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Manche) England

EXPERIENCE

European Regional Development Fund

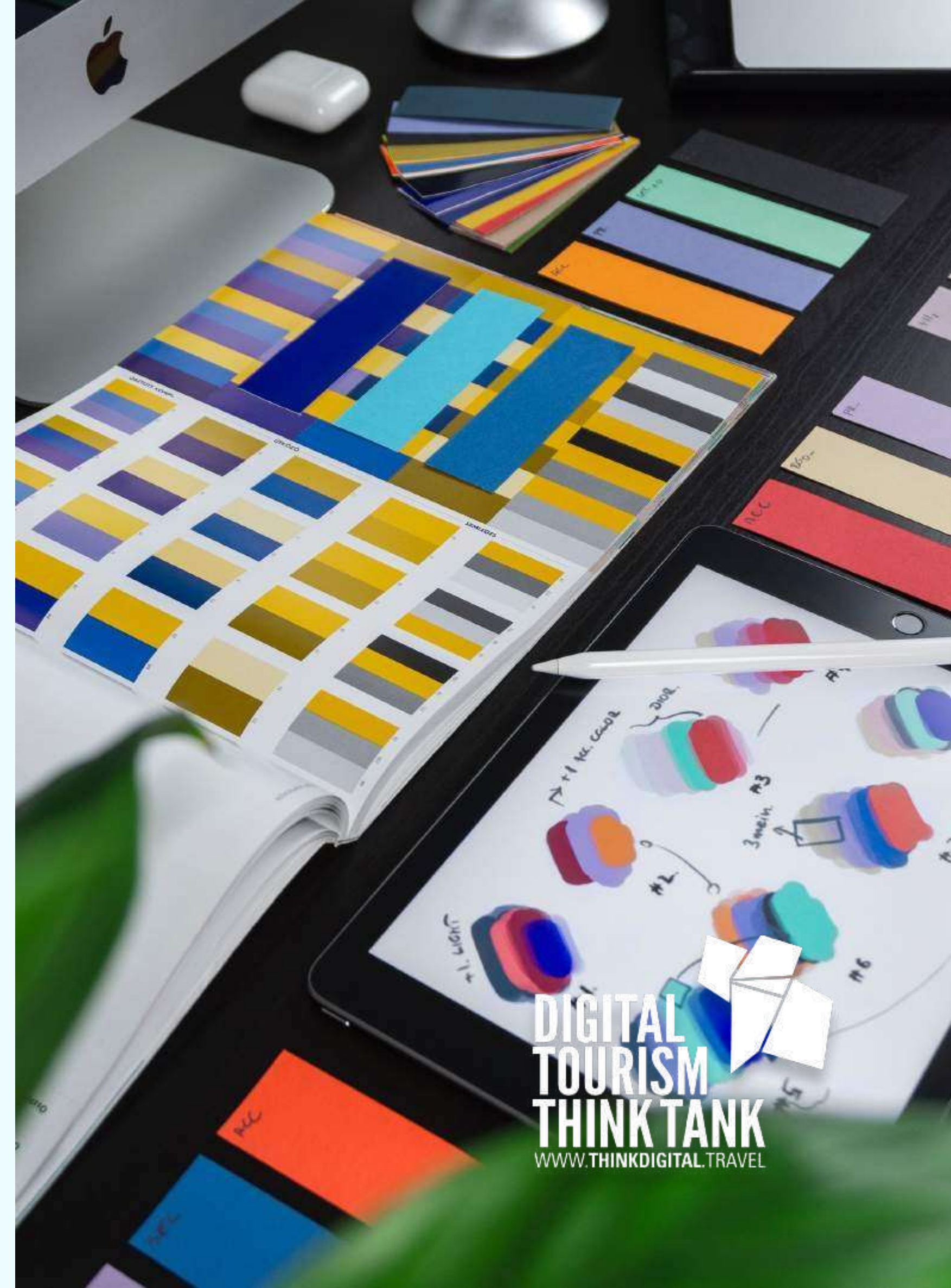
Experience Training

Designing New Packages



EUROPEAN UNION

July 14, 2021



AGENDA

1. Introduction to Transformational Travel Experiences
2. Importance of Local and Sustainable Experience Design
3. Principles of Product and Experience Pairing
4. Experience Pairing Design Template



1. Introduction to Transformational Travel Experiences



Transformative Experiences

Avoid a race to the bottom. Look further than competing on price, look at how you can offer **truly transformative experiences based on customer empathy**. As an attraction, this will be found in understanding the needs of your visitors. It might be **re-imagining family time, facilitating work from home upgrades or takeouts or providing opportunities of self-improvement**.



Value Creation



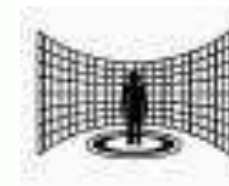
Individual Fulfilment



Experiencing and Learning

Immersive Experiences

Creating engaging experiences today requires us to **create constant interaction with our visitors through technology**. Post pandemic, that technology-driven experience is **primarily driven by mobile, social experiences**. Think about the simple ways in which spaces can be brought to life, such as scanning to hear a podcast or a self-guided visit through a mobile puzzle.



Incredible & Shareable



Mobile First Augmentation



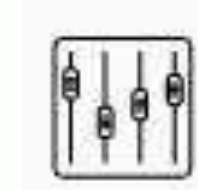
Enhanced Discovery

Personalisation

Personalisation has disrupted even those successful online leaders who have failed to keep up with the pace of technology. The competitive edge in digital experiences today is about **creating deeply personalised experiences and interactions**. Working with first-party customer data, look at ways in which you can create a **truly personalised online and in-person experience based on what you know about your visitor**.



Leverage First-Part Data



Personalised Experiences



Individual Frameworks

User-Centric

User experience is a trend, which stemmed from internet unicorns who understood that UX was one of the most important things to consider when building with users in mind. As digital increasingly dominates our lives, the notion of being user-driven now extends to everything. In fact, in **marketing user experience is what drives a brand, not the image or creativity of the message.**



Seamless & Contactless



Personalised Experiences



Design Driven

1. Introduction to Transformational Travel Experiences

Exclusivity - Quality Over Quantity

Has social distancing made us all realise that a **socially distanced experience is a premium experience**? Instead of seeking to bring back pre-pandemic normality, why not make the new normal part of your redesigned visitor experience? Whether it's private dining in penthouses, exclusive behind-closed-doors digital concerts, exclusivity is in demand more than ever.



Unique Concepts



Bespoke Offering



Focus on the Individual



Things to buy and a place to be under one unique brand. A secluded one-room slow living bed and breakfast in Sweden, a setting for homelife and work. It is a place where creativity is generated and nurtured. It is also a place where we can enjoy a simplified and slower existence surrounded by nature.

2. Importance of Local and Sustainable Experience Design



2. Importance of Local and Sustainable Experience Design

Local

- Rebuilding together as a community requires us to reflect on what really matters for locals and coming together as a business community to **create more purposeful reasons to visit**. Who are the community champions and how can they rise above the clouds?
- The connection between our home, environment, food, commerce and the impact we have on communities is now stronger than ever. From community retail experiences which only host independent businesses to community food projects, enabling residents of populous cities to produce their own food and understand more about the its value.



One mission: creating value for the local community. Rock Paper Scissors is offering everyone the opportunity to rent a space to promote and sell their art at an affordable price so that creatives and makers could finally focus on their work.

2. Importance of Local and Sustainable Experience Design

Circular

Circularity, zero waste and community are just a few of the key principles behind your next partnership. The next competitive front is not only about being digitally astute but socially too. The waste you produce can be gold for another business.

2. Importance of Local and Sustainable Experience Design

Circularity

As we think about new approaches to the visitor economy, we must first think about closing the loop on the environment around us. The circular business design ensures a distinctive and authentically rooted experience that is all about the local supply chain.

2. Importance of Local and Sustainable Experience Design

Zero Waste

As we imagine our post-pandemic business future, setting high ambitions such as achieving zero waste is entirely possible. Once highly niche, now this is conceptual. Demand has never been higher for business concepts that respect nature, the environment and the local economy. Easily a competitive space to play in when innovating to pivot towards new segments.

Purposeful

- Go beyond the business as usual and explore how your business can support the community. Transforming a product or experience into service for the visitors and people in your community is a way to extend the range of what you offer. Consider who can help you with this and build a partnership with a purpose.
- The Reggia of Venaria is a Unesco World Heritage Site in Northern Italy. One of the highlights of this palace is the immense and beautiful park. Normally, fruit and veg are grown to produce a variety of goods sold at the gift shop. Once visits have been suspended due to covid, the gardens have been converted into a **community garden**, where **people can go and pick their vegetables** to help maintain the park. **Partnering with local producers** has been essential to keep the park running.



3. Principles of Product and Experience Pairing



Brand Match

Aligning the product with the brand

- Aligning the product with the brandA product or experience has to be seen as a natural extension of the brand, offering the opportunity to provide authentic fulfilment to visitors.
- With this in mind, the product strategy remains consistent, focusing on adventure and the outdoors, history and heritage, nature and wellness, as well as people and culture.
- Trails allow curating a range of individual itineraries based on different audience needs and different thematic clusters.
- A map clustering experience by theme or by geographical area is useful to guide visitors in space while experiencing the destination.
- Pairing tourism products is the secret to craft a signature experience where the essence of the brand is amplified
- Experiences can be grouped under specific themes coherent with the destination image and appealing to specific audiences.

Adapting your business to new trends

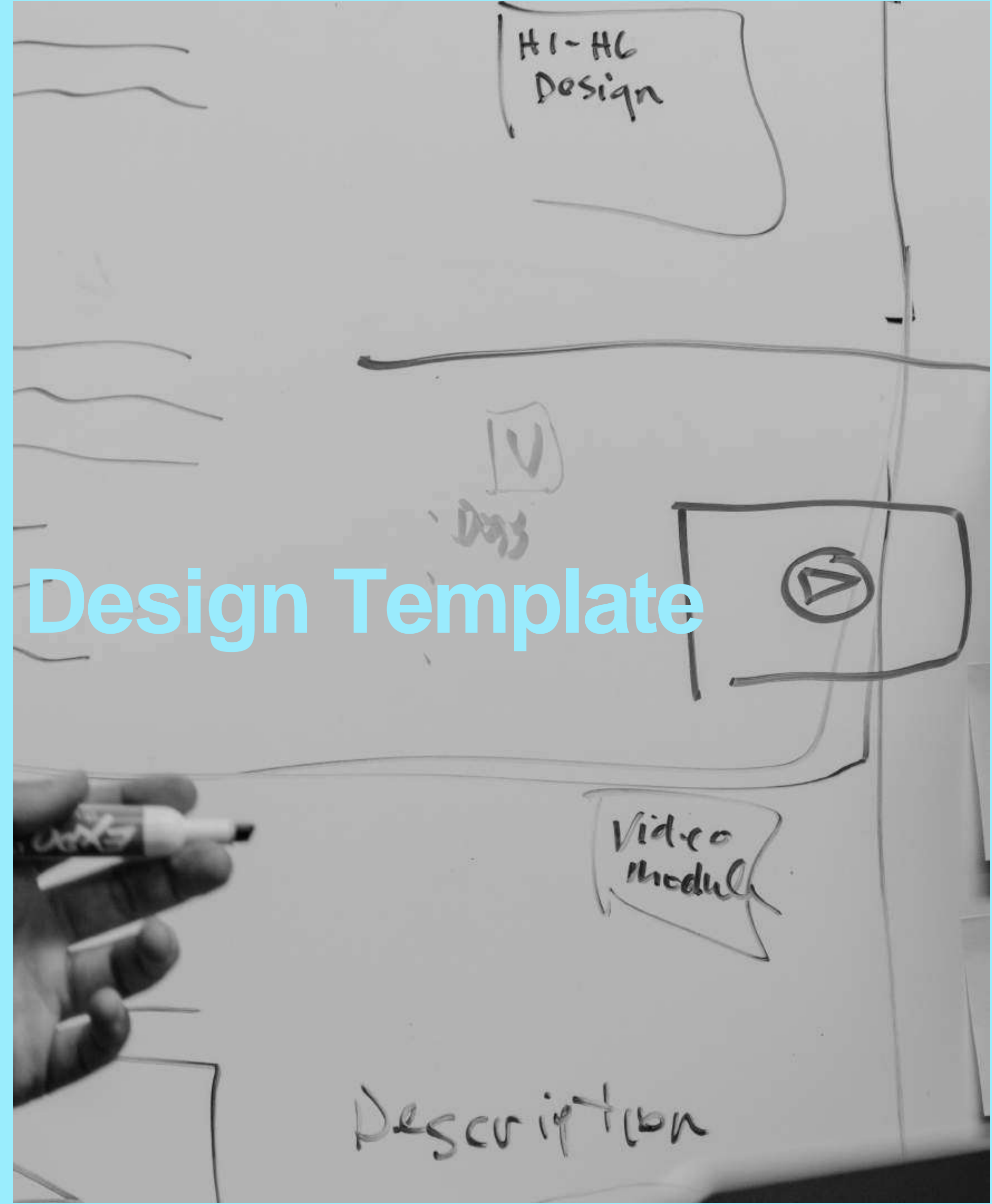
Audience Match

- The current trends clearly define a number of priority markets to convert for an effective marketing strategy. The product strategy delivers on the brand's promise and is designed in particular to convince and convert the domestic audience, UK market and proximity markets.
- Design a product that attracts specific audiences, like a Millennial audience from London - focus on attractiveness and share-ability. We know people will travel to places that look good on social media.

Product Match

- Today's travellers increasingly want to set their own plans at their own pace. All product experiences are designed with independent travellers in mind and should be readily available as self-discovery or bookable as 'off the shelf' experiences.
- Expand the limit of the experience - Focus on **repeated experiences** with the idea that people can come back and do something different each time.

4. Experience Pairing Design Template



Experience Pairing

- Use the Business Model Canvas to identify opportunities for a partnership. Identify partners, activities, resources, the value proposition, the customer segments and relationship with them, the channels for promotion, costs and revenues.
- What is the trend you would like to adapt your business to?
- What product or experience can help your business caters for the needs of customers in the new normal?
- What audience you are trying to reach out to?

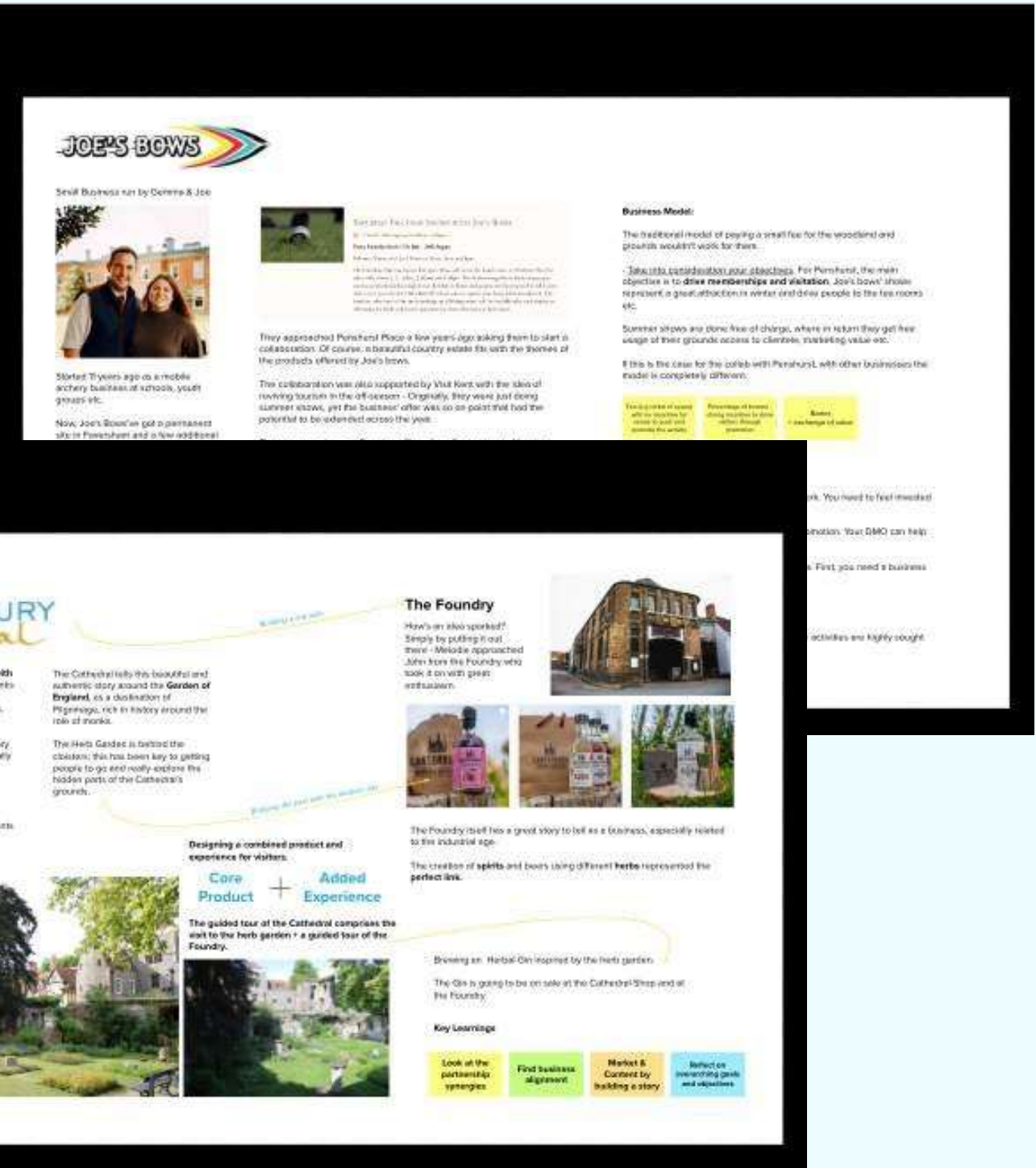
4. Experience Pairing Design Template

Experience Pairing Template

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
	Key Resources		Channels	
Cost structure			Revenue streams	

Best Practices

Access all case studies on the mural



Takeaways

- Experience design
- Going beyond tourism
- New realities
- Pivot and diversify
- Conscious leadership

Experience Training

Designing new packages



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