

A stylized number 8 logo, composed of two overlapping circles, one white and one dark, set against a white square background.

Agence
signe
DES temps

PARIS
BORDEAUX
COPENHAGUE

DISCOVERING EXPERIENTIAL TOURISM

Seminar on developing experiential offers
in Côtes d'Armor in autumn-winter



UNION EUROPÉENNE

Fonds Européen de Développement Régional

Agence Signe des Temps
February 2022



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

1

AIM
DEVELOP A REAL WINTER-
AUTUMN TOURIST SEASON IN
CÔTES D'ARMOR

CONTEXT FAVOURABLE TO INNOVATION

Environmental awareness

Local tourism

Search for meaning

New holiday/work balance

CONTEXT FAVOURABLE TO BRITTANY

Second holiday destination for French people in 2020

Top Google search destination in 2021

Huge appeal, customer loyalty

An opportunity to source repeat holidaymakers in winter/autumn: the experience is not the same.

SELLING AUTUMN/WINTER: A CHALLENGE IN ITSELF

Low season: low customer numbers

Difficult weather conditions

Amenities often closed

Well-established major destinations: mountains, sun destinations
(Mediterranean, Asia, overseas)

PIONEERING AMBITION

DEVELOPING AUTUMN AND WINTER TOURISM

2 seasons ripe for development
the “real” off-season from 20 September to 20 March
Ideal terrain for further tourism development

1

ANSWER DEVELOP EXPERIENTIAL TOURISM

AN EXPERIENCE **VS** A BREAK

A break and an experience differ in terms of duration and type.

A **break** is the total amount of time spent at the destination.

An **experience** is a high point of a break, characterised by emotion, a rare moment.

You are potential experience designers!

4 DIMENSIONS TO A SUCCESSFUL EXPERIENCE

THE SENSES

what we feel physically

UNDERSTANDING

what we learn when we are there

THE EMOTIONS

what we feel psychologically

ACCESS ERGONOMICS

what we hope for and who is satisfied

WHAT IS A TOURISM **EXPERIENCE**?

In a tourism experience,
the customer plays an
active role, there is a strong
focus on the sensory and
encounters are encouraged.

**These elements will
ensure a memorable and
unique experience.**

EXAMPLE



Resource
Sea scallops



Service
Enjoy a scallop dish in the
restaurant



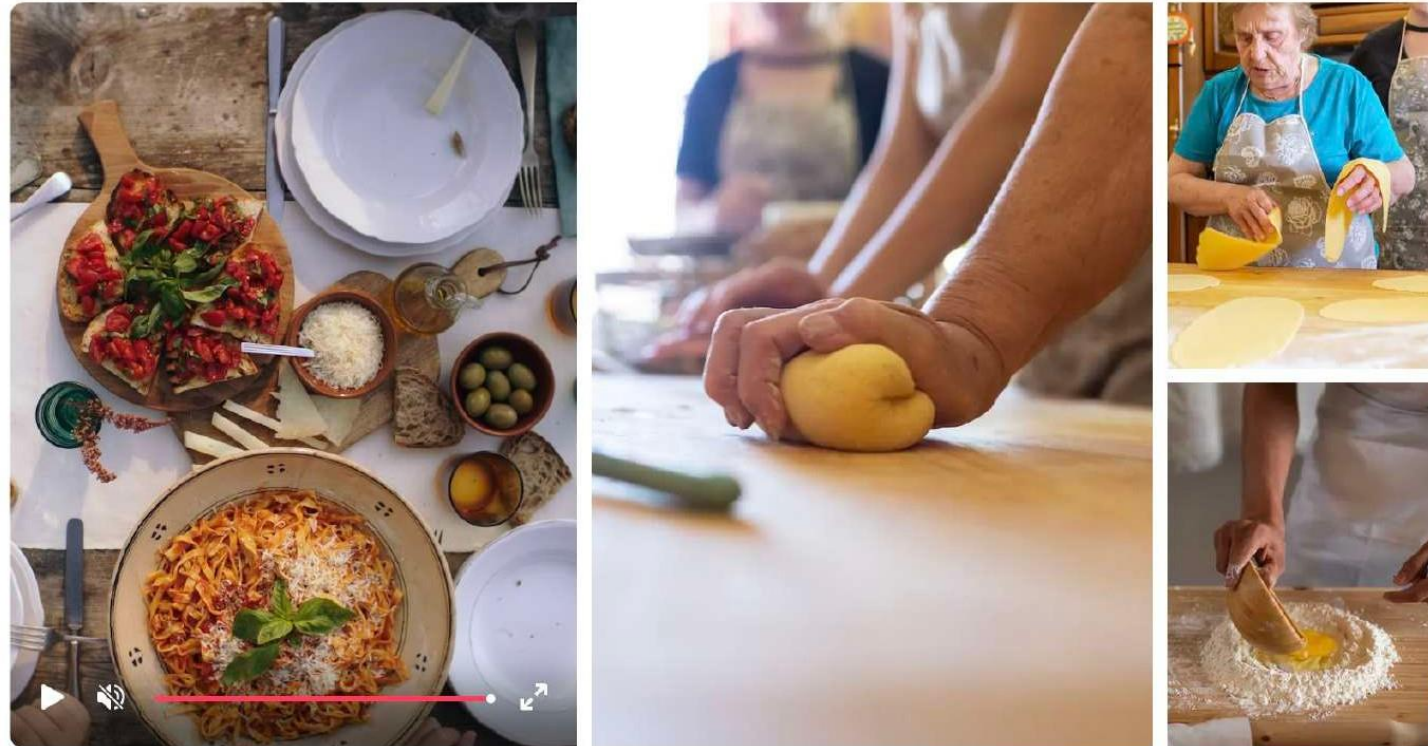
Experience
Meet a master chef, learn
how to cook scallops

WHAT IS A TOURISM EXPERIENCE?

AIRBNB

Fabrication de pâtes maison avec Mamie

★ 4,99 (1300) · Rome, Italie · Dans la collection Cuisine sur Airbnb



Expérience culinaire organisée par Chiara & Nonna

4,5 heures · L'expérience est proposée en 12 langues



À
Affi

Cuisez avec l'un des meilleurs chefs de tous les temps: notre grand-mère, Nonna Nerina!

Avec ses sœurs, elle vous montrera comment préparer les pâtes artisanales parfaites: pas de machines, juste vos mains, les ingrédients locaux les plus frais et l'amour.

Toutes ces femmes ont commencé à faire des pâtes dans leur enfance, conservant une tradition qui disparaît progressivement. Et ils sont prêts à vous les transmettre!

Vous ferez partie de notre grande famille folle pendant une journée et nous rejoindrons alors que nous marchons dans les petites rues médiévales de Palombara Sabina jusqu'à la cuisine de ma grand-mère, située dans la vieille cave où mon arrière-grandpa faisait du vin que la communauté tirait directement du tonneau (ou dans la maison de ma grand-mère... selon la météo). C'est un endroit spécial pour ma famille et tout le village.

Nous cuisinerons des Ravioli, Fettuccine et Farfalle... vous serez dans un coma gastronomique à la fin de l'expérience!

Remarque: Nonna Nerina a 83 ans et elle peut donc se sentir fatiguée. Dans ce cas, il y aura grand-mère Angela, Auntie Giovanna et tout le reste de la famille pour prendre soin de vous!!!

3 SOURCES OF INSPIRATION

- **Tell people stories, make them feel like a friend**
- **Quality of visuals, close-ups for immersion in the experience**
- **Authentic, quality encounters a feature of each experience**

1

NEW
PROGRAMME
5 TOPICS TO CONVEY
EXPERIENCES

AUTUMN & WINTER SEASONS **RIPE FOR DEVELOPMENT**

Shorter days, less light, bad weather...

Autumn and Winter are not “**natural**” seasons for tourism in Brittany.

The challenge is to bed down **new habits** that people will keep in mind: “**get it right**”

Very powerful lever for creating new habits

PICTURE OF BRITTANY & CÔTES D’ARMOR

AUTUMN & WINTER SEASONS **RIPE FOR DEVELOPMENT**

Côtes d'Armor is a destination with many advantages, offering a connection with tradition, a way of looking at the world, a lifestyle that is well-known.

Côtes d'Armor is a magical place in autumn and winter

Aim: portray the magic of this place and create **Armorican rituals**

Hygge

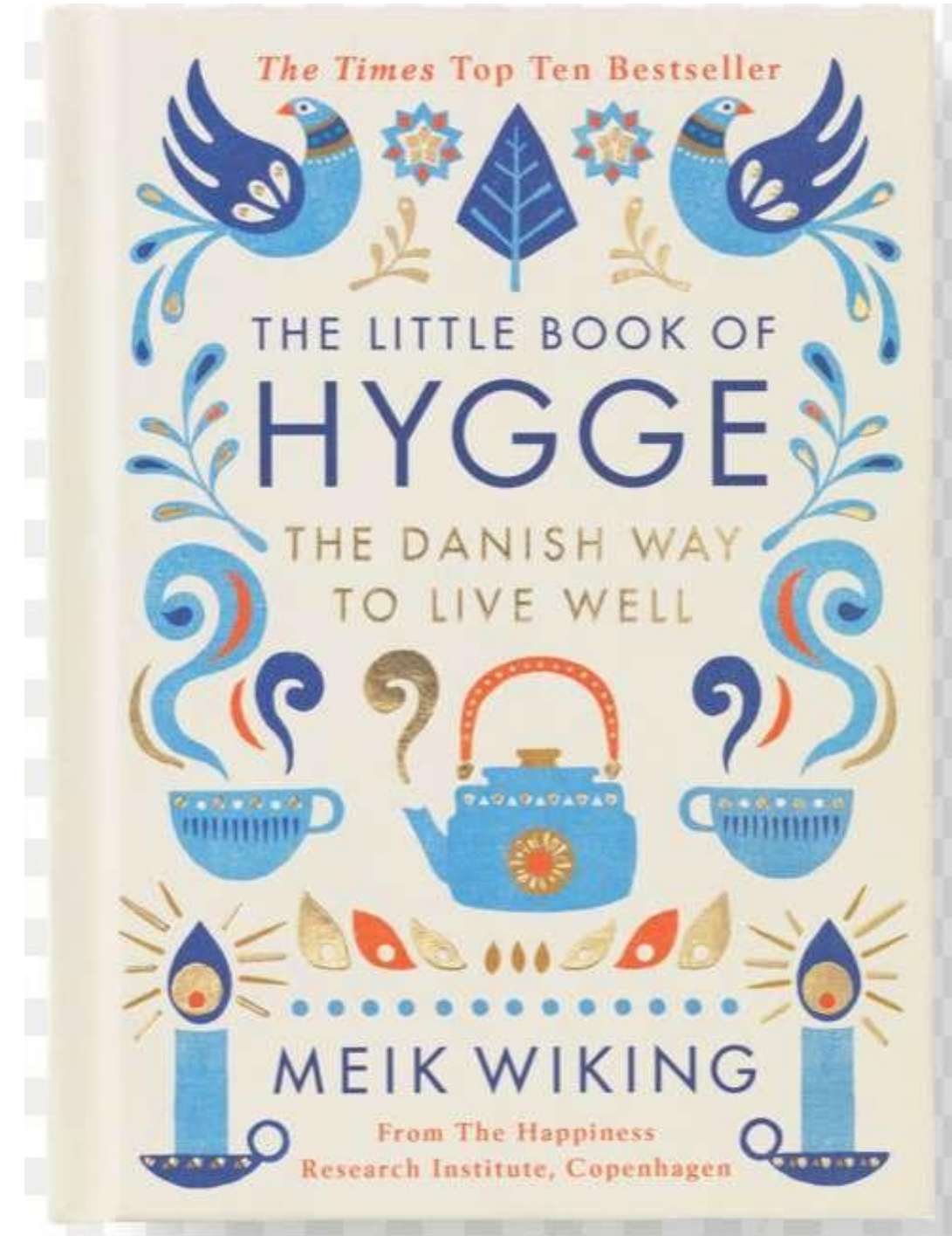
A social ritual involving quality moments and a particular state of mind



Hygge (pronounced ['hygə]) is a word in Danish and Norwegian that describes cosiness and comfortable conviviality. **Hygge** is a positive state of mind with feelings of wellness and contentment.

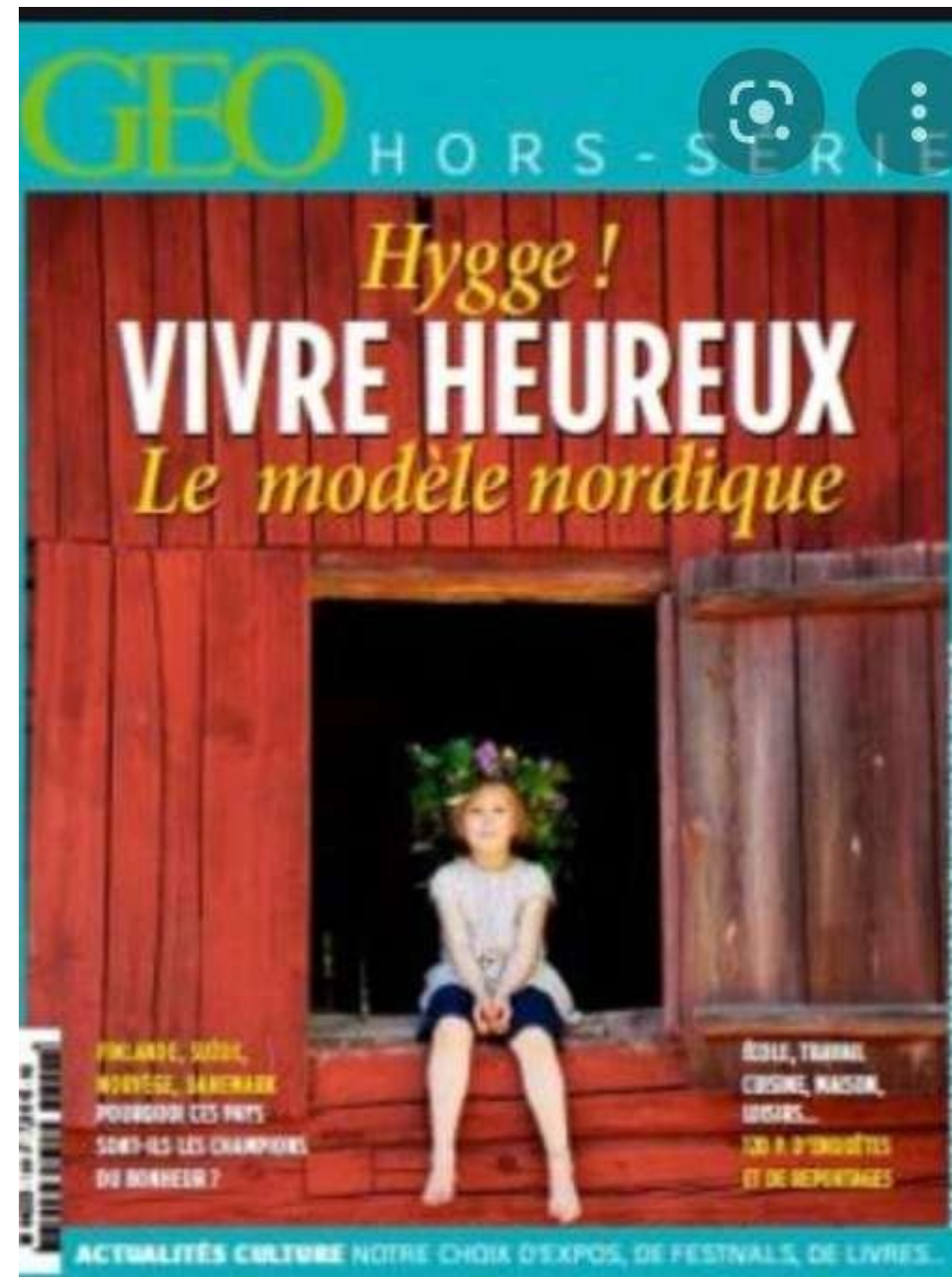
hygge
[hue-gue] noun

- [1] A danish word for a calm and comfortable time with people you love.
- [2] Candy, chocolate and drinks is a must!
- [4] Home is where wi-fi and hygge is. [3]
- One does not simply say no to hygge.
- [5] Don't worry - just hygge!



Hygge

The richer a way of life, the more it resonates with targets, the more “addictive” it becomes



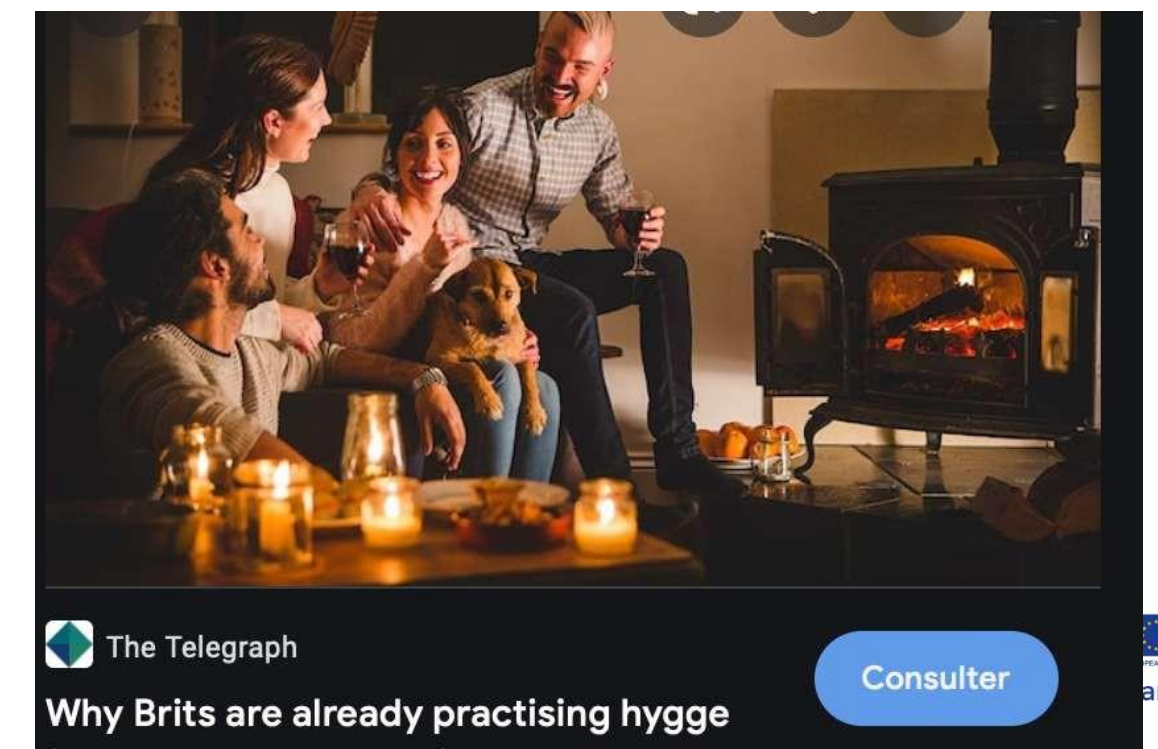
L'ÉPOQUE

Le « hygge », la recette danoise du bonheur

S'enrouler dans un plaid et discuter entre amis devant un feu de cheminée... Avec près de dix livres publiés sur le sujet, le mode de vie scandinave s'exporte mieux que jamais.

Par Vicky Chahine • Publié le 15 octobre 2016 à 07h44 - Mis à jour le 18 octobre 2016 à 11h03

🕒 Lecture 4 min.



BUILDING

AUTUMN AND WINTER RITUALS

An autumn/winter tradition in Côtes d'Armor, focusing on a slower way of life

Outdoors, it is characterised by estheticism, beauty and light

Indoors, it is characterised by cosy, convivial moments

Develop the attraction of this Breton Hygge called

ARMOR EXPERIENCES

BUILDING

AUTUMN AND WINTER RITUALS

5 experiential sectors

Breakdown of autumn/winter rituals in Côtes d'Armor by sector.

These are the sectors you already work in.
Your experience can feed into these sectors.

SECTOR 1

Craft secrets in Côtes
d'Armor



SECTOR 2

Sea scallops



SECTOR 3

French history –
Brittany's perspective



SECTOR 4

Reconnect with nature



SECTOR 5

The sea in
wintertime

BE NOTICED

CREATE NEW AUTUMN AND WINTER RITUALS

5 experiential sectors

Use the same codes and the same marketing message (ethics, relaxation, well-being, the senses)

Experiences associated with these sectors

To achieve “critical mass” and be noticed

Collective promotion and communication

Provided by Côtes d’Armor Destination and by each of you

LET'S GET TALKING!

You are registered in the group
Craft secrets in Côtes d'Armor

**What have you got in
common?**

A FEW EXAMPLES

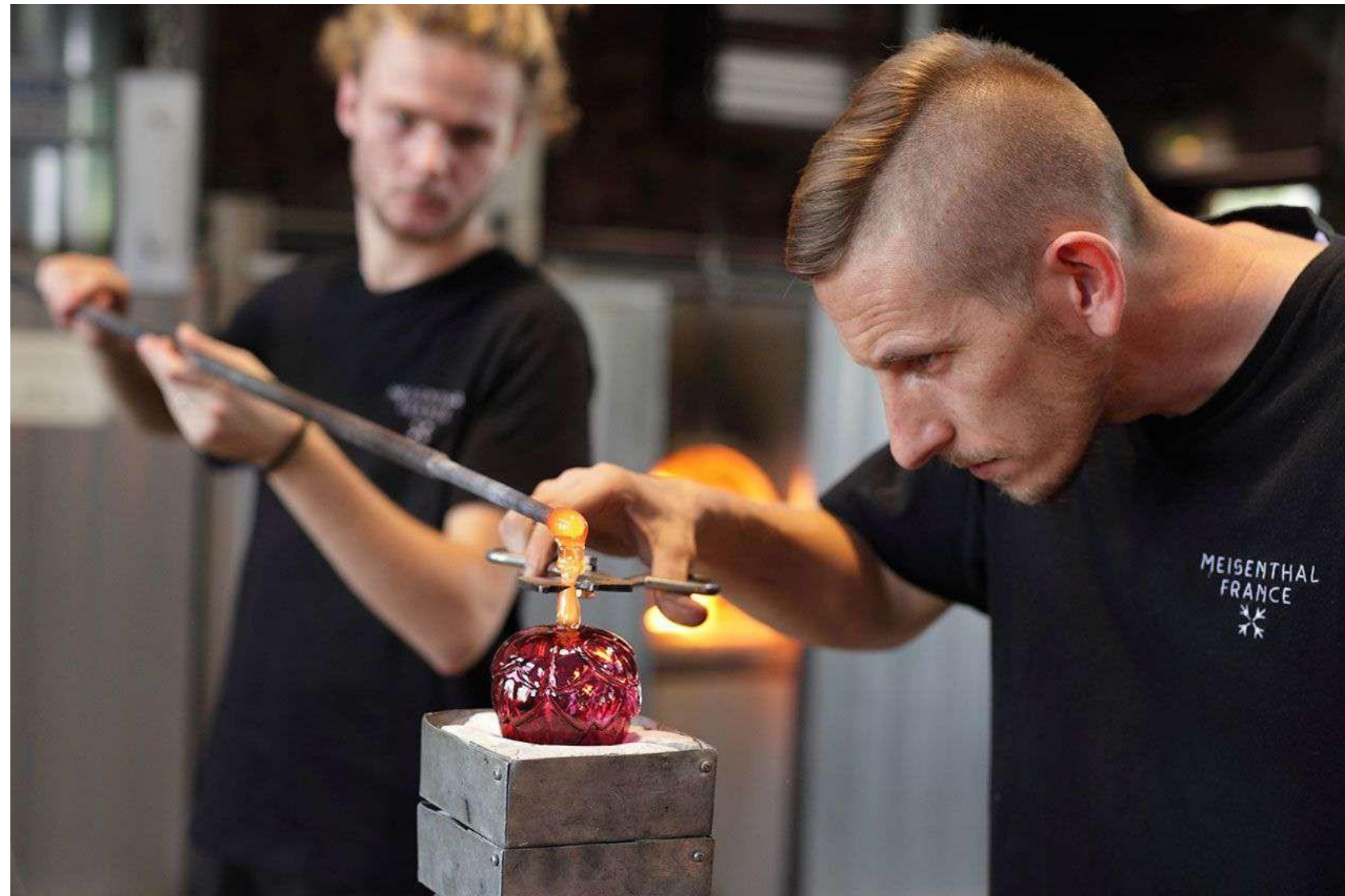


Meisenthal Glass Art Centre

Each year sees a new Christmas bauble, designed with a nod to tradition by creative artists.

These traditional models are supplemented year after year with more contemporary baubles.

There are now over 25 models across the 2 collections: the traditional line and the contemporary line.



LES ATELIERS PRÈS DE CHEZ VOUS

DÉCOUVREZ LES EXPÉRIENCES QUI SE CACHENT ICI !

Bordeaux, Centre commercial S...	Bordeaux, Centre commercial S...	Bordeaux, Centre commercial S...	Bordeaux, Centre Ville
			
Initiez-vous à la torréfaction	Dégustez des thés japonais bio grand cru	Découvrez tous les secrets du matcha	Créez votre kokedama
2H - 49 €	1H - 25 €	2H - 49 €	2H - 54 €



Do It Yourself workshops WeCanDoo platform

The basic idea is to bring people into an artisan workshop to meet craftspeople, practice their skills and leave with your creation.
Have a unique experience!



Workshop programme

Workmanship in Côtes d'Armor

Act 1

Craft secrets

Inspiration and essence

Act 2

Armor Experiences

Let's create a new ritual

Act 3

Experiential Speed Dating

Creating Autumn - Winter experiences



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