



EUROPEAN UNION
European Regional Development Fund

Experience Training

Understand the Wider Destination - Recommendations and Cross-Selling

August, 2022



AGENDA

- **Part 1:** Finding Alignment With the Destination's Brand Proposition
- **Part 2:** Matching Experiences With the Destination DNA
- **Part 3:** Experience Pairing - Identifying Product Partners
- **Part 4:** Identifying Experiences, Itineraries and Ambassadors
- **Part 5:** Templates for Experience Mapping

Key Takeaways



PART 1

Finding Alignment With the Destination's Brand Proposition

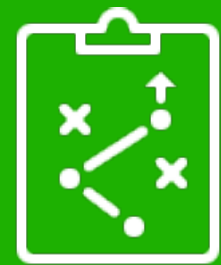
How to Align the Product With the Brand?



The product developed by businesses should be seen as a natural extension of the destination brand, offering the opportunity to provide authentic fulfilment to clients.



How to Align the Product With the Brand?



With this in mind, the destination **product strategy remains consistent**, focusing on adventure and the outdoors, history and heritage, nature and wellness, or people and culture.



How to Align the Product With the Brand?



Within these top-level themes, **a pass, a map, a trail, a signature experience and/or product pairing strategy extend the brand** to some incredible brand experiences, both existing and new.



What Should be at the Core When Creating Product?



The **identity** of a destination consists of the **intangible aspects**, modelled throughout time, which make a destination different from others. We refer to the **values people have that are intrinsic and culturally accepted within the destination.**



What Should be at the Core When Creating Product?



The heritage of a destination is a relevant aspect as well. Either tangible or intangible, it is **key** that the **product sets on the cultural (traditions) and historical (monuments, museums) heritage of the destination.**

Where to Find Inspiration/ Information for the Alignment?



Try experiences through the lens of the visitor:

- Analyse the main sources of information used by visitors
- Become a visitor for one day and experience the destination
- Visit the main attractions and go to the most popular restaurants
- Sit down with other visitors and talk to them
- Identify what type of offers could improve the visitor's experience in the destination

Where to Find Inspiration/ Information for the Alignment?



Connect with other businesses:

- Visit other businesses and talk to the staff - get to know what their frustrations and challenges are
- Understand what they are doing to face those challenges
- Identify their business' main needs - to create a full experience, address seasonality, etc.

PART 2

Matching Experiences With the Destination's DNA

There are 4 key aspects to consider when matching experiences:



1

Locals are happy



2

**Understanding
values and identity**



3

**Alignment with
proposition**



4

Valued by visitors

There are 4 key aspects to consider when matching experiences:



1

Locals are happy

Make sure that locals are happy with the DNA part around which the experience will be developed.



2

Understanding values and identity

It is key to have a deep understanding of the destination's values and identity.



3

Alignment with proposition

Ensure that the experience core is aligned with the main proposition of the tourism local strategy.



4

Valued by visitors

That is an experience that can be valued by visitors. It is worthless if the experience has no value for the tourism market.

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Matching Experiences With the Destination's DNA

Case Study: Moliceiro boat in Aveiro,
Portugal

Moliceiro Boat

The Moliceiro was a workboat used to catch moliço, aquatic algae (now scarce) used to fertilise agricultural land in almost the entire region of Aveiro.

Local wood was and still is used for its construction.



Moliceiro Boat

The paintings of Moliceiros are always composed of text and images, to honour beloved figures or satirise unwanted ones.

Today, the Moliceiro boat is at the core of a unique experience in Aveiro, through which visitors discover the city and its traditions.

This success allowed a few artisans in naval construction to remain in activity and interest young talents to join the sector.



Moliceiro Boat

Main recommendations:

- Find out historical symbols of your region that are not being promoted - by reading books, talking with locals, etc.
- Prioritise those that are relevant to the community
- Adapt the experience to the visitor's needs - be creative and use available resources



PART 3

Experience Pairing - Identifying Product Partners

Combining Experiences



By curating the offer, businesses can pair the right experiences, lifting the brand and offering a unique stand-out experience.

Product pairing represents a key opportunity for them to lead the co-creation of a unique message throughout the industry.



Combining Experiences



Designing the process of product pairing requires:

- A **good partnership** with local businesses and entrepreneurs
- **Willingness to look outside** of the traditional tourism industry
- **Openness to bespoke creative thinking** around how different experiences can come together



Combining Experiences



Look at the award-winning Inn in Fogo Island, Newfoundland, which is built on the principles of sustainability and respect for nature and culture.

The Inn is a **community asset**, and 100% of operating surpluses are **reinvested in the community** to help secure a sustainable and resilient future for its inhabitants.



Economic Nutrition^{CM}

fogo island inn

NIGHTLY STAY

WHERE THE MONEY GOES

Labour	49%
Food, Room Supplies	12%
Commissions, Fees	5%
Operations, Admin	18%
Sales, Marketing	4%
Surplus	12%

Reinvested in the community of Fogo Island

Economic Benefit Distribution

Fogo Island	65%	Canada	19%
Newfoundland	13%	Rest of the World	3%

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Values are calculated retrospectively and updated when changes are material



Gastronomic Food Pairing

Gastronomic food pairing is one of the most known types of experience pairing. **Finding the best combination of food and drink is a challenge valued by many visitors looking for innovative experiences.**

This also enables destinations to **cross-sell** their products and, at the same time, **increase awareness of some of the least popular ingredients or dishes.**



Experience Pairing - Identifying Product Partners

Case Study: Gusbourne

Gusbourne

- English winery
- Chardonnay, Pinot Noir and Pinot Meunier grapes
- Across the Gusbourne Estate, with 60 hectares in Appledore, Kent, and 30 hectares next to the Goodwood Estate in West Sussex
- The most awarded English Sparkling producer



Gusbourne

Experiences in Gusbourne:

- Vineyard tours
- Discovery tours
- Estate tours
- Picnic
- Special events



“Inside your picnic you’ll find the best of Kent and Sussex produce, such as artisan cheese and charcuterie, local fruit and homemade bread, accompanied by a bottle of Gusbourne Brut Reserve.”

Experience Pairing - Identifying Product Partners

Case Study: Soalheiro Wines,
Portugal

Soalheiro Wines

Soalheiro is a known wine company producing Alvarinho wine.

This is an **innovative company, always looking for improvements and new products.**



Experience Pairing - Identifying Product Partners

Soalheiro Wines

In that sense, Soalheiro also **focuses on food and wine pairing, trying to find the best complements to their products.**

These initiatives usually involve cheese and smoked meat producers as partners.



TASTE MELGAÇO | FOOD AND WINE PAIRING EXPERIENCE AT SOALHEIRO

HOME / GASTRONOMIC EXPERIENCES / TASTE MELGAÇO | FOOD AND WINE PAIRING EXPERIENCE AT SOALHEIRO



Soalheiro : : Gastronomic Experiences

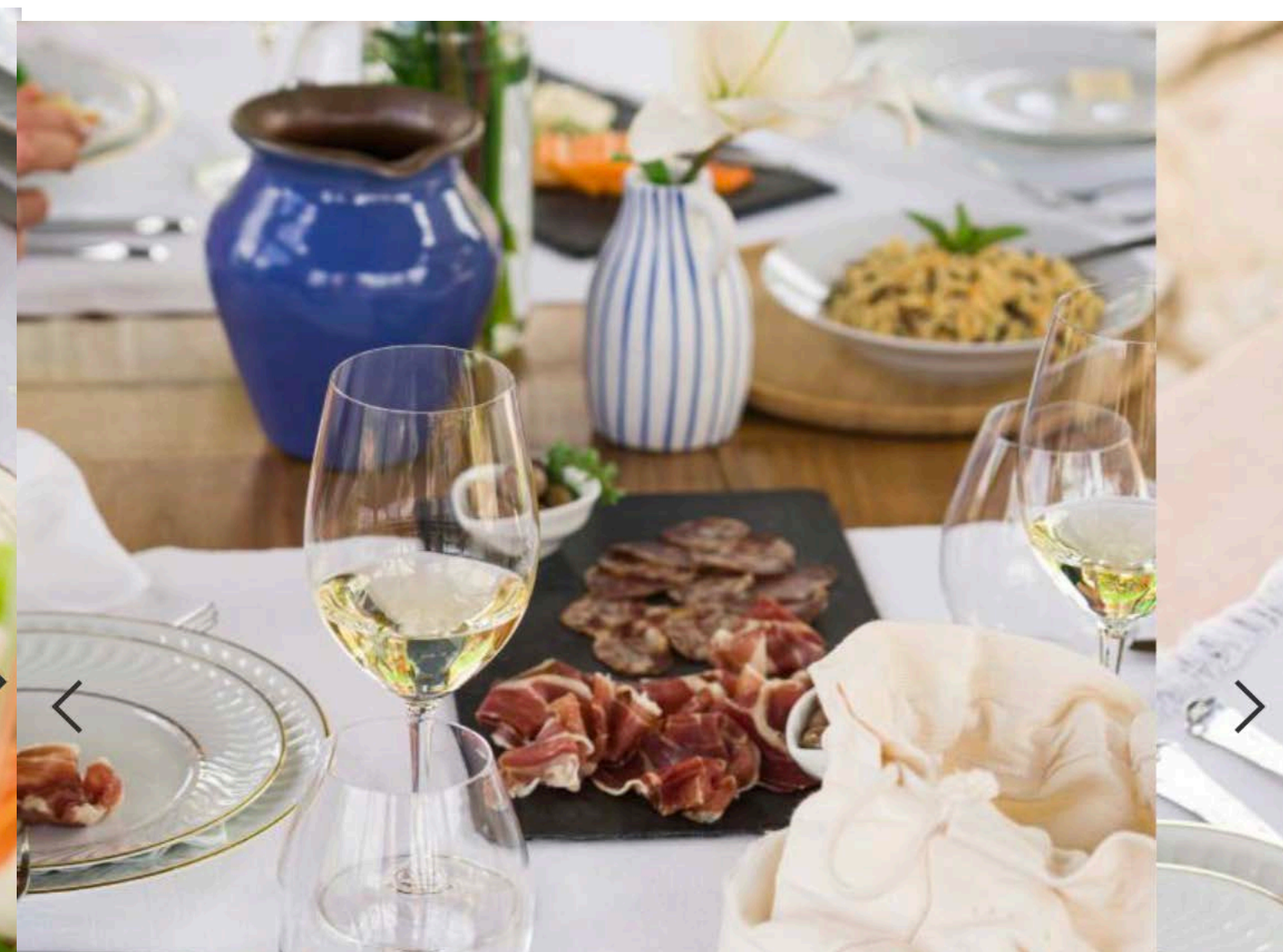
TASTE MELGAÇO | FOOD AND WINE PAIRING EXPERIENCE AT SOALHEIRO

A meal with a view

Our wines are a complement to many types of food, but they harmonize especially well with local products from our Territory. We invite you to enjoy some regional delicacies from northern Portugal, paired with our wines, while you take in the stunning views of the Minho River Valley. [Read more...](#)

Minimum 4 people

Duration: 2 hours



Gusbourne and Soalheiro Wines

Main recommendations:

- Think of the ingredients that already exist within your region
- Assess their recognition in the market - taste them and connect with the producers
- Test and find the best ingredients to pair with your own products



PART 4

Identifying Experiences, Itineraries and Ambassadors

Tips to Identify the Best Experiences to Pair With



1

**Customer
satisfaction**



2

Ask visitors



3

DMO campaigns

Tips to Identify the Best Experiences to Pair With



1

Customer satisfaction

Measure customer satisfaction with the experiences available in the destination to select the ones that make visitors happier (using review-based platforms and/or niche platforms).



2

Ask visitors

Ask visitors what they would like to see and what type of experiences they would like to do (by interviewing them or doing a focus group, for instance).



3

DMO campaigns

Assess DMO promotional campaigns to identify which experiences are already being promoted internally and externally.

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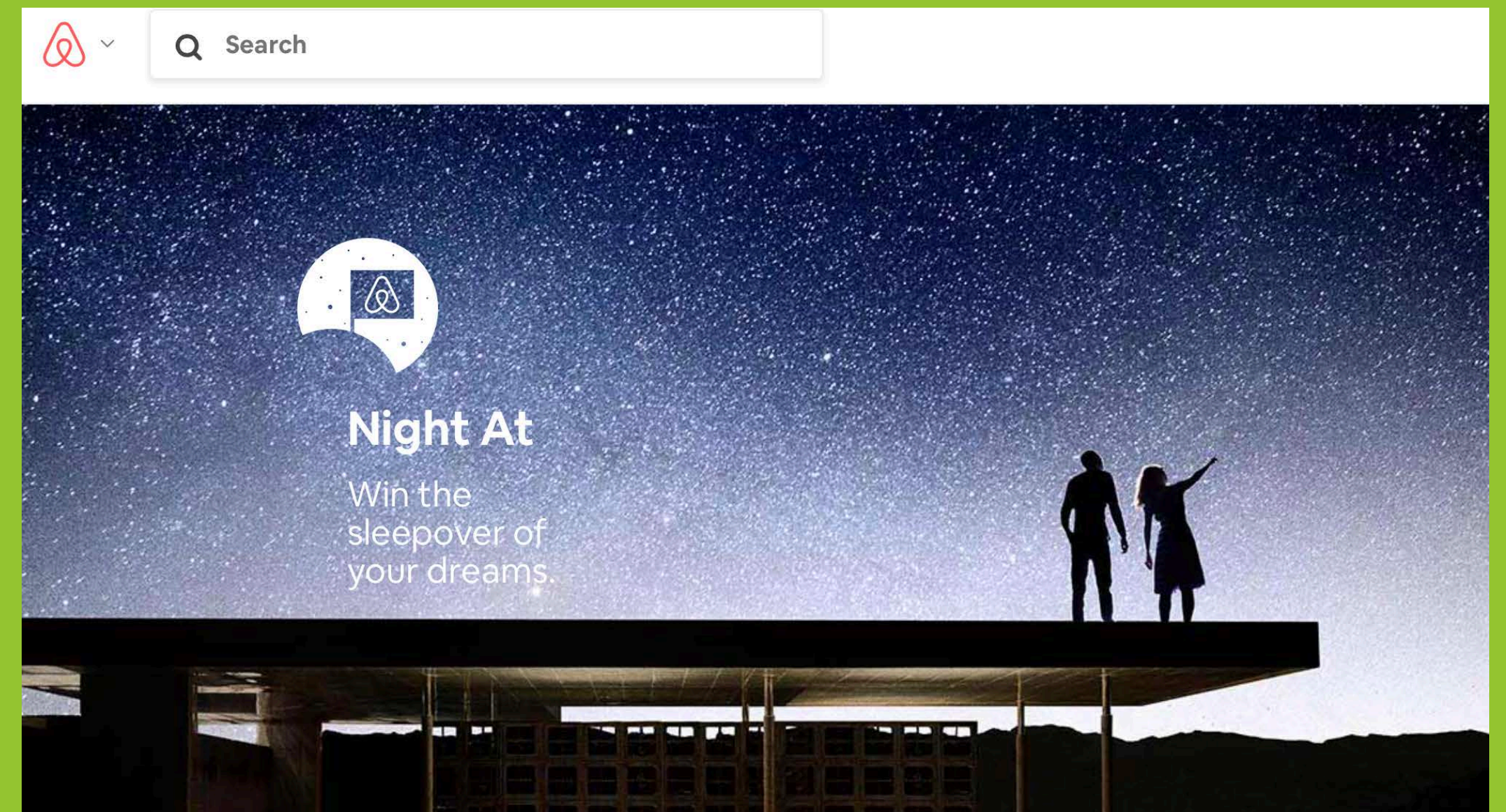
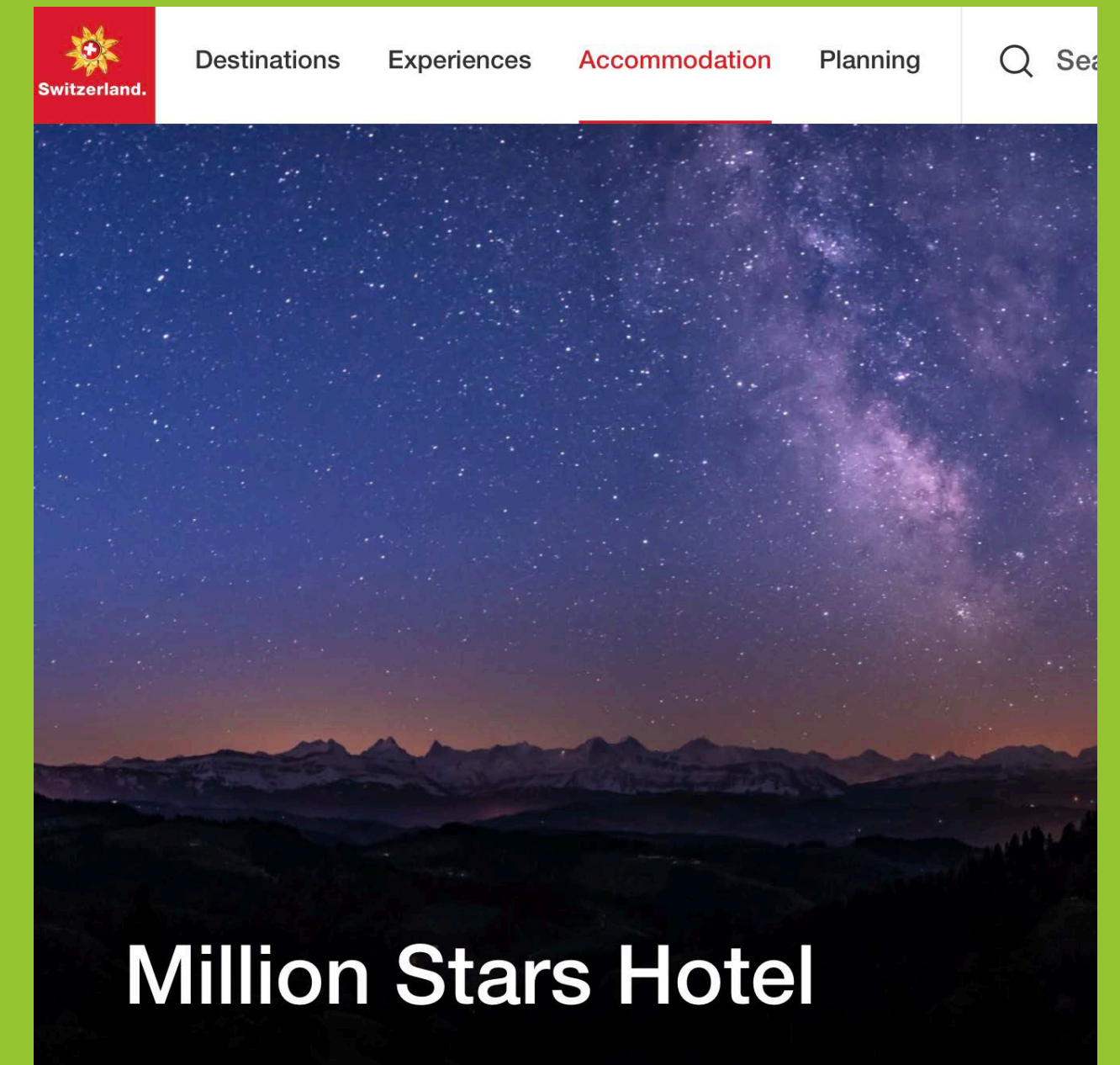


Add value to your product by pairing with partners, adding their services to your offering.

The strategy can be focused on **pairing to mitigate the effects of seasonality** - by creating new experiences in the low season.

EXAMPLES:

- Million Stars Hotel (Switzerland)
- Night At (Airbnb)



Itineraries to Broaden the Scope



Itineraries are important tools to reinforce cooperation within the region and the industry.

These can be structured around one or more themes. See examples below:

- *NATURE EXPERIENCES* (birdwatching, trekking, stargazing)
- *RIVER ACTIVITIES* (rafting, kayaking, SUP)
- *HISTORICAL MONUMENTS* (churches, fortresses, stores)



Identifying Experiences, Itineraries and Ambassadors

Case Study: Wild Atlantic Way,
Ireland

Wild Atlantic Way

2,500km of spectacular coastline with white sands and glittering waves.

There are over 180 Wild Atlantic Way Discovery Points, where the views are breathtaking and local stories are told.



Wild Atlantic Way

Wild Atlantic Way activities

Hop between charming villages, incredible national parks and unbeatable surfing spots.



Rainy days



Water based activities



Free things to do



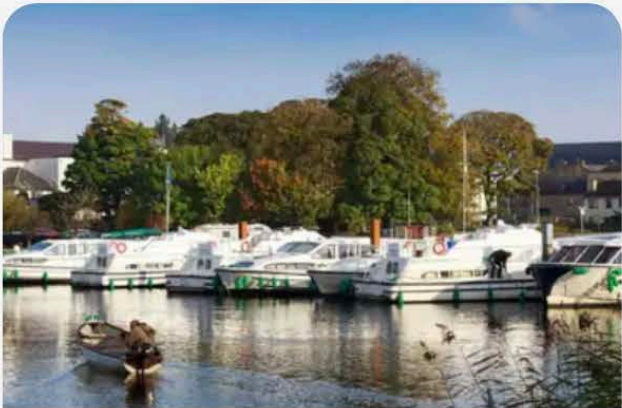
Walking



Cycling

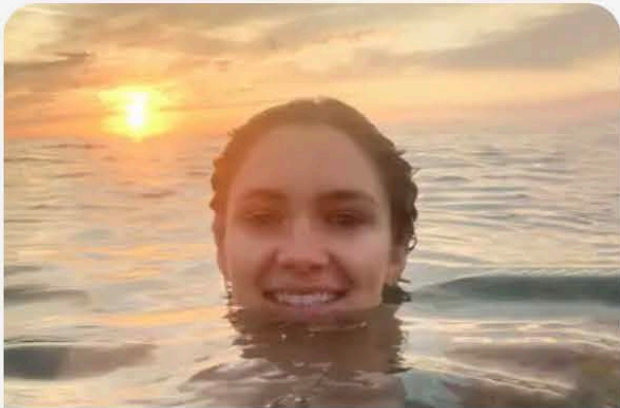


Showing **275** results



ON THE WATER

Experience 10 fun water adventures



COASTAL ESCAPES

Niamh Cullen's sea swimming recommendations



ON THE WATER

12 great things to do in Kenmare

📍 Kenmare, Co. Kerry

1 | Chocolate making at Lorge Chocolatier

A short spin from Kenmare, join award-winning chef Benoit Lorge at Lorge Chocolatier and immerse yourself in the indulgent world of luxury chocolate. If you love chocolate, you can't miss out on this treat. Book in advance and discover the art of making chocolate mousse, ganache, and truffles.

The one-day beginner course introduces you to chocolate making including different techniques and recipes. After you've mastered the basics, it's time for the best part – chocolate tasting.

2 | Sea safari and seal watching

Hop on board one of Seafari's Eco-Nature and Seal Watching Cruises and explore the stunning paradise of Kenmare Bay. A hit with big and little kids alike, the legendary Captain Raymond Ross

Wild Atlantic Way

Main recommendations:

- Join some businesses in your region and find things in common
- Foster relationships with relevant ambassadors to help creating content and marketing the itinerary



Ambassadors



Designing product experiences together **with destination ambassadors helps build links between the most authentic voices representing the destination,** unique and incredible visitor experiences and curated product pairing.

With the help of your DMO, you can reach them and involve them in your campaigns.



Ambassadors



Fostering relationships with your local ambassador is going to be key for powerful authentic brand storytelling.

Ambassadors might be notably famous and help you create large-scale awareness, but they might also be locally known, bringing a strong connection to the theme, such as a well-known local chef.

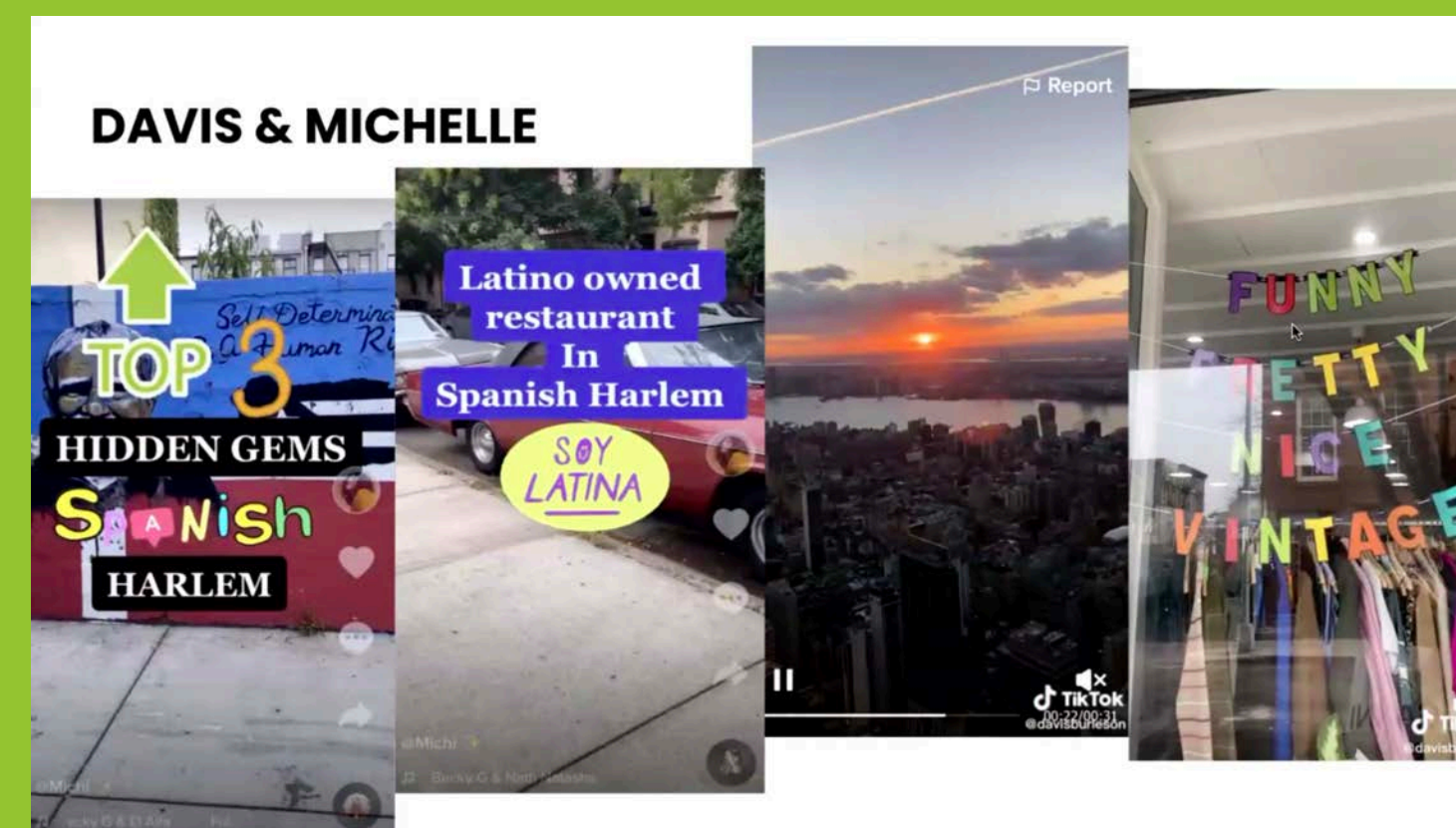
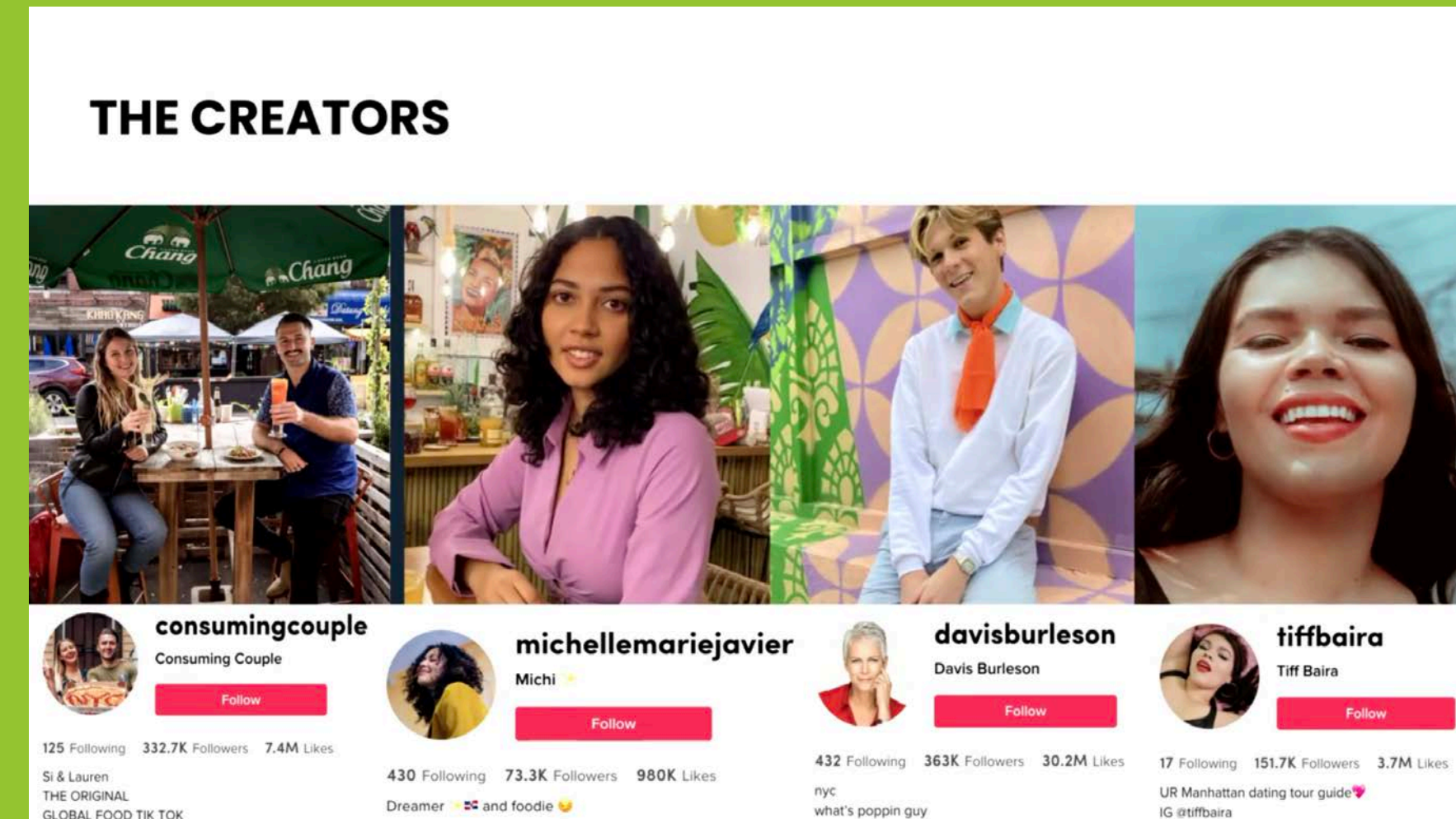


Ambassadors



The Contiki TikTok Challenge

- A community of creators through the platform
- 'Contiki Convince Me'
- Content around 'convince me challenges' for creators to engage their communities and reach new audiences
- Contiki and NYC & Company partnership
- Collaborating with influencers allows tapping into the minds of the target audience in a powerful way



contiki
Convince
Me

PART 5

Templates for Experience Mapping


Destination Experience Theme Mapping




Template for developing experiences


- Possible themes for your experiences
- Destination values you would like to be reflected in the experiences
- Destination's unique selling points
- The stories that you can create around the experiences you're making


Link to Mural




Developing Experiences

THEMES: 

VALUES: 

TOP 3 USP: 


STORIES: 


EMPATHY DRIVERS

Excitement

Empowerment

Closeness

KNOW YOUR DESTINATION 



EXPERIENCE PLANNING

1. Location	2. Engagement	3. Learning	4. Experience
5. Delivery	6. Uniqueness	7. Surprise	8. Souvenir
9. Sustainability	10. Time	11. Transportation	12. Permission

PARTNERSHIPS

EXPERIENCE PAIRING

PARTNERSHIPS/ COLLABORATION

COACHING/ TESTING

AFFORDABILITY & POSITIONING

AFFORDABILITY

POSITIONING

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Planning Itineraries & Trails



Template for Planning Itineraries & Trails

- How to pair products and experiences together to create unique trails and itineraries
- Possible themes for trails and itineraries
- Different experiences that currently exist or that you would like to exist
- Which ambassadors could help promote or even lead new trails

[Link to Mural](#)

 Planning Itineraries and Trails

Trail Themes

Nature and environment- Eg. Bird Spotting.

Trail Leaders/ Ambassadors

Which ambassadors could you ask to lead your trail? List them below

Safari Expert,
Local Famous Photographer
Nature Based Influencer -E.G Brother Nature.

Local Historic Brewery
Foodie Expert/ Local famous chef
Food Influencers

Pairing Experiences

Write possible experiences in each of these boxes and then use arrows to match them together to make exciting itineraries and trails!

Eg Beer and Bread Tasting

Rainforest Safari

Wildlife Photography

Eg Historic Pub

Planning the Trail

Start Location	End Location	Experiences Involved	Souvenir	Positioning	Audience
Eg Cafe along the Coast	Eg Mountain Brook Hotel	<div>Eg</div> <div>- Zip wire experience</div> <div>- Canyoning</div> <div>- Guided foraging hike</div> <div>- Ocean photography</div>	<div>- Printed framed photo</div>	<div>Medium to high budget</div> <div>unique experience</div>	<div>Adrenaline seekers, nature lovers,</div> <div>people looking for a unique</div> <div>memorable experience that suits</div> <div>their active life style.</div>

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KEY TAKEAWAYS

- Become a visitor for one day at your destination
- Sit down both with your partners and customers to understand their needs
- Set new partnerships with service providers that can leverage your experiences
- Strengthen relationships with ambassadors to expand the brand reach





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