

OBJECTIVE: TO INCREASE THE NUMBER OF STAYS DURING THE OFF-SEASON WITH AT LEAST ONE NIGHT'S STAY









UNION EUROPÉENNE Fonds européen de développement régional

EACH OF THEM INTRODUCES THEMSELVES AND TELLS US WHAT THEY EXPECT

REMINDER:

CUSTOMER EXPERIENCE IS LIKE THE ART OF COOKING. IT'S NICE TO HAVE THE RECIPE. BUT THE MOST IMPORTANT THING IS THE SUPPORT, THE RIGHT

INGREDIENTS... AND THE RIGHT PUBLIC

WORKSHOP: WE START WRITING THE RECIPE COACHING:

WE SHARE OUR TIPS AND TRICKS

ACTUAL IMPLEMENTATION: WE TRY THINGS OUT AND ANALYSE CUSTOMER FEEDBACK

THREE RULES FOR THE DAY:

THE MORE MISTAKES WE MAKE, THE MORE WE

LEARN. WE RESPECT EACH OTHER'S OPINIONS

WE PUT OURSELVES IN CUSTOMER MODE, WITH THEIR DESIRES AND WISHES



- I like to swim in the sea, ski, play polo, dance, and go bobsleighing
- I like the sea, the mountains, the countryside, the desert, going up a skyscraper
 - I like to cook, I like to go shopping to prepare food.
 - I like fine wine, be it white, red or rosé.
 - I like to meet new people, discover new countries
 - I often laugh
 - I like to go shopping, to buy clothes, for DIY projects,
 - I like to read
 - I love life
 - I like novelty,
 - I'm a bit lazy, greedy, grumpy,
 - I love to bask in the sun
 - I am a curious person
 - I play rugby, hopscotch, Basque pelota, I go surfing
 - I like to work in the garden, mow the lawn, pull weeds
 - I often watch television, I go to the movie theatre regularly
 - I am ambitious, I have a sense of humour
 - I am a genius when it comes to computers
 - I am a sort of an artist
 - I am a total fanatic
 - I am a hypersensitive person
 - I am romantic
 - I am an introvert
 - I am a caring person
 - I often sing
 - I like it when everything is neat and tidy
 - I am a resourceful person
 - I speak English, German, Dutch, Japanese and Swedish
 - If I ever win a lottery, I'll stop going to work
 - I like to have chocolate cereal for breakfast

WORKSHOP 1: MY BEST TRAVEL MEMORY

Split into pairs Tell your partner about a travel or weekend MOMENT that gave you an unforgettable memory. Switch roles

At the end, you should tell the group, stating: What occasion With whom The place <u>The description of the most important MOMENT</u>, and what sparked the emotion

Sharing of experiences



INTRODUCTION: BENCHMARK

Many experiences that we have had, which enables us to analyse the emotional aspect properly. Addition of inspirational experiences in the region

Target audience: For multiple targets Stay away from niche markets with a very specific audience, but rather talk about tourism. Promote offers to ensure that they are experience-based

Difference between activity and experience?

The experience is an activity which is implemented in a more accomplished way: aesthetic research, fun approach, photogenic, tradition...



DESTINATION COMPIÈGNE: 3 KEY WORDS

NATURE: THE FOREST

STYLE: A HERITAGE, THE FRENCH WAY OF LIFE, CASTLES, QUALITY

HOLIDAY COTTAGES, HORSES, SHOPS

WELL-BEING: MARKET FOR SHORT STAYS COMBINED WITH FOREST AND STYLE

A WEAK POINT: CHILDREN



THE WEEK-END VISITOR IS LOOKING FOR:

A DESTINATION WITH A FOCUS ON EXPERIENCES.

CULTURE, ROMANTICISM, SPORTS, NATURE, GASTRONOMY, SUN BATHING, FESTIVITY, RELAXATION, THALASSOTHERAPY, MINI-ADVENTURE, SOCIALISING, etc.





VISITING OR EXPERIENCING AN ICONIC PLACE OR FACILITY		STROLLING TAKING A BREAK ON THE TERRACE
	VISITING	GETTING SOME FRESH AIR
	TRAVELLING, FINDING SOMETHING TO DO	SHOPPING, THE MARKET
DINING OUT GOING OUT, PARTYING ATTENDING SHOWS	EATING SLEEPING	SOCIALISING VISITING DISCOVERING

A WEEKEND GETAWAY IN THE CITY? AN ECOSYSTEM

BRAINSTORMING: LOOKING FOR GREAT STORIES TO EXPERIENCE

There are a couple of common titles:

The forest and the child

Well-being in the forest

The horse and...

...

Flavours...

...



BRAINSTORMING: FINDING AN IDEA

Everyone stands, and start to walk

On a cue, they split into pairs. The facilitator reads a story title to be performed Two minutes to come up with an idea that will make the story interesting. Write it on a post-it note On a cue, stick the idea in the designated place.



WORKSHOP 3: IMAGINE THE EXPERIENCE OF YOUR DREAMS

From the given list of topics, describe an experience (during a weekend) that you would like to enjoy, as a customer, in the Compiègne region

Draw inspiration from the benchmarks, from magazines, from the "brainstorming", from your own experiences.

Include your desires and dreams as a customer

Create the poster describing what you want to experience

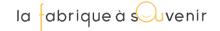


DECODING: SOME KEY ASPECTS OF THE EMOTIONAL APPEAL

A break

Immersive place

Setting To go beyond, to do something that one would not have done naturally Getaway Test something new Share with others: family, children, friends. Being amazed Contemplate To be led into a certain tradition, into a story Get a feeling of care Fluidity / organisation Stimulation of the senses





NATHALIE BEERNAERT 06 43 51 02 07

PATRICK GOAS 06 83 49 29 14