

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

**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

The description of the most important **MOMENT**, 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.**



EXPERIENCES

VISITING OR
EXPERIENCING AN
ICONIC
PLACE OR FACILITY

VISITING

*TRAVELLING,
FINDING
SOMETHING TO
DO*

STROLLING
TAKING A BREAK ON THE
TERRACE

GETTING SOME FRESH AIR

SHOPPING,
THE MARKET

DINING OUT

GOING OUT, PARTYING
ATTENDING SHOWS

EATING

SLEEPING

SOCIALISING

VISITING

DISCOVERING

A WEEKEND GETAWAY IN THE CITY? AN ECOSYSTEM

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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

MERCI !

la fabrique

Ingénierie touristique de l'émotion

à souvenir

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