



# BENCHMARK FOR MEMORABLE EXPERIENCES

## PROJECT “EXPERIENCE”



**UNION EUROPÉENNE**  
Fonds européen de développement régional

Target audience:

General public and large

Family target

Experience that follows the trends



# Street food / festive market

## The experience

A moment of strolling, while shopping, tasting, buying souvenirs, etc. You will be transported to an ephemeral elsewhere

## Things that spark emotion

- Sensory stimulations: sounds, smells, taste, visuals
- Immersion with identity: feeling as if one is “somewhere else”, travelling

## Why this works

- The variety of things offered: buy, taste, discover...
- A project manager who initiates and organises

## Examples

- The covered market of Lez in Montpellier: mixed market/street food
- The market of Vienna (Austria).
- South France Market

**Observation:** the market is a feature of the tourism package







# Urban “event”

## The experience

To take part in a major annual get together at a destination that is its own identity feature and which draws a very large audience

## Things that spark emotion

- Sensory stimulations: sounds, smells, taste, visuals
- Crowd appeal, diversity and range of activities, surprises, etc
- Immersion in an atmosphere disconnected from reality
- The pleasure and happiness of “having done it”

## Why this works

- A compelling theme, a story to be told
- Strong identity features: mussels in Lille, chalets in Strasbourg, lemons in Menton
- Recurrence: a major annual event that constantly repeats
- The opening up of “professions”: food, flea market, art of living, animation, music, etc.
- The festive dimension
- The assertion of the originality and uniqueness of the event
- A local commitment to development
- Significant marketing

## Examples

- The big street market of Lille
- The Christmas market in Strasbourg...
- The Menton lemon festival



# Well-being: the Thalassotherapy suite

## The experience

The experience of the exclusive treatment suite, a concept that has changed the image of Thalassotherapy

## Things that spark emotion

- Tradition and rhythm: before / during / after
- Sensory stimulation: touch, smell, sight, sound,
- The intimacy of shared moments
- Clay body wrap and couple in the hammam: an amazing, private, intimate moment for the couple
- Rinse shower: a feeling of total “cleanliness”
- Doing it together, sharing “in real-time”.

## Why this works

- A “thalassotherapy suite”, complete and customized equipment, private use
- No idle time: massage for one, bubble bath for the other and vice-versa
- An immersive place
- No more breaks between sessions, complete well-being
- Professionalism

## Example

The thalassotherapy “suite” at the Château des Tourelles in Pornichet





# Well-being: an identity experience

## The experience

The Hercules ritual: a ritual of well-being for two in an oriental hammam

## Things that spark emotion

- Rhythm and sequence: hammam, massage, skin brushing, water baths, hot/cold, strong and soft massage...
- Sensory stimulation: touch, smell, sight, sound,
- Identity ritual: the place, the water baths, the soap...

## Why this works

- A very ritualised therapy that makes you feel completely relaxed.
- No idle time: a series of massaging, stretching out, scrubbing, rinsing, tea sessions...
- An immersive place, a sophisticated decor
- Professionalism

## Example

Polis Hammam in Athens



# Well-being in nature

## The experience

Sharing a moment or a relaxing stay for two immersed in a natural environment  
Transformational experience

## Things that spark emotion

- Disconnection in an environment beyond your normal life
- Sensory stimulation: touch, smell, sight, sound, taste
- Immersion in a very immersive natural environment
- La connection with nature and with yourself

## Why this works

- It's a total experience with accommodation, vegan meals, yoga, meditation, massage, vegan cooking workshops, hiking expeditions
- Immersive place situated between sea and mountains
- A very successful and lively programme
- Guidance and staff of a very high calibre

## Example

De Pura Ibiza Yoga Retreat





# Well-being with horse riding

## **The experience**

Communicating with the horse to get acquainted with each other

## **Things that spark emotion**

- Close interaction with the horse
- The effect of communication with the horse on your emotional well-being
- The sensory, the touch, the feeling
- Release of tension
- Sharing the experience together with your family

## **Why this works**

- Professional and secure assistance
- The interaction with the horse boosts your confidence and helps you to manage your emotions more effectively

## **Example**

Marrakesh School of Equestrian Arts







# Visit to the Soufrière with your family

## The experience

Visit to the Soufrière site, in Saint Vincent Island  
Focus on the volcanic dust bath

## Things that spark emotion

- An exciting and unique experience
- Stepping out of your comfort zone: getting into a volcanic “mud” bath
- The recreational element: the “painting” ritual.
- Sharing: photos

## Why this works

- Very smooth organisation
- Quality of the guide
- Surprise by the mud bath and the way it is treated as fun
- Family-friendly and experiential tour





# Easy bike in the forest

## The experience

Discovering the forest with a fun and exciting means of transport

## Things that spark emotion

- Sensory stimulations: sounds, smells, taste, visuals
- Experience an amazing moment: rare travel experience
- A recreational element: the support, the forest

## Why this works

- Before: Getting ready emotionally
- During: set the pace across landscapes, through obstacles, through sensory breaks, etc.
- After: moment of sharing
- Do not focus only on the use of the equipment, but also on discovery

## Example

Greenery in the Gers region





# Medieval experience with your family

## The experience

Discovery of heritage with the family with a recreational activity for children in the adjacent siege camp.

## The emotional elements

- A journey back to the medieval period
- Dressing up as a knight or princess
- Learn to use the machines used during the medieval period
- Socialising
- Parents-children activity

## Why this works

- Includes a visit to the medieval city, which serves as a backdrop
- The owner's set-up



# Immersion in the life of a guard in Camargue

## The experience

Immersion in the horse riding traditions of the Camargue

## Things that spark emotion

- Take on the role of an iconic character
- Immersion in the landscapes of the Camargue and its traditions
- The interaction with the horse
- For some people, overcoming their limitations
- The feeling of being in a “movie scene”.

## Why this works

- Smooth organisation
- Participating in an ancient and original activity
- It's much more than just horse riding
- It's very immersive





# Sensory experiences in a forest

## The experience

Awakening the senses through sensory excursions, fun and educational games, water sports, experimenting with new things...

## Things that spark emotion

- Awakening the senses
- Share the experience with the family
- The senses, hearing and touch
- The discovery of new feelings

## Why this works

- Very successful programmes
- A 24-hectare area designed to awaken the senses as a family
- A place for sustainable development and social integration initiated and managed by the association for the benefit of people with special needs

## Example

The Gardens of Broceliande





## 2-night immersive mini-adventure

### The experience

Two nights in unique accommodation and an immersive mini-adventure tour on a Fatbike

### Things that spark emotion

- Sensory stimulations: sounds of birds, landscapes, taste...
- A taste for adventure with a roadbook, backpack, binoculars, compass...
- Stunning landscapes and heritage sites
- Connecting with nature: birds, black pigs, does, eagles
- Socialising: bakery, farmers, interaction with others along the way on the Fatbike
- Feeling refreshed on your way back to an exceptional accommodation with a vintage open-air bathtub

### Why this works

- A wholesome experience with accommodation, discoveries, socialising
- The organisation of the adventure: backpack with roadbook, compass, binoculars...but also corkscrew, fouta towel for the picnic, hammock for the nap
- An itinerary designed and prepared for you to discover and establish relationships with others
- A recreational element: the Fatbike

### Example

Whaka Lodge in Gers