo
- Podcast
- Video
- Playlist
- Social networks
- Brochure
- Magazines

Methods of narration

Title must be short and impactful, 10 words maximum

The chapter should be one or two lines maximum, and present the scenery instantly for the reader

The boosters are sections that complete the content of each experience: put one or two, put 30 to 50 words per section, one theme per section.

To go further...

Find out about our tools and support systems
on the Pas-de-Calais Tourisme's professional website

