

EXPERIENCE PROJECT

Marketing Report

Market Testing with Trade & Distribution Channels

T4.2.1

Contents

1. Working with Travel Trade	2
2. Norfolk Ethnic Minority Tourism Report.....	2
3. Networking Events & Business to Business Testing (B2B).....	4

1. Working with Travel Trade

As a local authority, we didn't have an established travel trade network that we could use to test our experiential offer once it was developed. Continued lockdowns and impact of the COVID-19 pandemic hampered our plans to establish a network of travel trade operators (travel agents, tour operators etc) and, subsequently carry out market testing with them. Advice from partners in other pilot regions who have a long established relationship with travel trade highlighted the challenges in creating a travel trade network, particularly during a pandemic with such strict travel restrictions.

2. Norfolk Ethnic Minority Tourism Report

Ethnically diverse communities were identified as a key target audience, underpinning the inclusivity and accessibility aspects of the EXPERIENCE project. Ethnically diverse communities have not been traditionally targeted in the marketing and promotion of UK domestic tourism, even for the usual peak holiday seasons and there was limited data available about their travel preferences or barriers they might face. Therefore, we commissioned researchers from the University of Northampton who are specialists in travel trends of ethnically diverse communities to support us with this research.

Part of their research led to interviews with pioneers from leading travel and tour operators who specialise in ethnically diverse travel such as Mosaic Outdoors, Backbone, Black Men Walking and Mount Noire. The collection of the views from travel intermediaries who are at forefront of facilitating, organising, and promoting travel experiences to ethnically diverse communities gave us valuable up-to-date and relevant data on the barriers and perceptions of this target audience to domestic leisure and tourism in the UK. It also helped us develop travel products that meet the particular demands of a diverse audience.

The list of interviewees were all people of colour except for one white male, Paul Dickson, who operates a tour guide company in Norfolk featuring a Black History Month tour in the city of Norwich. Each individual interview averaged around 60 minutes in duration.

The full list of interviewees can be seen on the table below.

Table 5 –Schedule of individual interviews

Interviewee	Name of affiliated organisation	Date of interview
Maxwell Ayamba, Founder 100 Black Men Walk for Health	Walk4Health is a monthly walking group targeting people of colour based in Sheffield.	18/06/2021
Pammy Johal, Founder & Operations Director of backbone which is a Charity Interest Company (CIC).	As a CIC, backbone celebrates 'diversity through adventure. It is a leading Black, Asian & Minority Ethnic outdoor environmental education organisation with the mission to widen participation among ethnic minorities in the UK in outdoor leisure.	05/07/21
Mohammed Dhaleh, Founder & CEO of Mosaic Outdoors (CIC)	This is a CIC that facilitates BAME communities to engage with the outdoors and to develop links between various urban audiences and key countryside and environment organisations and rural communities.	07/07/21
Wenona Bamieh, Co-Founder of Mount Noli	This is a privately-run travel agency that specialises in providing winter sports to the Afro Caribbean market.	09/08/21
Dr Sarah Njeri, Volunteer Yorkshire Coordinator for Black Girls Hike (CIC)	Black Girls Hike was founded in 2019 and has gained national acclaim and popularity as a group that provides a safe space for Black women to explore the outdoors. BGH seeks to increase the participation and development of Black women in the outdoors.	09/09/21
Paul Dickson, Founder/Operator of Paul Dickson Tours	Paul Dickson Tours is a Norwich based independent tour guide company. Since 2019 it has been running a guided walking tour during Black History Month that celebrates the diverse contribution of black people to the history of Norwich and Norfolk.	13/01/22
Ursula Petula Barzey, Digital Marketing Consultant	Caribbean & Co. is a digital platform and blog to promote Caribbean travel and luxury lifestyle.	19/01/2022
Ana Moreira, Community Youth Worker & Founder of Afroluso Dance Group	Th Afroluso Dance Group is based in Great Yarmouth and performs in various cultural shows and events across Norfolk.	27/01/22
Danny Keen, Former Chair of the Norfolk Black History Month Committee	The Norfolk BHM is a group of volunteers and associate members who lead on the observation of Black History Month in the county. The aim is to raise awareness of the experience of Black, Asian and Minority Ethnic history and the achievements of the community.	28/01/22
Dr. Eshetu Wondimagegne, Project Coordinator of the Norfolk African Community Association (NACA)	The Norfolk African Community Association (NACA) is a community based multicultural group, with an emphasis on promoting cooperative gardening and community allotments	28/01/22

The overall purpose of this research was to fill the gaps in information regarding the travel motivations and preferences of ethnically diverse groups in the UK, to better understand the reasons for their low levels of participation and identify enabling factors that could encourage higher levels of engagement.

The findings were used to develop an inclusive marketing strategy to attract ethnically diverse visitors to Norfolk year-round. This represents one of the key aims of the EXPERIENCE project, to diversify Norfolk market appeal and product offerings, in an effort to extend the holiday season and enhance the sustainability of the tourism sector in the county. In addition, this study has wider application for the entire UK domestic tourism sector and several organisations outside Norfolk have since expressed an interest to do something similar in their area.

The full report ('Norfolk Ethnic Minority Tourism Report') can be found on the EXPERIENCE Resource Hub [here](#).

3. Networking Events & Business to Business Testing (B2B)

In the light of the pandemic and ongoing challenges to the sector we had to adapt our original plans for Business to Business (B2B) testing and find alternative and innovative ways to do this. Feedback from a series of WPT1 workshops indicated that businesses were keen to get involved in networking opportunities. This was useful feedback which led us to explore how we could use existing business contacts and peer to peer networking events to conduct B2B testing and give the businesses the opportunity to share experiences, successes, lessons learnt and best practice.

This resulted in four face to face networking events which we delivered in collaboration with local DMOs. Those events provided not only an opportunity to meet face-to-face post-lockdown but also enabled testing of a range of experiences. Ten businesses presented their experiences to fellow businesses and other tourism players who then provided their feedback, tips and advice, recommending improvements and highlighting the key strengths of the experiences. The participating businesses found the feedback very valuable.

The networking events also enabled participants operating in different sectors to make new contacts and discuss possible opportunities for collaboration to develop new experiences together.

Those events were held across Norfolk, in both city and rural:

- West Runton, 8 March 2022
- West Lexham, 9 March 2022
- Clippesby, 4 May 2022
- Norwich, 5 May 2022



First Name	Surname	Organisation	Signature
Abbie	Parlks	Raynham Estate	
Anita	Ahiali	Norfolk Local Guide	
Cheryl	Cade	Tour guide	
Chris	Brant	Unmissable England	
George	Pap	Norfolk County Council	
Glyn	Burrows	Norfolk Tours	
Helen	Pasquier	Norfolk County Council	
Jo	Bosch	Raynham Estate	
Jo	Ferriss	New Anglia Growth Hub	
Kelly	Banthorpe	Salhouse Broad Partnership	
Laetitia	Webb	Norfolk Beach Cottage	
Lynne	Johnson	Cranmer County Cottages	
Maria	Theodoraki	Norfolk County Council	
Patricia	Day	Norfolk County Council	
Paula	Martin	Norfolk Pheasant	
Philip	Igoe	Cycling UK	
Phillip	Eke	Visit West Norfolk	
Stuart	Hall	Norfolk County Council	
Thomas	Olsen	Brancastra Stays	
Andrew	Woolfson	Visit Tyn & Swans	



EXPERIENCE Networking Event
Date & Time: 04.05.2022, 09:00am
Location: Clippesby Hall, Great Yarmouth Area

Name	Surname	Organisation	Signature
Andrea	Pullinger	Comfort Hotel GY	
Alia	Morrison	Visit Great Yarmouth	
Carmel	Moralee	HMS Hinchbrook Great Yarmouth Restaurant	
Caroline	Rawnsley	Scrabby Hall Caravan Park	
Chris	Brant	Unmissable England	
Clare	Goodman	Ceramic artist and pottery tutor	
Dennis	Cooke	Holiday park	
Emily	Phillips	Out There Arts	
Emma	Punchard	Mill Farm Ecofarm	
Gary	Moyse	East Coast College	
George	Pop	EXPERIENCE Project Team, Norfolk County Council	
Graham	Peers	South and Broadland District Council	
Greg	Munford	Richardsons Leisure Ltd	
Harshali	Dhane	Dairy Barns	
Helene	Pasquier	EXPERIENCE Project Team, Norfolk County Council	
James	Bensly	Tourism	
Karen	Richardson	East Coast Hideaways	
Karen	Youngs	Visit Great Yarmouth	
Kate	Cockroster	New Anglia Growth Hub	
Kate	Mackinnon	Stalham Firehouse Museum	
Kelly	Banthorpe	Salhouse Broad	
Lee	Brown	Access Community Trust	
Matthew	Smith	Saras Tearooms	
Maxine	Rushman	Roundwood Dell Campsite	
Natasha	Hayes	Norfolk County Council	
Patricia	Day	EXPERIENCE Project Team, Norfolk County Council	
Petina	Cooke	Holiday park	
Philip	Igoe	Cycling UK	
Rachel	Moore	TMS Media (on behalf of Visit Great Yarmouth)	
Richard	Ashwell	East Coast Hideaways	
Robert	Spalding	Designers and manufacturers of modular eco buildings	

EXPERIENCE Networking Event
Date & Time: 04.05.2022, 09:00am
Location: Clippesby Hall, Great Yarmouth Area

Name	Surname	Organisation	Signature
Andrea	Pullinger	Comfort Hotel GY	
Alia	Morrison	Visit Great Yarmouth	
Carmel	Moralee	HMS Hinchbrook Great Yarmouth Restaurant	
Caroline	Rawnsley	Scrabby Hall Caravan Park	
Chris	Brant	Unmissable England	
Clare	Goodman	Ceramic artist and pottery tutor	
Dennis	Cooke	Holiday park	
Emily	Phillips	Out There Arts	
Emma	Punchard	Mill Farm Ecofarm	
Gary	Moyse	East Coast College	
George	Pop	EXPERIENCE Project Team, Norfolk County Council	
Graham	Peers	South and Broadland District Council	
Greg	Munford	Richardsons Leisure Ltd	
Harshali	Dhane	Dairy Barns	
Helene	Pasquier	EXPERIENCE Project Team, Norfolk County Council	
James	Bensly	Tourism	
Karen	Richardson	East Coast Hideaways	
Karen	Youngs	Visit Great Yarmouth	
Kate	Cockroster	New Anglia Growth Hub	
Kate	Mackinnon	Stalham Firehouse Museum	
Kelly	Banthorpe	Salhouse Broad	
Lee	Brown	Access Community Trust	
Matthew	Smith	Saras Tearooms	
Maxine	Rushman	Roundwood Dell Campsite	
Natasha	Hayes	Norfolk County Council	
Patricia	Day	EXPERIENCE Project Team, Norfolk County Council	
Petina	Cooke	Holiday park	
Philip	Igoe	Cycling UK	
Rachel	Moore	TMS Media (on behalf of Visit Great Yarmouth)	
Richard	Ashwell	East Coast Hideaways	
Robert	Spalding	Designers and manufacturers of modular eco buildings	

EXPERIENCE Networking Event
Date & Time: 04.05.2022, 09:00am
Location: Clippesby Hall, Great Yarmouth Area

Name	Surname	Organisation	Signature
Stephen	Ferry	Mico Development Ltd	
Valerie	Edgcombe	Create a Splash, Jays Hatch, The Crest Beachside Holiday Accommodation	
Robert	Coker	Bobby Spoon	
Paul	Dean	Wentworth Head	
Paul	Dean	Wentworth Head	

Clippesby, 4 May 2022



EXPERIENCE Networking Event
Date & Time: 05.05.2022, 09:00am
Location: Maids Head Hotel, Norwich

Name	Surname	Organisation or Profession	Signature
Abbie	Parks	Rainbow Estate	
Anisa	Alfiali	Norfolk Local Guide	
Cheryl	Cade	Tour guide	
Chris	Brant	Unmissable England	
Christine	Pinsent	The Locks Inn Community Pub	
David	Davies	New Anglia Growth Hub	
George	Pop	EXPERIENCE Project Team Norfolk County Council	
Helene	Pasquier	EXPERIENCE Project Team Norfolk County Council	
Holly	Oakland	Visit East of England	
James	Moore	New Anglia Growth Hub	
Jo	Hoy	Maids Head Hotel	
Joe	Power	Fielding Cottage	
Katie	Ellis	The Forum Trust	
Kevin	Bowes	Bowes Farms Limited	
Laura	Munnings	Business Development Executive, VEE	
Lisa	Willet	The Shoebox Community Hub	
Lucy	Cook	Keeling Heath Holiday Park	
Lynn	Lockwood	Join the Chocoholism / Norwich Chocolate Festival	
Paul	Dickson	Paul Dickson Tours	
Philip	Igoe	Cycling UK	
Sam	Joyce	The Forum Trust	
Stuart	Hall	EXPERIENCE Project Team Norfolk County Council	
Tom	Gaskin	The Shoebox Enterprises CIC	

Norwich, 5 May 2022

Business to Business Survey



Questions

1. What's appealing about this experience?
2. What do you feel are its unique selling points?
3. What improvements could make this experience more competitive?
4. What barriers are there to ensuring this experience is accessible to everyone in terms of physical, sensory or cultural?
5. Who are the target markets/segments for this experience?
6. What opportunities do you see to widen its distribution to new markets?
7. Would you recommend this activity to a friend?
8. If yes, what aspects would you recommend, if no why not?

Duration: 10 mins per business

Feedback form used during B2B testing at the 4 networking events