

# DEVELOPING EXTRAORDINARY EXPERIENCES

Find all of our tutorials on our pro website: <https://pro-tourisme62.com/>



**Interreg**   
France ( Channel  
Manche ) England  
**EXPERIENCE**  
Fonds européen de développement régional

  
**PAS-DE-CALAIS**  
TOURISME



# The watchword: be creative!

To captivate the reader, the writing must be impeccable, simple, but of high quality. It will be necessary to delve into the consumer's subconscious, in order to imagine their expectations and make them dream. These expectations can be of different types: psychological, civic, budgetary, physiological, sensory, for example.

It is important to use eye-catching visuals, bright colours, and to match the brand's design to its message.

A manifesto should be drawn up, i.e. the collective expression of the whole team in the form of a document. This document sets out the convictions and reasons for developing experiential tourism, presenting ideas for stays and holidays.

It is a business card which shows that we are in a sector in transition and that we are contributing to this change. It gives depth to this approach, and displays the company's convictions.

## To go further...

Find our tools and support systems on Pas-de-Calais Tourisme's pro website.

