

Annex Workshop 2 - parts B and C
Grid for putting together your experiential offer
Level 2 - Experiential Tourism

What kind of break can you imagine?

- Part of the unusual :

- Part of surprise :

What ingredients for rejuvenation?

Improve the customer journey (easier, more comfortable, more enjoyable - less disruption):

Making my client an actor and not a spectator: how?

What ingredients for reconnection?

How can I create the conditions for a meeting, for a stronger link between my client and myself or my team?

What do you want him to discover that is different (behind the scenes, key moment in the year, season, local product?)

How to develop the client's self-esteem?

- - Recognition
- - Learning
- - Replication of learning
- - Valuable memory
- - Upgrading
- - Personality (having him/her rub shoulders with or meet a personality)

How to build loyalty?

How to make the promise live before the customer comes?

How can the experience be revived after the customer has come?

