



# How to Deliver your Experience from Start to Finish

TEN STEPS FOR BUSINESSES TO FOLLOW

Produced by Unmissable England

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# How to Deliver your Experience from Start to Finish

## 01. BEFORE THE EXPERIENCE TAKES PLACE

After booking, reach out to your guests to thank them for booking and provide all the information they need about the experience. Answer any questions your guests might have. Check with your guests if they have any special dietary requirements (if food/drink are provided) or any health concerns you should be aware of before providing an active experience.

Your marketing should provide details about what food and drink you will offer so guests are fully aware of what to expect. Provide details in your marketing about how active the experience is likely to be (i.e. “a 3 hour walk along a rocky mountain edge”).

A week before the experience, send another message to guests to say how you’re looking forward to meeting them. This is a good opportunity to check if your guests are able to find the start point of the experience. You may need to rearrange the start point or end point for guests - e.g. picking up from a train station or a hotel.

Don’t forget to ask where your visitors are from.

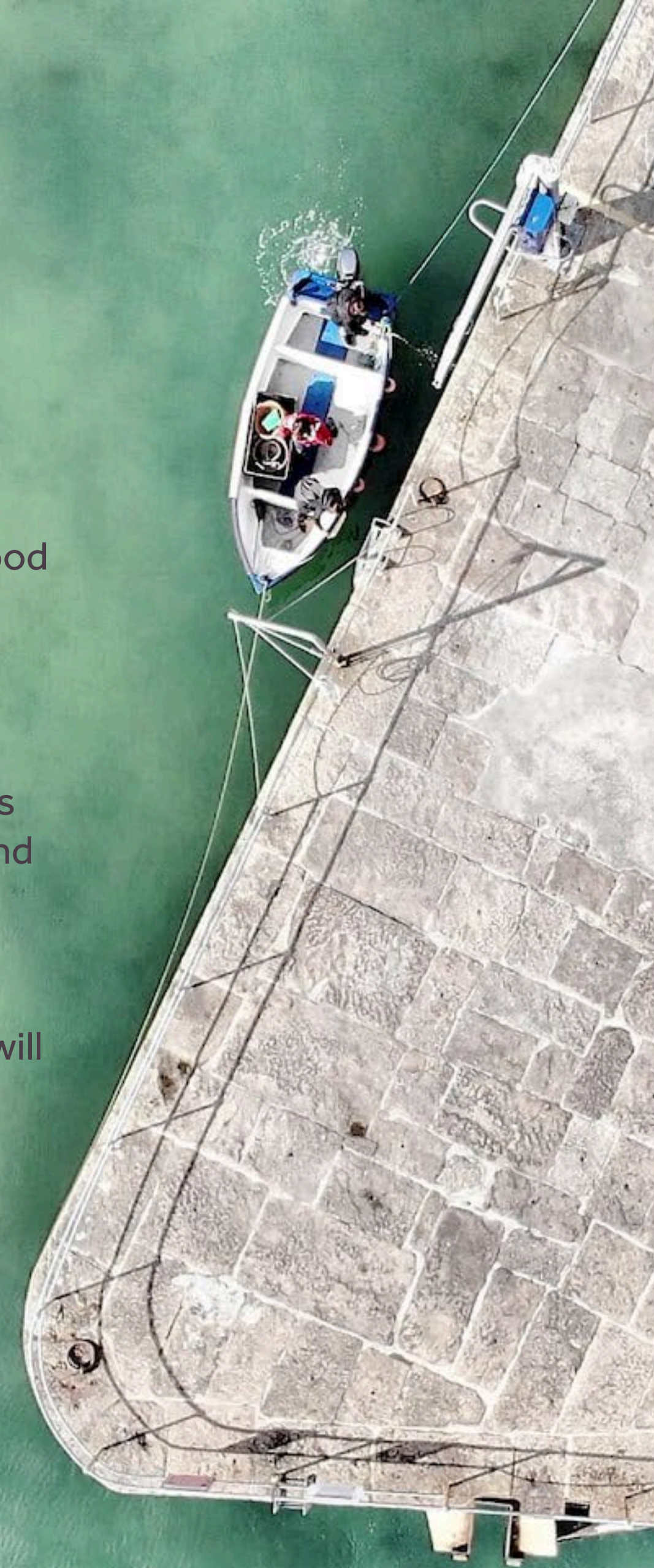
## 02. INTRODUCTIONS

Meet and welcome your guests. Get to know your guest’s names — maybe ask where they’re from and if they had a good journey. Introduce yourself and make sure your guests feel welcome and at ease.

This is a good opportunity to offer your guests a cup of tea, have a chat and get to know one another. Inform your guests of the plan, what will you be doing, where will you be going and when.

Reminding guests of the itinerary will help guests feel at ease and help them plan in their heads how the experience will unfold. You may wish to leave out some of the unexpected elements to give your guests some surprises along the way.

Present a map of where you are and where your experience will go and where you will end up. This is a good opportunity to inform your guests of loo breaks (especially if you are doing a lot of travelling in a vehicle) but also guests will get a good understanding of their location and the places they will explore and discover with you.





## 03. TELL YOUR STORY

Start to tell your story, providing your guests with facts and information to capture their imaginations.

Like all good stories, your experience should have a good start, middle and end. Launch into your story by describing or showing guests of what you are talking about. Hosting your experience in a costume can be fun and really immersive, so don't be afraid to do this — but just make sure it fits in with your story and isn't too gimmicky!

As soon as your experience is underway, create moments for guests to take photographs. Stop and pause and allow guests to take images of the vista or of the place they are exploring. This is a great way to get your guests to promote your experience by taking photos and after sharing them on their social media feeds.

At this point it's time to have some hands on activity. You may hand over to someone else to run the activity (e.g. a chef, surfing instructor etc.) or you may be running the activity yourself.

## 04. PARTICIPATION

Introduce the activity (and who's running the activity) so guests really do understand what they are doing, why, and how. Make this as fun and informative as possible. You may have guests who only speak a little English so you will need to be prepared to go over things a few times. It's OK not to be an expert if you are running the activity - for example you may not be a professional chef but you may really enjoy cooking; therefore pitch your experience around cooking with a local.

During this activity, make sure you continue telling the overall story of the experience - making links back to the story. Provide anecdotes and facts about the activity and how it links in with the story.

You actually started to begin to tell your story from your marketing before guests booked. Storytelling runs through everything in your experience delivery.





## 05. CHECK IN WITH YOUR GUESTS

Are they all happy and content? Is there lots of laughter, smiling and chatting going on? If not, how can you improve the atmosphere?

Every group is different, if you have a mixed group they might be really chatty and learning all about each other, a private group might be very quiet, so find a way to build up the atmosphere. Keep your guests well informed with what's coming up next and later.

At this stage you may find your guests still asking a lot of questions about what's coming next — then gather the group and share an update on what they will be doing for the rest of the experience. Don't forget to include something that's unexpected. However big or small, give your guests a surprise; it could be as simple as sharing an interesting fact or getting special access behind the scenes.







## 06. FOOD & DRINK

Depending on the type and length of your experience, you might choose now to have lunch, dinner or a snack.

Always check with guests when booking if they have any dietary requirements and adjust their experience accordingly.

When including food and drink into your experience make sure it connects well into your overall story. Where possible use locally produced and sourced food and drink.

For example; have lunch in an old inn where Oliver Cromwell once dined - as your story is all about the English civil war. Or forage for delicacies on the coast, then guests get to cook and eat what they find on an open fire on the beach. Eat the landscape - picnic on the hills enjoying a ploughman's of locally sourced and produced food and drink.

Any meals or snacks that you provide in your experience should always be included in the pricing of your experience. There shouldn't be any hidden extras!

There's no awkward moments in an experience when your guests are getting their wallets out to pay after they have eaten; as all food and drink is always included in the fee. Sometimes, even if it's all paid for, some guests may insist on paying and end up buying you a drink at the end of the day. Not a bad thing. Including a meal or snack stop is also a good chance for your guests to use the toilets and refresh themselves.

This is partially helpful for experiences that are mainly on foot, walking between locations.

If your experience is longer than a half day, this is when you add in another hands on activity.

You may find your guests become a little tired after a big lunch. Having another hands on activity after lunch is a good way to continue the momentum of the experience.





## 07. NO AWKWARD MOMENTS!

Many guests love the feeling of being a local for the day, meeting the folk that you know and really immersing themselves into the local community. This is a really important feature of your experience and many guests will remember these introductions to the people you know.

Now you're coming towards the end of the experience, this is a good chance to know your guests a little better and most likely you will have questions to ask them.

Always steer away from politics and religion in conversations even if your guests have certain views that you might not always agree with. Smile and move on.

If you feel there is a good connection with guests and they tell you that they have enjoyed themselves, don't be afraid to encourage them to review the experience in the following days. Some OTA sites will automatically ask guests to review a day after an experience has taken place, others won't so you will need to ask your guest to do this for you. Don't be too afraid to mention how important reviews are to you and your business.

## 08. LEAVE YOUR GUESTS ON A HIGH — WRAP UP YOUR STORY.

You might choose to end up in a pub for a pint of the local ale or reach a beautiful open view before your experience comes to an end. Don't forget to thank your guests for choosing your experience and you can always remind them again about leaving a review.

A sign of a good experience is when your guests are tired, yet they don't want to leave!

If you run other experiences this might be a good time to remind guests if they are staying in the area a bit longer.

This is a great way to make direct sales and spread the word.

If you have a gift shop, you may choose to end your experience there. This is an ideal opportunity for your guests to purchase from the shop and now they have formed that connection with you and the place they are really likely to buy something from your shop.



## 09. AND FINALLY...

Present your guests with something they can take away.

Take away items are so important - they are your gifts to guests. This can be as simple as a recipe card if it's a foodie experience or a bottle of beer on a brewery themed experience.

Whatever your giveaway is, itemise this in your pricing.

## 10. AFTER THE EXPERIENCE

The day after the experience, send a direct message to your guests thanking them for choosing your experience, ask if they got home safely and express how you also enjoyed the experience.



Many experience providers keep in touch with their guests, connecting on Facebook and Instagram — this is a great way to keep in touch and for them to recommend you to their friends.

If your guests haven't done it already, don't be afraid to mention one final time about how much you'd appreciate a review. Send your guests links to review sites like Google and TripAdvisor.

**Congratulations on running a successful experience!**





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