



WP5 - Rapport Région Pilote Bretagne

T4.2.1 : MARKET TESTING WITH TRADE & DISTRIBUTION CHANNELS

Côtes d'Armor Destination – PP7 / Morlaix Tourisme

PP8 Morlaix Communauté – PP13 / Brittany Ferries – PP14



SUMMARY

- 1. Introduction**
 - 2. Distribution strategy**
 - 3. Canvassing travel producers**
- Case studies**

1.Introduction

The range of experiences developed as part of the project is helping to renew the marketing argument for the destination, by refreshing the offer, making it more modern and more varied, and integrating a greater number of local partners, including those outside the "tourism" sector.

"tourism" sector.

This has enabled us to consolidate our relationships with the agencies that distribute Brittany's offers, whether national or international agencies, or incoming agencies looking for more novelty and greater depth in their catalogues.

In fact, Expérience has also enabled us to establish our credibility and professionalism in the distribution of tourism offers to our local partners, whom we train along the way.

While some agencies have already jumped on the experiential bandwagon, others are listening and even changing. The Breton players in the project began by structuring their sales approach and revising their products, before approaching distributors via B-to-B events and meetings.

The work on this deliverable was carried out by Côtes d'Armor Destination and the Office de Tourisme Baie de Morlaix on behalf of the Région Pilotage Bretagne.

2. Experience distribution strategy

PP7: marketing support

The network for selling experiences in the Côtes d'Armor was not consolidated. Thanks to the Experience project, PP7 was able to set up a group of tourist offices in autumn 2022 that wanted to get involved in selling experiences. A joint 1.5-day training course was very much appreciated and enabled them to share a common approach and strategy.

A list of agencies to approach is being consolidated. This work will continue after the end of the programme, with a view to ensuring that what has been learnt is passed on. The foundations for a joint catalogue of offers have been laid.

PARTAGE D'EXPERIENCE



QUELS PRESCRIPTEURS POTENTIELS

AGENCES IDENTIFIEES (à compléter si besoin)	Avec agences travaillez-vous aujourd'hui ?										TOTAL	Quelles cibles types travaillent-elles qui suscite votre intérêt ?	Quelle commission ou marge commerciales exigent elles ?	COMMENTAIRES	
	Alexia LETHARD	Ingrid LAPORTE	Cécile GUARIN	Aurélien PONSARD	Angélique CARROU	Maïtine GONCZARD	Nicolas GOVAZOU	Isabelle RONDEL	Muriel MAUGERE	Sophie RIBOUCHON					Mélanie ADHERTE
BIB TOURISME		1				1						2	produit "la vie en roz", sollicitation par agence.	10 pour la vie en roz (Maame)	Ingrid leur achète du gavage mais pas de commercialisation
A BICYCLETTE VOYAGES												0			demande un allègement important, recherche plutôt hébergurs et prestataires en directGrande l'été.
BRETAGNE SECRETE									1			1			Ne veut pas travailler avec OT (contact Muriel)
FUNBREIZH	1		1						1			3			produits team building proposés par l'antenne. Spécialisés BtoB
BRETAGNE BUSSONNIERE	1				1							2			fournissent des guides conférences ou en demandent à Grand Rose. Alexia fait appel à eux ponctuellement pour des guides
BRETAGNE AUTREMENT									1			1	Individuels et GR		Travaille avec les institutions et socioprofessionnels en direct. OK pour apport via OT et montage sur mesure par eux. Très bon contact démarchage / Muriel
KAZUARN	1										1	2	sur rando, vélo (vélo-montagne) et nature		ils sont top, spécialisés 40% dont vélo l'été. Eco responsable. Produits combinés vélo et e-bout
VIST OUEST												0	positionnement équivalent Kazuarn		
FRANCE PRIVATE GUIDED TOURS									1			1	travaille avec les étrangers, petits groupes haut de gamme		en contact avec Muriel. Intéressé par expérientiel avec prestation ++
BREIZH BRIDGES									1			1	Mini-groupe famille		En contact avec Muriel. Intéressé par hébergement 4 et 5 * et par du sur mesure
CHAMPANA VOYAGES												0			Kazuarn réceptif pour Chamnia -> ne pas les démarcher
VOYAGEURS DU MONDE												0			
NOMADE PÊCHE												0			
Agences démarchées par Muriel MAUGERE															

Agences démarchées par Muriel MAUGERE

In addition, 12 experiences marketing coaching sessions took place between September 2022 and February 2023, capitalising on common support tools.

The aim is to produce a marketing action plan identifying targets for each company. The degree of maturity of the marketing plan may vary, depending on how far each company has progressed.

						 	
CHAMP D'APPLICATION MARKETING MIX	Descriptif action QUOI	Objectif visé POURQUOI	Etapes et ressources COMMENT	Partenaires et ressources à mobiliser QUI	Budget prévisionnel COMBIEN	Degré de priorité (1 à 4) QUAND	Indicateur de résultat COMMENT
CE QUE JE DOIS FAIRE POUR FINALISER MON EXPERIENCE (produit et prix)							
CE QUE JE DOIS FAIRE POUR LA FAIRE CONNAITRE (communication et commercialisation)							

PP8: a repositioned distribution strategy

In 2018, PP8's distribution strategy was built around the development of group customers, mainly 'classic' groups (or large groups) and small affinity groups. Before joining Covid, we were rolling out sales to large groups. This market collapsed in 2020.

So we decided to put in place an in-depth programme that would enable us to respond agencies, who were then turning to the national market. The idea was to create a new range of (potentially dynamic) products, consolidate our legal approach to marketing and propose a new internal organisation for the following years, with the aim of building loyalty among our agency partners. This would involve the creation of a half-position for a forfaitiste (in 2023).

During the Expérience project, we therefore developed two forms of distribution:

- Distribution to the general public at the reception desk of our tourist offices, in the form of a ticket office.
- Distribution via agencies for groups, from small groups to large groups.

Even if the channels seem genuinely different and disconnected, the content is very clearly based on the dynamic of creating experiential offers, which we led as part of the project. The new distribution strategy for agencies was validated at the beginning of 2022, based on a new two-part range: the Unmissables and the Exclusive offer (see below).

3. Canvassing travel producers

PP7 used a variety of methods: direct contact, canvassing at events and workshops.

- exchanges with local travel distributors or online platforms, at workshops or one-to-one meetings

example of Air b and B France

The company has announced that it is refocusing on its rental business, putting the sale of experiences on hold for the time being. It has been suggested that contact should be made at a later date.

An article in the tourism media confirms this change of direction.

Airbnb lève le pied sur les expériences

Thomas
16 août 2023 - Temps de lecture 4 minutes



Lancé avec beaucoup d'ambitions, le secteur des "expériences" chez Airbnb devrait connaître un "coup d'arrêt" brutal ces jours-ci. En effet, si la vente d'activités et de loisirs n'est pas stoppée, Airbnb a clairement fait savoir qu'elle n'intégrerait pas de nouvelles expériences dans son catalogue.

- identifying distributors at the IFTM trade fair in Paris

IFTM trade show - contacts made for meetings on 22/09 in Paris



→ interesting conferences with a central topic: CSR for tourism companies, agencies, MICE, etc.

→ Experiential tourism also in demand.

→ Strong international presence at the show, but some interesting exchanges with French agencies and startups.

The PP8 branch offering

The PP8 distribution strategy defined in 2022 has led to the creation of two product ranges, which have drawn heavily on new offerings from our local partners:

1) A **"Must-See" offer**: proposing content that relies on seasoned professionals in the "tourism" sector, that contains services perceived as expressing the DNA of the destination, while containing a strong "experiential" aspect.

This range of products can be marketed in three ways:

- o MxT produces and sells the services
- o A partner agency produces and sells
- o A partner agency sells and asks MxT to produce.

In the last two cases, the agencies have access to the detailed content of the offers, including quotations for the current year. In order to have sales and distribution data, partner agencies will be asked to report the sales made, which will be included in the balance sheet data for the operation.

2) An **"exclusive" offer**: build a range of innovative offers with partners who have little experience of the "tourism" sector, who will have an exclusive partnership with MxT for production and distribution. The aim is to test the products, market them and potentially include them in the 'must-have' offers for year 2 or 3. This construction of a new distribution system has been accompanied by in-depth legal work for the year 2022.

Commercial approach

PP7 - Canvassing to develop the autumn-winter MICE



→ Results: 32 companies present and 10 qualified contacts from the Paris region who are planning to organise atypical seminars in the Côtes d'Armor. Experiences that attracted interest and created contacts



PP 8: marketing through partner agency loyalty

It very quickly became apparent that PP8's internal organisation needed to be improved to enable a more regular and more technical relationship with partner agencies. By 2022, one person would be involved in all the Tourist Office's marketing activities.

In 2023, thanks to this preparatory work, carried out as part of the project, a forfaitiste will complete the team in the following areas:

- producing holidays for MxT or interfacing with partner agencies
- setting up an approach to develop the loyalty of partner agencies, through more regular contact
- configuring data in the "Ingénie Groupes" business software.

This system was discussed at the closing meetings, which took place by videoconference on 31 January 2023. The system is still being rolled out.

The "Gites Insolites" offer

Since 2011, PP8 has developed expertise in the distribution of self-catering gites. To this end, it sells holidays on behalf of the municipality of Carantec at the Ile Louet and Ile Callot gites.

As part of the creation of a new gite insolite by PP13 and financed by the Expérience project, PP8 will propose a marketing scheme for this new, totally exceptional accommodation. The marketing of this site could potentially be handled by PP8, thereby consolidating its "marketing" department and ensuring the long-term future of this in-house expertise.

Case studies

We develop new, atypical and experiential holiday offers in a co-construction approach with local actors.

Laetitia Fily is in charge of the Reception/Groups service at the Tourist Office of the Bay of Morlaix/Monts d'Arrée and is a Tour Guide. (Brittany, France).

What we offer :

The Réceptif/Groups department of the Morlaix Bay Tourist Office was created in 2016 as part of a specific commercial strategy. Our role: to promote and develop turnkey programme offers for groups.

Our guarantees; A detailed knowledge of the Bay of Morlaix, its heritage and its network of actors, the development of tailor-made programmes, corresponding to the nature and the budget of the group, a panel of diversified offers (from a visit to a town to a one-week stay, classic or off the beaten track), a personalised welcome and follow-up, in line with a Quality Approach, before, during and after the service.

How does it work?

We started to develop new experience-oriented proposals just before the crisis, which has deeply reinforced this dynamic. Small or mini-groups of friends, tribes or affinities have become new customer segments. Their expectations: more tailor-made services, "privileged" activities, the unexpected.

The EXPERIENCE project is a fabulous opportunity to support local actors, whether or not they are involved in tourism, in the creation and promotion of offers for these new markets.

The desire to share a passion, a know-how, to pass on knowledge, to forge links and to renew oneself was obvious. Today, they are part of our offer.

Our next objective is to approach the BtoB market. Agencies and travel professionals who do not have a good command of a destination call on receptive services such as ours. This market represents a strong potential for the future and encourages us to move towards the creation of ever more innovative and differentiating ranges of packaged products to attract them.

Supported by an expert in marketing approaches, this new strategy has profoundly changed our way of working. Beyond the new challenges it raises, it allows us above all to meet, accompany and forge links with the women and men who make our territory attractive.







Our advice:

Even if we are anchored in a commercial approach, human relations remain at the heart of our business.

Our job is to discover and highlight the know-how of the local producer or craftsman, to listen carefully to the wishes and reassure the possible fears of a group leader on whom the success of a trip depends, to surprise a travel professional by taking him to places he does not expect.

Being human is about building relationships and learning from others and it's exciting!



We have launched a "sun" guarantee! to reassure our customers

What we offer :

During the low season, to reassure people and make them want to take the plunge into a winter walking or cycling adventure, we've decided to launch the "Heol Guarantee", which means "sun guarantee" in Breton!

For all trips departing between October and March: if the weather looks wet or generally poor, the trip can be cancelled and reimbursed free of charge up to 48 hours before the start date.



How does it work ?

At Kaouann, we do all our reconnaissance work in autumn and winter, outside the tourist season of course! And every time (or almost every time), we come to the same conclusion: we feel privileged to be alone in the world in these heavenly Breton spots.

Our values are first and foremost the desire to avoid mass tourism in favour of visiting and discovering an area in depth, whether on foot or by bike, and taking the time to soak up the scenery, the sounds of the sea and the birds, the tranquillity that certain emblematic places can bring...



OUR ADVICE FOR SUCCESS:



Don't be afraid, go for it!

This guarantee reflects the agency's positioning and the products we work on for the off-season.

It's not a question of transforming summer products into winter products, it's a real approach! In autumn-winter, you need to be more flexible than in spring-summer, both for agencies and for accommodation providers.



Damien Le Bris is CEO of the Kaouann incoming agency

So we came up with a solution to make people want to try out the off-season hiking or cycling adventure, while being well aware that the rain may be invigorating, but it's still not great fun to hike or cycle in a full k-way... So we launched a classic cancellation guarantee for everyone, included in the price.

It's a real selling point, and creates an extra link with the customer. Very few customers took advantage of it, and in 100% of cases, cancellations turned into postponements.