

## Experience Training

# Designing New Packages

**Coming up in this experience training module:**

- ▶ **Part 1:** Introduction to Transformational Travel Experiences
- ▶ **Part 2:** Importance of Local and Sustainable Experience Design
- ▶ **Part 3:** Principles of Product and Experience Pairing
- ▶ **Part 4:** Experience Pairing Design Template

# Designing New Packages

## Introduction to Transformational Travel Experiences

### Transformative experiences



Value creation



Individual fulfilment



Experiencing and learning

### Immersive experiences



Incredible & shareable



Mobile first augmentation



Enhanced discovery

### Personalisation



Leverage first-party data



Personalised experiences



Individual frameworks



In Kent, there are great examples of partnering with a like-minded to add an extra element to an existing product. Pedal & Paddle and Wild Weekend are some of Col's Kent Bike Tours transformative and immersive experiences. "A shared experience that you will remember forever!"



ROCK PAPER SCISSORS INTRO  
A short film to introduce Rock Paper Scissors, its founders and mission.  
YouTube

**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.

### User-centric



Seamless & contactless



Personalised experiences



Design driven

### Exclusivity - quality over quantity



Unique concepts



Bespoke offering



Focus on the individual

## Importance of Local and Sustainable Experience Design

### Local



Create more purposeful reasons to visit



Rebuilding as a community requires us to reflect on what matters to locals

### Circular & Circularity



The next competitive front is not only about being digitally astute, but socially too



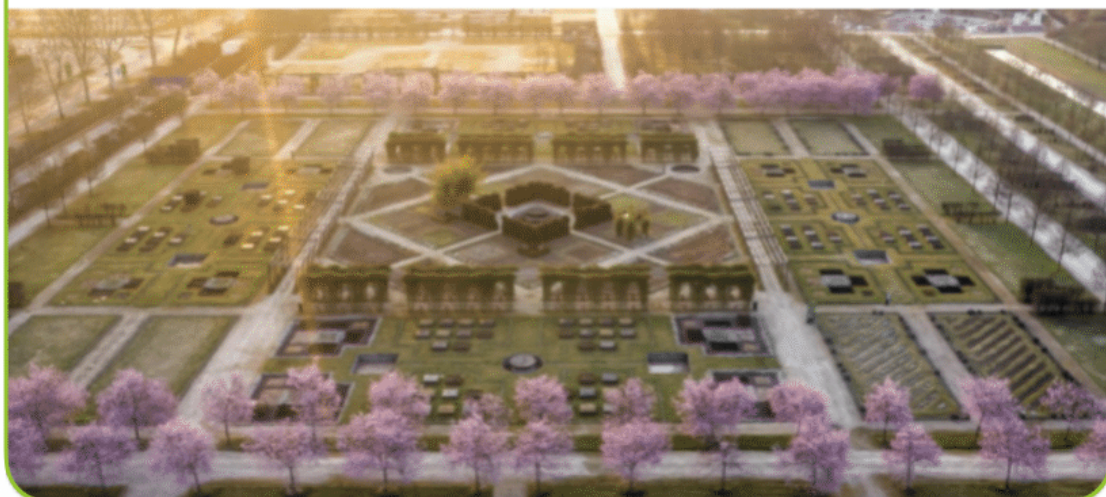
The waste you produce can be gold for another business



The circular business design ensures a rooted experience that is all about supply chain



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.



## Principles of a Product and Experience Pairing

### Brand match



A product or experience has to be a natural extension of the brand



Focus on adventure and the outdoors, the history and culture



Trails allow a range of individual itineraries for different audiences



A map clustering experience is useful to guide visitors



Pairing tourism products is the secret to craft a signature experience



Experiences can be grouped under themes coherent with the destination

## Zero waste



Setting high ambitions such as achieving zero waste is entirely possible



Demand has never been higher for business concepts that respect the environment

## Purposeful



Go beyond the usual and explore how your business can support the community



Transform a product or experience into a service for the visitors



Consider who can help you and build a partnership with purpose

## Adapting Your Business to new Trends

### Audience match



The product strategy is designed to convince and convert



Design a product that attracts a specific audience - like a millennial from London

### Product match



All product experiences are designed with independent travellers in mind



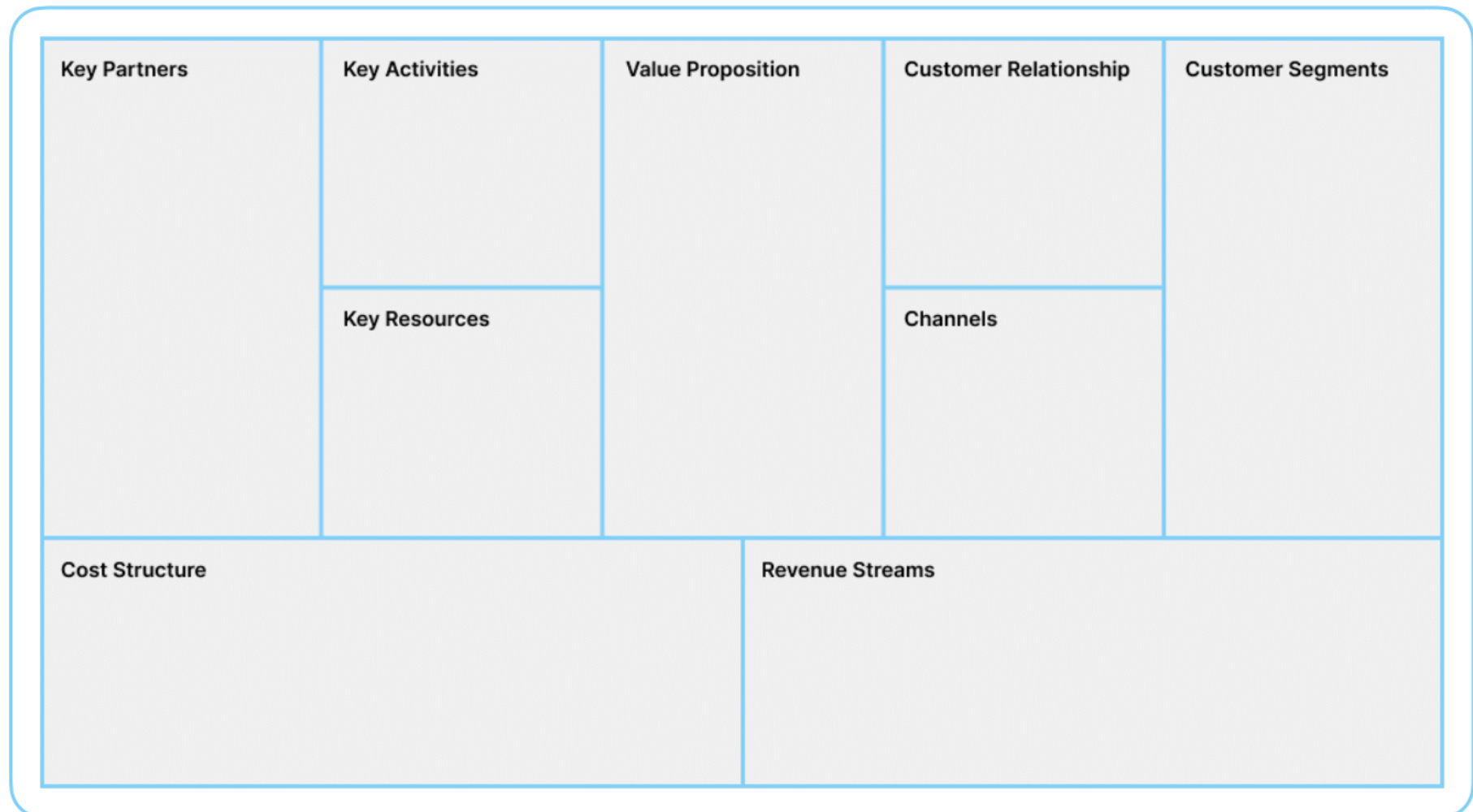
Focus on repeated visits, where people can come back and experience something different each time





## Experience Pairing Design Template

- Use the business model to identify opportunities for partnership
- What product or experience can help your business cater for the needs of customers in the new normal?
- What is the trend you would like to adapt your business to?
- What audience are you trying to reach out to?



### Key Takeaways



Experience design



New realities



Going beyond tourism



Conscious leadership



Pivot and diversify