



## Deliverable T4.2.2

### Consumer testing

We will test the new experiential tourism offer developed by each pilot region on consumer groups (using PP9 expertise, WP1 actors and PP existing contacts). We will test activities, events, itineraries, services and infrastructure developed in WP2/3 via varied methodologies such as focus groups, interviews or online surveys. The type of methodology applied will be determined by the target audience and type offer. Based on these insights PP will be able to further refine their products. In depth insights into target audience perceptions will inform targeted marketing strategies, communication channels and ensure on target messaging (WP4-A3). PP3 will use expertise to guide all PP through this process.

## **I. BACKGROUND/ METHOD :**

Following the development of the 250 experiences and 100 unusual itineraries to be enjoyed out of season by the ADRT and the Signe de Temps agency within MT2, we have had this new range tested by target consumers over several weekends in early 2023.

Testing these tourism products will enable us to refine our offer, considering the opinions of testers at the end of the experience. The experience evaluation questionnaire has been drawn up with the help of the study provided by the University of Surrey, to make it as impactful as possible. The more reliable the responses, the more information we will have to improve the 250 out-of-season experiences. The online survey seemed the most appropriate option. This way, testers could answer the questionnaire without constraints, whenever they wanted. As the data is easy to collate, we have all the responses stored in the same place, so it's easier to make them our own and draw conclusions from them.

## **II. TESTED EXPERIENCES :**

- "Glide across the sand where the first sand yachts raced. Discover Berck-sur-Mer: an introduction to sand yachting, a night at the Hotel Régina, and a tour of the seaside resort's church", by Sophie BRISSAUD and Emiliano ALBERDI,
- "Celebrate the opening of the scallop season by sampling freshly caught scallops in Boulogne-sur-Mer. Admire the most beautiful street art frescoes on the Opal Coast." Boulogne-sur-Mer discovered by Influencers.
- "Take a step back in history by following "the Poilus" ", Arras, tested by Marion HARMEL.
- "The belfry of Béthune, a visit to the top" Béthune, tested by Marion HARMEL.
- "Arras, a theatrical set from top to bottom" Arras, tested by Marion HARMEL.
- "Taste a cocktail made with the best genever in the world", tested by Christophe FINDINIER.
- "Enjoy a fine meal in the heart of the coal mine", tested by Christophe FINDINIER.
- "Celebrating a family reunion at Domaine WE", tested by Christophe FINDINIER.
- "Treat your taste buds at the gourmet fishmonger's", tested by Valérie SOBIERAJSKI.
- "Try your hand at mussel fishing", tested by Valérie SOBIERAJSKI.

- "Be all fired up for the Sainte Barbe celebrations", tested by Valérie SOBIERAJSKI.
- "Via Francigena", tested by Benoît DIEVAL.
- "Celebrating the Entente Cordiale with Franco-British dish", tested by Benoît DIEVAL.
- "Admire the British cliffs from the Golf de Wimereux" tested by Valérie SOBIERAJSKI.
- "Crips, Crips, Crips", tested by Emilie NEMETH.
- "Immerse yourself in the world of Art Deco while staying warm", tested by Emilie NEMETH.
- "Try out the 4-season sled for its breathtaking views", tested by Emilie NEMETH.
- "Unravel the mystery of the "Table aux fées" by exploring the forest in autumn", tested by Alice CHAPUT.
- "Behind the scenes at Nausicaa, in the secrets of the Big Blue", tested by Alice CHAPUT.
- "Pretending you're Benjamin Gates in the crypt of Boulogne-sur-Mer", tested by Alice CHAPUT.
- "Take inspiration from the pottery makers at the Musée de la Céramique in Desvres", tested by Sylvie BAILLEUL.
- "Aperitifs at the sandcastle in Le Portel", tested by Sylvie BAILLEUL.
- "Dive back into the Middle Ages with a feast", tested by Sylvie BAILLEUL.
- "Stay in awe of a painting at the Louvre-Lens museum", tested by Lydie RAULT.
- "Exploring Egypt without leaving Boulogne", tested by Lydie RAULT.
- "Taste the Papin tart from Mémère Harlé's shop", tested by Lydie RAULT.
- "Embark on a journey with the last boat builders in the marshes", tested by Benoît DIEVAL.
- "Culture and heritage weekend in a cocoon room at the Hotel Louvre-Lens" Visit to the town of Lens by a couple of influencers: Jenny RAJAONA and Benoît HERON

### **III. ASSESSMENT/ EVALUATION :**

As a follow-up to the experiment tests, we set up an evaluation system using Google Forms. The testers were asked to complete an online questionnaire indicating how they felt about the exercise, enabling us to determine whether there were any areas for improvement in the experiments, to assess the effectiveness and adequacy of our offer.

### **IV. RESULTS OF SATISFACTION QUESTIONNAIRES :**

The results were very satisfactory overall, with some very interesting feedback on the experiences, which enabled us to see that our offer was coherent and interesting for visitors.

In response to the question "What did you think of the experience?", 100% of testers replied that they had enjoyed it, saying "It was great, I had an incredible time", or "Well, it was a nice time".

100% of testers recommended the activity to their community, and thought that the activity enriched the Pas-de-Calais offer.

These questionnaires enabled us to gather a large number of suggestions. One of the most common comments was that there were organisational problems, in particular a lack of time slots, which led us to work on this point with the operators concerned.

For the "Stay in awe in front of a painting at the Louvre-Lens" experience, the tester indicated that he would like to see more activities in this town, which encourages us to develop other experiences in this area.

We also had to deal with complaints about a lack of information or facilities, particularly on the Via Francigena, where the tester would have liked to see more historical information and better facilities on the route. The same applies to the experience "Unravelling the mystery of the 'Fairy Table' by walking through the forest in autumn", where the tester would have liked to see better signposting to help him find his way around.

These comments are appreciated and taken into account in order to improve our offer and make it last.

We are also pleased to note from this test phase that the majority of our experiences are unique and competitive, which adds value to our destination.