

## Grid for analysing and putting together an off-season experiential offer

### Skills and motivation of the service provider

**The offers are developed by service providers committed to the customer experience approach**

#### Analysis of criteria: Tick if yes

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I am looking to improve the quality of my offer

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I am aware of the approach and objectives of experiential tourism

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I am an ambassador of my territory (Greeter or not)

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I can talk to my customers about experiential tourism

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I know the services of an offer set up with a partner (that I do not manage myself)

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I like to put myself "in my clients' shoes"

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I know my partner(s) well (managing the offers I do not manage myself): manager, team in contact with clients

### Conditions for the completion of offers

**The terms of the offer are designed to be feasible and customer focused**

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I am organised to receive clients out of season

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I have specific experience, skills or knowledge that I use in my offer

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I can propose an offer from 1 pax (1 client in addition to the professional providing the service) and for 8 pax maximum

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I know the profile of my clients beforehand and I adapt my service or my communication according to this profile

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The last professional in contact with the customer at the end of an experiential offer collects his or her opinion by means of a written questionnaire (open-ended questions on feelings, experiences and ideas for improvement), or notes the appreciations (oral exchange)

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### Pre and post sales communication

**I am careful to communicate before and after the service and to take into account the qualitative opinions or testimonials expressed**

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Stays are the subject of attractive pre-stay communication on my website, on social networks, on site and, if necessary, with my partners

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*Particular attention will be paid to the presentation of the offers, which must be clearly identified as experiential, developing the desire of customers, while keeping a part of surprise in the descriptions (story telling method)*

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I communicate as much as possible in the post-stay period to my clients, in particular with a visual or immersive story, an attractive testimonial or a reminder of an emotion experienced during the service

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I regularly analyse my customer reviews to improve my offer, as much as possible, during the season

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## Mounting grid

### A/ I capitalise on what already exists

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What experiential ingredients already exist?

In my offer, my facilities, my living environment? In my services?

In my communication?

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How can I extend them in time or out of season?

Outside of the usual hours? Outside the summer period?

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How can I make them more immersive?

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### B / I design experiential content

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I include :

A participatory or immersive moment At least 3 of the 5 senses

A local food product (if possible)

Moments of exchange and meetings neutralised to encourage the expression and participation of customers

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I value the link with my clients

Through my background or experience

By my knowledge of the territory off the beaten track By my position as a leader, storyteller, actor...

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I reserve a surprise for my clients during the service

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### C/ I adapt my experiential services to the situation

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How can I adapt my offer or my services :

in spring? in autumn? in winter?

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Which nearby, available partners with attractive services can I easily approach out of season?

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What non-routine experiences, expertise, personal practices can I revive in order to use them in my offer?

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