

8

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  
Manche ) England  
**EXPERIENCE**  
Fonds européen de développement régional



1

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

# CONTEXT

## FAVOURABLE

Environmental awareness

Local tourism

Search for meaning

New holiday/work balance



# CONTEXT

## FAVOURABLE

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.



# 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



## 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

## 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

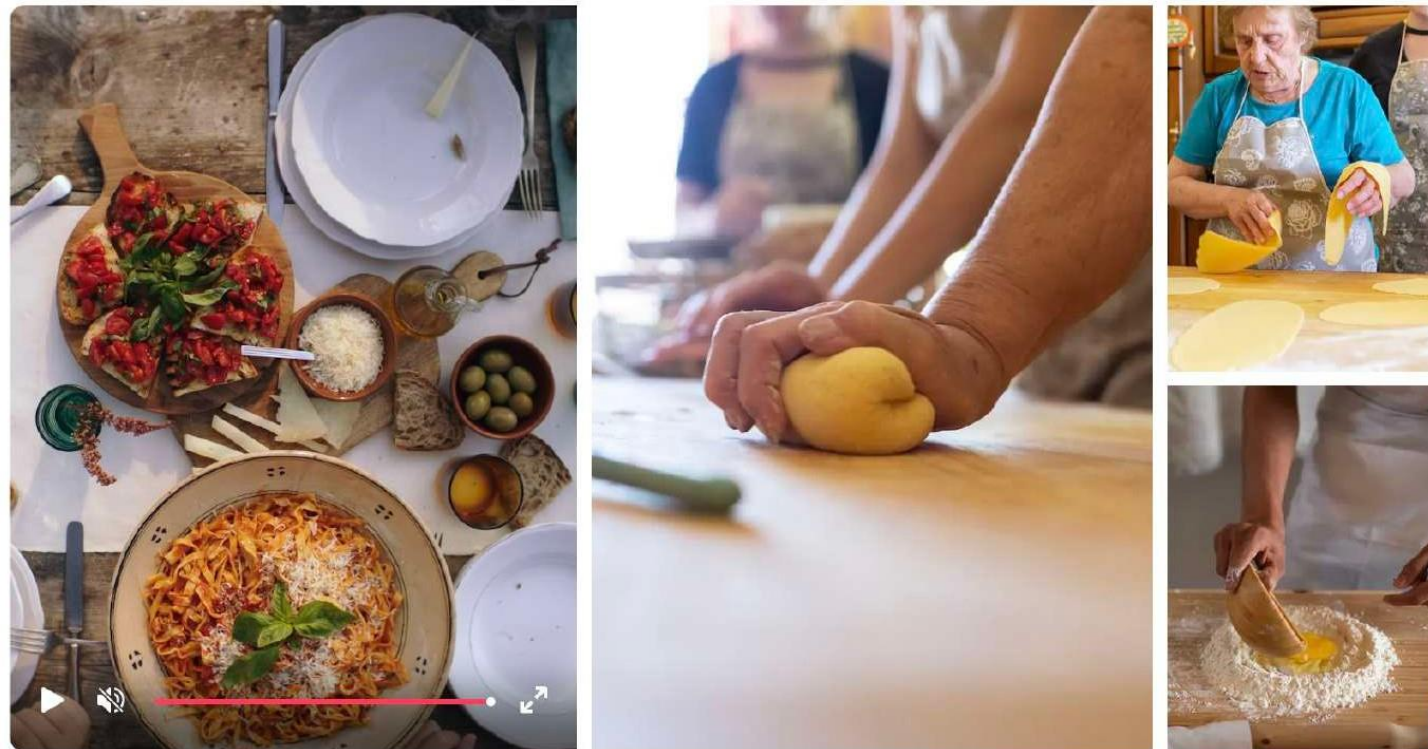


# WHAT IS A TOURISM EXPERIENCE?

## 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

Cuisinez 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**



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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

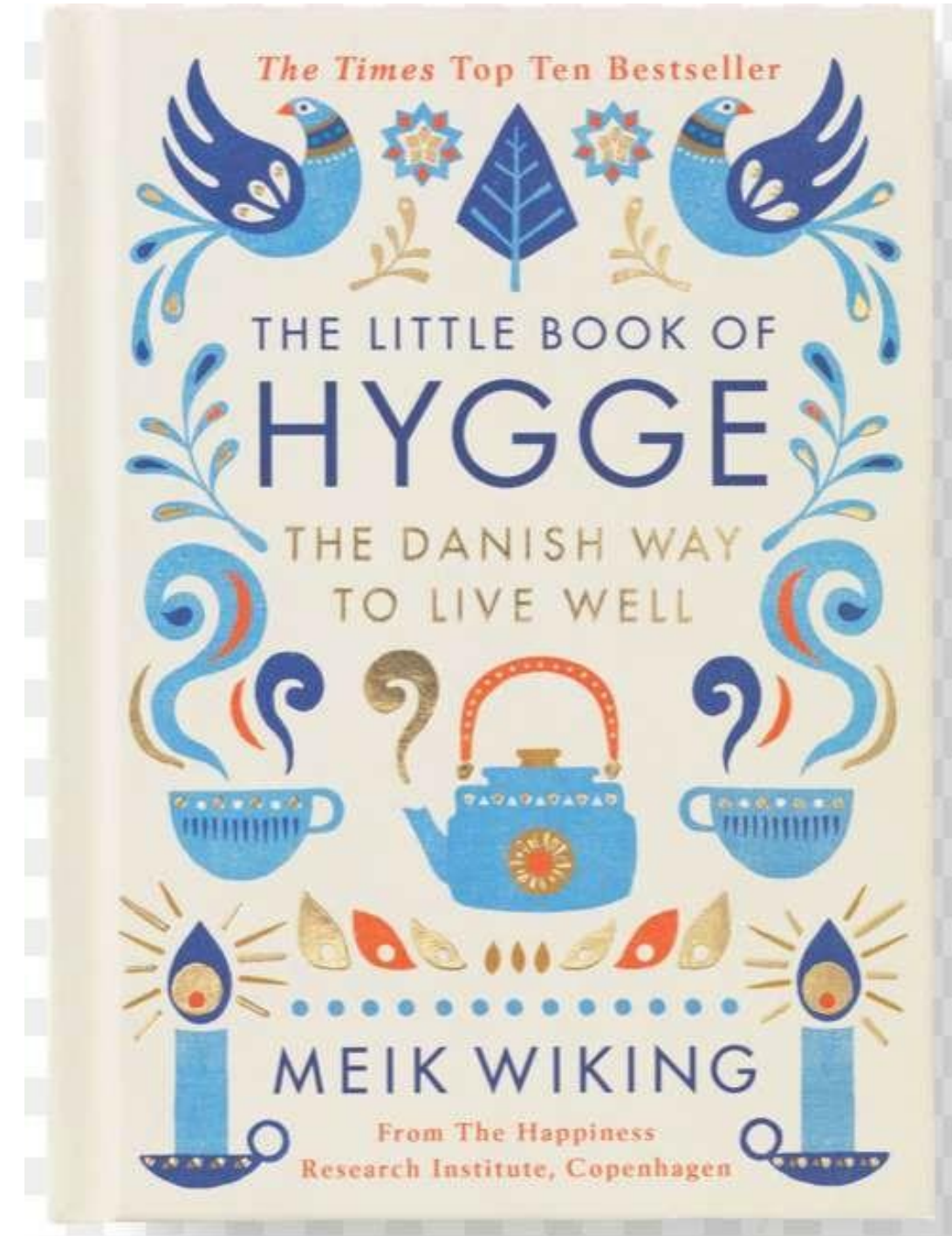
[1] *A danish word for a calm and comfortable time with people you love.*

[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.*

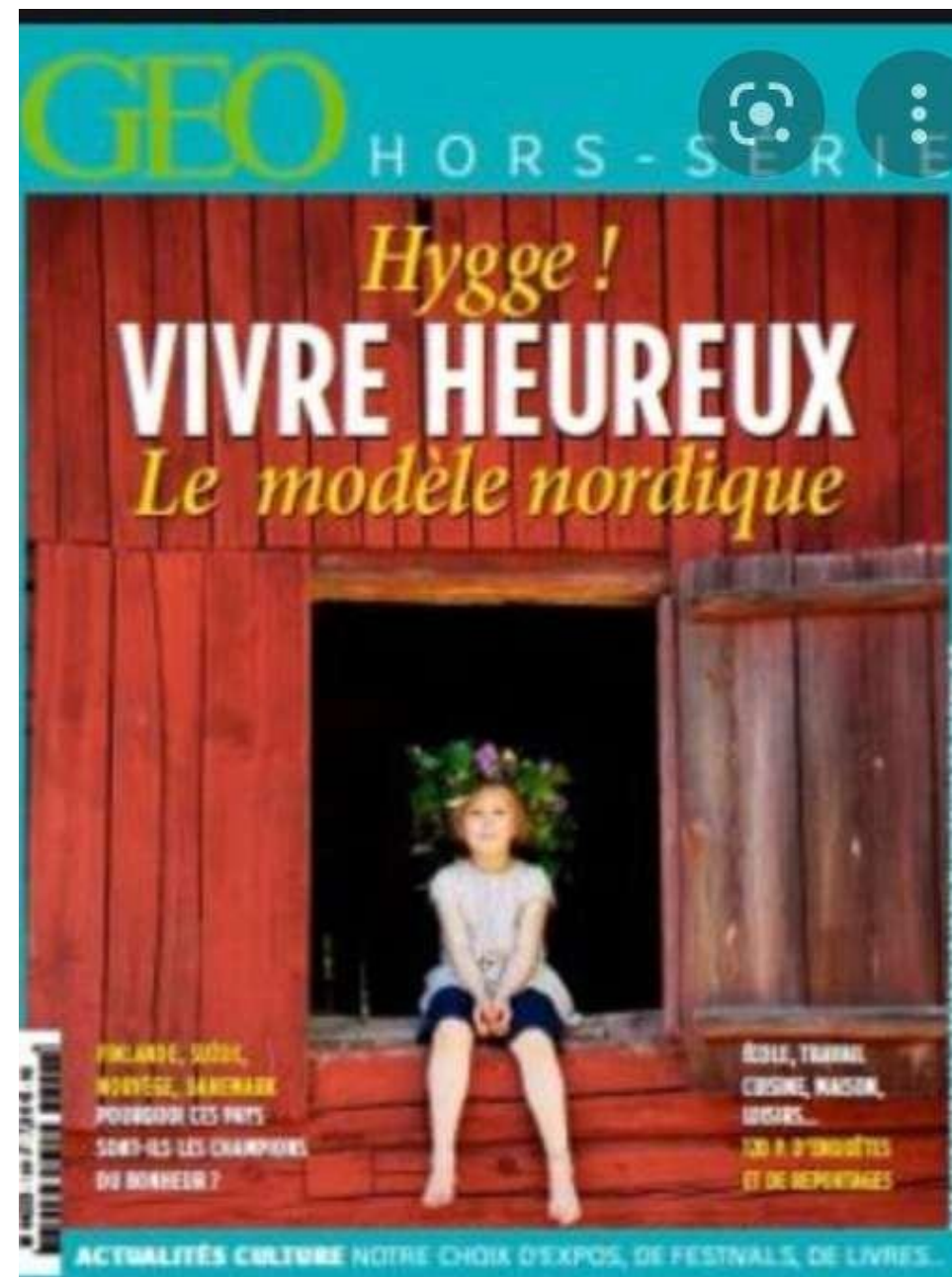
[5] *Don't worry - just hygge!*





# Hygge

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



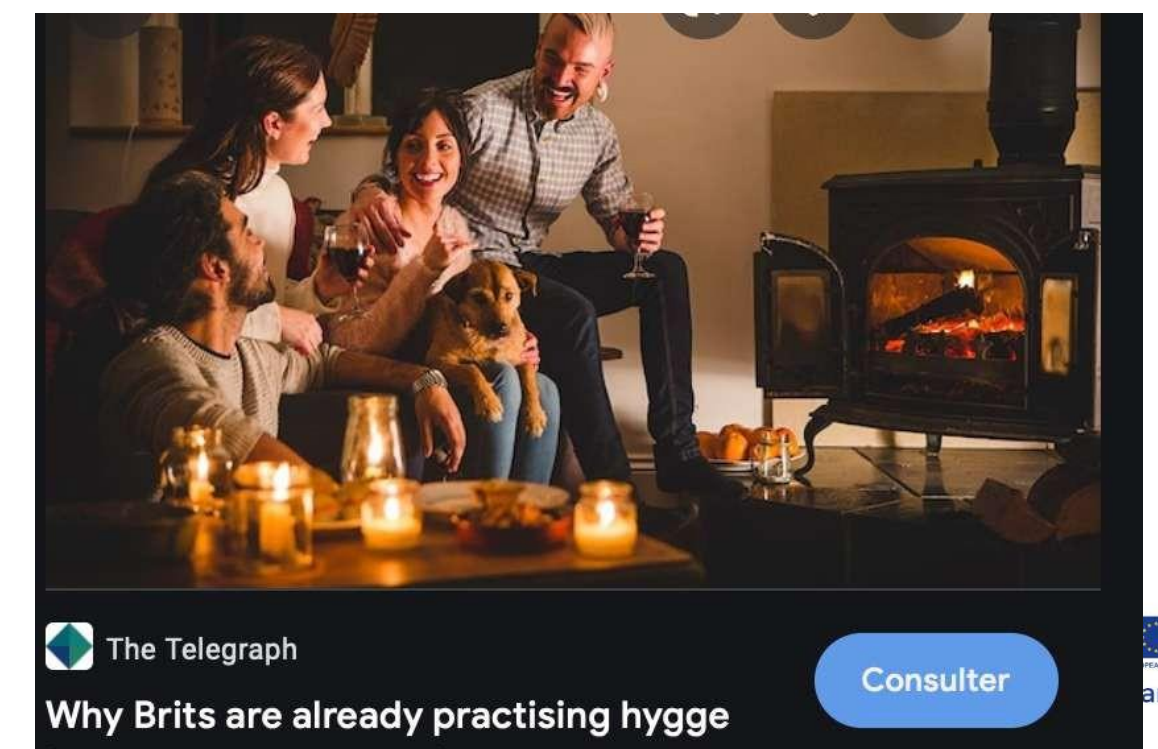
L'ÉPOQUE

## 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.



The Telegraph

Why Brits are already practising hygge

Consulter

DESTINATION

Fonds européen de développement régional



# **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  
Sea scallops

**What have you got in  
common?**



# A FEW EXAMPLES













# SEA URCHIN FESTIVAL





# Workshop programme



# Sea scallops

## Act 1

### Sea scallops

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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