



la fabrique  
Ingénierie touristique de l'émotion  
à souvenir

# PROJECT EXPERIENCE

INTERREG programme France Channel England



Customer experience is a key way to  
standout, it is a fundamental turning point.

Customers want memorable experiences and  
events that engage each individual in a natural  
and personalized way.

# THE CHALLENGE OF MARKETING

Experience,  
at the service of an  
economic development  
strategy for a territory

# No customer, no experience. No marketing, no customers

An approach in which you first come up with an idea for an experience and then figure out how to sell it is not the right one. The right approach is to integrate right from the design stage:

- The experience's appeal and its response to new needs are defined through the "title-promise-photos" trio
- The existence of distribution channels that can commercialise the experience, as having multiple channels is a good way to increase effectiveness.
- The anticipated interest in the experience offered by the reputation building channels of traditional media and social networks

The customer experience is not a response to a need, but an impulse to buy that may even be irrational after being prompted initially by the visuals.

The price is not the main element in the buying process, it is the projection of the story and the moment you are going to experience that will be its trigger.

The two golden rules: "the product creates the need", and "we sell the difference".

In tourism, the extraordinary, of which Nathalie Beernaert, along with the Roulottes de Campagne, has been one of the pioneers in France, is a perfect example.

So where is the line between a classic tourism product and a tourism experience?:

***The product is transformed into an "experience" when the use (sleeping, eating, outdoor activities, etc.) is not an end in itself, but becomes a way to experience a special moment filled with emotion***

## Unique, an experiential package with a proven commercial track record

Creating an experience from an accommodation is now part of the current trend. Starting with tree houses and country gypsy caravans, the unique offering has diversified and found its niche in the market. Besides Booking and Airbnb, specialised or institution-based platforms such as Esprit Haut de France have emerged. The business, for those who do it well enough, is very profitable.

In 2018, La Fabrique à Souvenir created a concept of experiential holiday cottage for couples and families which is booked 300 days a year, with a rental income of €45K / year when the average amount for holiday cottage is €8K.

## The challenge of this unique business to promote the Compiègne / Pierrefonds destination.

However, for a destination such as Compiègne / Pierrefonds, focusing on a single catalogue of unique or charming accommodations to create an experience is not enough, especially as the unique aspect is an individual approach that can lose touch with the location's identity.

## Using the territory's features to promote the destination

The forest, as a feature of the territory, is quite obvious, and the Forest of Compiègne is almost a "brand".

Castles, beautiful homes and villages with forests are also potential features and locations for experiences, as is the case at the Pierrefonds château with the *bal de l'impératrice* (the Empress' ballroom).

Without overlooking the "horse riding" activity which is embedded in the local culture, is found in the forest and reflects the local history.

In order to enhance the value of the Compiègne / Pierrefonds region as a destination, it is thus important to promote experiences that match these features, but without ignoring other initiatives that could further enrich the experience. For example:

- Activities in the forest
- Horse riding
- Cycling adventure in the forest
- Urban activities
- Cultural activity

However, for these experiences, which have a strong potential for building the reputation of the destination, and which could be treated as more comprehensive leisure activities, marketing is more complex and less structured than that for accommodation. Usually, the promotion of an activity is carried out by combining it with an accommodation service, which reduces the marketability of the activity.

**And no customer, no experience. And without customers, it is difficult to motivate those involved to create experiential offers...**

**Marketing for commercialisation is therefore a major issue in the design of experience-based projects, but this marketing requires broad communication and dedicated distribution channels.**

## Creating experience-based projects with high media potential

An experience is a 'story' that is brought to life for the customer. Journalism is about telling stories. The story experienced must appeal to the journalist.

It is therefore necessary, in the first phase, to develop experience-based projects that are attractive to the media.

The media is the first target. If we make use of media, we will get customers. And to involve the media, the experience has to be successful.

For reaching the media, it is necessary to have:

***An original and innovative tourism package that "fits with current trends"...***

A journalist can only talk about an "exceptional" product, the fact of talking about it is a value-added journalistic feature, because readers think that the journalist has discovered a gem.

- A title that implies a promise, the title of the story that will be experienced by the customer
- A narrative description of the product to facilitate the work, with a limit on copy and paste
- Beautiful photos
- Have a well-defined customer target
- A price list with practical information
- A contact: telephone, link, etc.

The press plays an important role in building reputation and creating an appealing effect. But it is necessary to have the online booking tool to turn this appeal into sales. The regional booking platform Esprit Hauts de France only offers experiences related to accommodation.

The press and booking system together can eliminate the need for commissions from platforms such as Airbnb.

Example of Mr Bacchus Bordeaux: Visible and can be booked on Airbnb, but he discreetly prompts potential customers to contact him directly on his website <https://monsieurbacchus.com/>

## A paradigm shift in the act of purchasing a destination?

While for a long stay, people generally choose a destination (more or less broad in scope), for a short stay, the experience to be enjoyed can be a deciding factor in the purchase, or at least help confirm the choice of a destination thanks to reassurance that there are "things to do".

Platforms or services for selling "experiences", not combined with accommodation, are just coming into fashion. Nowadays, it is mainly gift sets that sell experiences, but the marketing commissions are very high.

However, when we see the investment made by Tripadvisor, which created Viator, or Airbnb, which is pushing this service and highlighting experiences on the very first page, we can quite easily imagine that the marketing of experiences is going to expand rapidly.

***This is a new paradigm in tourism, which could transform the choice of a destination, which until now has been very much linked to accommodations.***

***However, no data is available to assess its impact***



## Platforms that offer experiences

### The generalists

- Airbnb
- Booking (in progress)
- Viator
- Smartbox, Wonderbox
- Cap adrénaline
- Familiscope
- Sport découverte
- Alentour, which claims to be the platform for local tourism (a site that has emerged since the COVID, currently in the process of being launched)

### Theme-based

- Chilowé with the concept of the micro-adventure: an adventure closer to home, better for the planet and more cost-effective than long-distance travel.
- Multiple sites dedicated to yoga and horse riding
- Cycling (<https://www.abicyclette-voyages.com/recits-velo-voyage/vivre-des-aventures-a-velo-en-famille/>)

A multitude of sites seem to be focusing on the marketing of customer experiences. It will be necessary to monitor their development closely and check their ability to survive over time.

## Experience-based accommodation or accommodation + activity platforms

- Esprit haut de France
- Abracadaroom
- Airbnb
- Booking
- Family trip
- weekendesk
- Introuvable
- Vaovert
- Vaolo
- Littleweekends.fr
- Wegogreenr
- Greengo

Some of these platforms have focused on the development of uniqueness and the quest for nature products. Being on multiple platforms increases visibility and consequently commercial benefits.

**Please note!** All these platforms invest in their online and social network visibility. They enable your tourism service to be promoted and reservations to be obtained.

In theory, it's a win-win situation: no fixed costs, but a commission (from 15 to 25%) on the reservations made. It is therefore important to integrate this factor into the company's pricing policy.



## Conclusion

Beyond public events such as the "street food" market, Compiègne Pierrefonds' tourism consumption will be based on a mix of marketing of accommodation/experience.

This mix will be more effective if cross-references are made between professionals, for instance through a "favourite" section.

The activity service providers must give referrals to the accommodation, thus giving tips to their customers.

Accommodations have to give information about the activities, adding value to the customer's stay.

**Therefore, there is a shared interest.**

In addition, the press must develop the reputation of the region through the promotion of experiences it can offer, but this will only be effective if the web resources are in place to transform the acquired reputation into a buying decision.

It appears essential to us that the offices of Tourism in Compiègne and Pierrefonds should organise themselves to promote experiences through the sale of vouchers or gift cards. There are simple systems like mybeezbox that can possibly fulfil this need.



# THE EXPERIENCES

10 new experiences in  
the Pays Compiégnois

# Presentation of experiences

Since this is a territorial approach that consists of promoting the destination through its key features, it is necessary to have a spectrum that, on the one hand, reflects the territory's features (forest / History / Art of living) and, on the other hand, responds to customers' wishes, without forgetting, of course, the power of attraction, both vis-à-vis the customers and the media.

*While at this stage the forest and outdoor activities are in place, and match the expectations of a short stay experience, there is still a gap to be filled in terms of activities for children and cultural activities.*

For each theme, a main experience and at the end of the presentation, some possible alternatives.

To be precise, the benchmark.

## Forest Universe

- Sleeping in the forest in a bivouac (Hermitage) + glamorous chic (villa du Châtelet)
- Awakening of the nature: Forest immersion (Hermitage) + Instagram (To be discovered)
- Natural plant kitchen: adventure + children's programme (Hermitage)
- Weekend Forest yoga (Véronique)
- Musical time (festival of forests)

## Cycling

- Forest village circuit in the form of a game, by yourself or and with a small guide provided: to see, to do, to eat, practical tips and the game (OT Compiègne / Pierrefonds)
- Off the beaten track: to be discussed with National Forests Office, find a guide

## Horse riding (Equestrian centre)

- Discovering the forest for beginners, introductory session for 2 hrs.
- Walk through the forest and enjoy a picnic or at a restaurant for beginners (daytime)
- Long-distance hiking in the forest of Compiègne, from Compiègne to Pierrefonds (2 days)

*To be defined: family weekends*

## Holiday cottage

- Glamour Night in the Forest and Ladies' Night party (Villa du Châtelet)

## Urban experience

- Street food (Compiègne)
- Yoga in the Cloisters (Véronique)

## Adventure

- Rafting experience (Aigrette campsite)

*When introducing the projects that will be implemented in phase 1, we have added some alternatives that could enhance a second phase following the feedback received on the first phase.*

# Experience No. 1 Adventure Night in the Forest

## EXPERIENCE

Bivouac in forest,  
adventure spirit

## ORGANISER

To be filled  
in

## PLACE

To be filled  
in

## PITCH

The Forest is a strong **feature of the territory**. Staying overnight in the forest is a rare and highly media-friendly experience.

Sleep in a net, a hammock, a tent attached to the trees in the middle of nature in the woods, and **immersing yourself in the forest**.

## TARGET MARKET

- Couples seeking original experiences
- Families looking for educational activities for their kids
- "Adventurers"

## Expected motivations of the target customers

### **FAMILY**

share an unforgettable moment with your children as a family. Becoming a protective parent, becoming an adventurous kid once again

### **COUPLE**

share a moment of intimacy in an amazing environment

### **ADVENTURERS**

looking for the thrill of the extreme experience

## Emotional appeal

**IMMERSION** in a wild environment

To forget the **IDENTITY**

**BRINGING** customers together through an immersive experience, but also against perceived danger

Encouraging you to **GO BEYOND THE NORMAL**



*Rare experience, little competition*

*Must be supported by a pedagogical approach to support the story*

## Technical details of the experience

Arrival at the meeting point at 17:00

The customers are given prior instructions on what to wear: warm and rain-proof clothes, hiking boots, etc. Meals shall be provided by the service provider.

Briefing and instructions: safety, grooming supplies, schedule

Distribution of equipment to each participant: tent or hammock, sleeping bag, survival blanket, headtorch, water bottle, mosquito repellents, etc.

Leave for the "camp" which should not be located too far from the meeting point

Preparation of the campsite (can be done beforehand): dry toilets (if possible), brazier, etc.

Educational session: survival techniques, listening to the sound of the forest. Meals and campfire

Overnight session with forest stories... Night under the stars

Wake-up call with hot drinks and energy bars

Return to the meeting point. If possible, enjoy a good breakfast to talk about the adventure

## Characteristics of the location, equipment

Forest land close to "civilisation" so that you don't have to walk too much.

The "camp" can be prepared: the experience is to sleep in the forest, not to clear the ground to set up the bivouac.

The evening meal time is important, and ideally you should have a campfire.

Being able to protect oneself from rain and animals. Basic comfort and safety are crucial.

## Marketing

Rates: €200 to €250 per person

Distribution: Chilowé, Airbnb, Viator, Alentour, Sport Découverte, CDT

Additional benefits: pleasant bivouac meal, enjoy the sounds of the forest, "recreational survival workshop", waking up to nature

## "Adventure" option

Preparing a dish from forest plants, cooking in the middle of nature, Building a tree house where you will be sleeping



## BENCHMARK FOR INSPIRATION



[Forest Nights in Rhône Alpes](#)

[Forest Nights in Bourgogne](#)

[Forest Night in Ile de France](#)

[Forest Nights in Hauts de France](#)

[Forest nights in Pays de la Loire](#)



[Weekend in the forest in the Gers](#)



[Night-time forest immersion in Alsace](#)





# Experience no. 2 Glamour Night in the Forest

## EXPERIENCE

Sleeping in the forest, in a chic and glamorous place

## ORGANISER

Villa du Chatelet

## PLA

Villa du Chatelet  
Forest

## PITCH

While you can sleep in the woods in a hammock, the experience can also be chic and glamorous, to be able to attract couples by offering them the opportunity to sleep in a transparent orangery. You are well-protected, but without any visual barrier from the environment.

## TARGET MARKET

Couples looking for an original experience, with a desire to enjoy a break.

## Expected motivations of the target customers

### COUPLE

Being in a cocoon, in an immersive setting, in complete solitude, with utmost comfort

## Emotional appeal

The immersion in a truly natural environment  
The sophisticated decoration that creates an exceptional place  
The Jacuzzi  
Encourages you to do more than you expected and just let go (customer testimonies)  
Glamorous moments - picnic baskets, wine or champagne, breakfast in bed



*"Ultimate" experience*

*The contrast between the luxury of the accommodation and the unique way of sleeping literally under the stars*

## Technical details of the experience

Entry permitted from 5 p.m. onwards

Based on our experience, the first thing couples do when they arrive is to check out the Jacuzzi.

Offering optional picnic baskets, giving a choice of menu.

Provision of a packed breakfast

Departure by 11 a.m. at the latest



## Characteristics of the location, equipment

A greenhouse mounted on a wooden base. It must be as transparent as possible A VERY comfortable hotel bed

A bathtub with bubble bath and a flexible shower head, without the need to install a shower Hot water by gas water heater

A very sophisticated decoration

Nespresso coffee machine plus kettle for breakfast

Chiller for champagne

Toilets can be in a cabin next to the glasshouse

## Marketing

Unique product par excellence

Rates: €200 to €250 per person / per night subject to amenities, including breakfast basket.

Distribution: Esprit haut de France, Villa du châtelet website, Introuvable, Abracadaroom, Airbnb, Viator, Alentour

Additional benefits: Jacuzzi, the decor, the hotel comfort, the lunch and breakfast basket.

## BENCHMARK FOR INSPIRATION



# Experience no. 3 Awakening of nature

## EXPERIENCE

To feel, by immersing yourself, how the forest comes to life

## ORGANISER

Hermitage

## PLA

Forest of Hermitage

## PITCH

Experience the sunrise in the middle of the forest and watch, feel, smell, listen, and taste nature as it comes to life

Nature awakes at dawn, and to be present in an undisturbed place when nature is awakening is a very special moment.

We can have a meditative approach to immerse ourselves in the experience, but also a more entertaining one, by taking photos for social media.

## TARGET MARKET

- Couples seeking original experiences
- Families looking for educational activities for their kids
- Aesthetics



## Expected motivations of the target customers

### FAMILY

Being a “parent” to your children, sharing an experience with family.

Enjoy a light and playful moment that can be shared on social networks (see option)

### ADULTS

Search for thrills, an inner journey, rediscover values

Experience nature in a different, more intense way

Being a “parent” to your children, sharing an experience with family



## Emotional appeal

**LIVE** a magical and beautiful moment

**LEARN TO LOOK AT** what surrounds us

**RELAX** by engaging with the elements of nature

**PLAY** As a social network influencer

*This experience can be intimate, casual, fun, etc.  
It should be organised around a target audience, as shown in the options*



## Technical details of the experience

Whatever the tradition, practice or scenario, the connection of the human senses

with the living that awakens is a source of emotion. As nature slowly comes to "life" from a state of almost complete silence in a place that has been decontaminated, the senses can perceive the richness of the natural environment far more easily

Sunrise is therefore a key moment.

Ideally, you should already be at the activity point when nature wakes up

In the morning before dawn, customers arrive on their own, irrespective of where they have spent the night.

Plan for a "hot drink" time to create a "decompression break" between travelling to and entering the forest. This also allows waiting for those who are late

Head for the forest - the walking time should be as short as possible

"Sensory forest immersion" with the particular aspect of nature waking up: sunrise, birds waking up, dew... Awareness of natural surroundings

Return to the meeting point, hot drink and sharing experiences

## OPTION

### *Immersive setting*

Customers are offered the option to sleep in the forest, but under a simple yet secure roof

Minimal comfort, dry toilets, etc.

Leaving for the forest at the end of the night to listen to the awakening of nature Bonus: no interference between sleep and the "awakening of nature" activity

### *Photo essay scenario*

Social networks have transformed the use of photos

The break of dawn is a great time to take pictures.

Learning the photography technique should not be the main objective, but rather to bring the customers at the right time and place so that they can add content to their FB or Instagram account

## Marketing

Distribution channels: experienced general retailers. Rate:

average price of €30, plan for special family rates

Additional benefits: quality of the guide

## BENCHMARK FOR INSPIRATION AND OPTIONS

*Experiencing how nature wakes up can be done in many ways: meditation, yoga, listening to sounds, music, Instagram photography, etc.*



Festival of forests



Sound amplifier for disconnecting



Eco SPA



Instagram aesthetics

# Experience no. 4 Cooking in the Forest

## EXPERIENCE

Cooking a meal in the middle of the forest with natural ingredients

## ORGANISER

Hermitage

## PLA

To be filled in

## PITCH

Cooking is a trendy activity that is promoted by many television programmes. Nature is a sought-after place to be in. Combining Cuisine and Nature can be a rewarding experience

## TARGET MARKET

- Couples seeking original experiences
- Families looking for educational activities for their kids
- "Adventurers"



## Expected motivations of the target customers

### FAMILY

share some fun and relaxed time with your children.  
Becoming a protective parent, becoming an adventurous  
kid once again

### ADULTS

Enjoy a fun, unique and Instagram-worthy experience,

### "ADVENTURERS"

An adventurous approach for people looking for an  
immersive experience with real thrills

## Emotional appeal

**LIVE** a fun moment

Discover the forest in a **DIFFERENT** way

**PLAY** as an adventurer like in the movies

**PROMOTE** yourself on social networks



*It's a truly  
film-like experience, a  
recreational as well as an  
educational way to better  
understand the forest.*

## Technical details of the experience

Two important things to start the discussion regarding this offer, in which I believe a lot.

- 1) The nature and educational aspects with plant gathering
- 2) A recreational element with a bit of an adventurous touch, just like in the films where you cook in the middle of the forest with very basic resources:

- Starting a fire without a lighter or matchstick
- Using a piece of stone as a cutting board
- Cooking on a campfire in a cast iron cooking pot
- Eating food from zinc containers and wooden

spoons... All this being like an "Instagram photo". 📸

It is a one-day activity: picking in the morning, preparation of the meal in the middle of nature and eating / sharing it with others

Be careful with the pace, the cooking and preparation time must not be excessive; if need be, you can add ready-made ingredients to speed up the process.

The meal can be accompanied by local products

## Characteristics of the location, equipment

Forest land close to "civilisation" so that you don't have to walk too much.

The "camp" can be prepared: the experience is to cook in the forest, not to clear the ground to set up the kitchen

## Marketing

Rates:

Distribution: Airbnb, Viator, Alentour, Sport Découverte, CDT.

Additional benefits: a pleasant meal

## "Adventure" option

Organising a survival learning experience in the forest

## BENCHMARK FOR INSPIRATION AND MARKETING

*There are many videos on cooking in the forest on YouTube Search: cooking in a forest*



Eating from the bowl



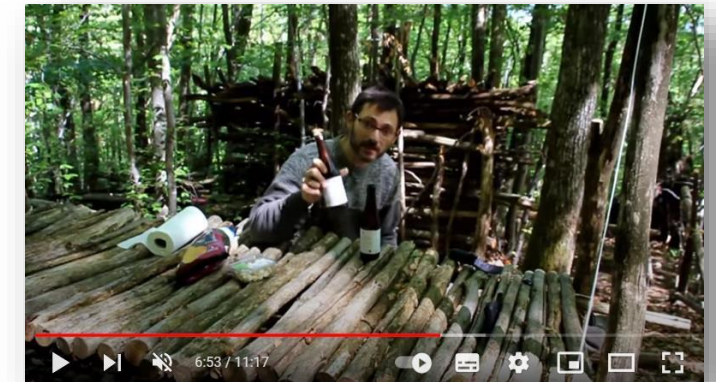
Cooking on slates with wood fires



Starting a fire without a lighter or matchstick



Forest barbecue



Eating on a table made of logs



# Experience no. 5 Rafting

## EXPERIENCE

Build a raft and sail on it with your family

## ORGANISER

Aigrette campsite

## PLA

Pond at the campsite

## PITCH

Water is very tempting. All the major tourist infrastructures have water facilities: swimming pools, water parks, beaches, lakes, etc.

The raft is part of the collective imagination through tales, paintings and adventure films. Giving clients the chance to build a raft and to go sailing across a lake, for any reason, is a great experience, full of emotions.

## TARGET MARKET

- Families looking for fun activities with children

## Expected motivations of the target customers

### **FAMILY**

Playing with the family, having a good time, enjoying something unique and fun

For adults: a trip down the memory lane of childhood

## Emotional appeal

Creating a piece of **WORK** together with family

**DEALING** with others

**CONNECTING** customers to each other through friendly competition

Adults travel back to **CHILDHOOD**



*A true and enjoyable family experience. Lots of bursts of laughter!*

## Technical details of the experience

The main idea: build a raft, decorate it, and go and get the flag created by each team on the other side of the lake and bring it back.

A score on the aesthetics of the construction and decoration of the raft, and a score on the sailing performance

Beforehand and if necessary, organize teams of 4 or 5 people. Each team is provided with:

- 5 well-inflated tubes
- 6 straps
- Planks, non-woven fabric, cloth, pieces of wood, broomsticks...
- Nylon rope (20 metres)
- A pair of scissors

On a large trestle table, pots of paint, brushes, etc. are available for the teams to decorate the raft and make their flag

### *Stage 1 of the game:*

Each team makes the raft and decorates it. Each team must make a flag with colours of their own choice

It is allowed to test the raft's buoyancy (this is a fun time). At the end of stage 1, a panel scores the raft's aesthetic appearance.

During this time, a staff member will put the teams' flags on a bank opposite the campsite

### *Stage 2:*

the teams must collect their flag and bring it back to the starting point

When everyone is back, prizes are awarded, drinks are served and people are happy. The parents loved it, the children had quite an amazing adventure.

## Characteristics of the location, equipment

The pond is a good place to play

Ensure that there is space to build the rafts and launch them into the water.

Test launching if unable to walk along the bank

## Marketing

Rates: package with accommodation

Distribution: Esprit haut de France

Additional benefits: friendly atmosphere and refreshments at the end.

## Option

Create a raft race event such as " The Great Raft Race at Lac aux Ramiers".

## BENCHMARK FOR INSPIRATION



The great raft race at Lac aux Ramiers  
[https://www.youtube.com/watch?v=g6WTK5\\_BixE](https://www.youtube.com/watch?v=g6WTK5_BixE)



# Experience no. 6 Going to a restaurant on a horse

## EXPERIENCE

Going to a restaurant on a horse

## ORGANISER

Equestrian centre

## PLA

Forest of Compiègne

## PITCH

After 10 minutes with a Hensons horse, you will feel as if you are a skilled rider. Since horse riding knowledge is not a barrier, this activity can also be tried by people who are beginners and families with children over 10 years old.

## TARGET MARKET

- Couples seeking original experiences
- Families looking for activities with children
- Group of friends

## Expected motivations of the target customers

### FAMILY

Embellish your short stay with an innovative outdoor activity that lets you share quality time with your family

### COUPLE and GROUP OF FRIENDS

Live an authentic, simple and enjoyable experience.

## Emotional appeal

**IMMERSION** in the forest

**GETTING TO KNOW** the horse

**BRINGING TOGETHER** customers through an immersive experience, creating bonds

Do something **"EXCEPTIONAL"**:  
ride to a restaurant on a horse



*A great experience with a  
adventurous brown horse,  
which will create great  
memories*

## Technical details of the experience

Meeting at the horse riding club at 9:30 in the morning

Getting the horses ready and heading out on a walk at around

10:15 am. Meal at the "l'auberge du Buissonnet" restaurant.

2:30 pm - preparation of the Henson horses

At about 3:00 p.m., go for a walk different from the morning one

At about 4:45 p.m., we return to the club, look after the horses and put them back in their field. At 5:00 p.m., it's time to go home!



## Characteristics of the location, equipment

The challenge is to be able to come to a mutual agreement with the restaurant

## Marketing

Rates:

Distribution: Brisk activity or with accommodation from

Airbnb, Booking (in progress)

Viator, Smartbox, Cap adrénaline, Familiscope, Alentour

Additional benefits: a wonderful experience to begin with horse riding, friendly atmosphere during the meal in the bivouac

## "Picnic" option

Replace the restaurant with a picnic in a very scenic, cinema-style bivouac. Can be enjoyable and easy to organise

## BENCHMARK FOR INSPIRATION

No equivalent is available.  
This experience would be exclusive!



# Experience no. 7 Horse riding in the forest of Compiègne

## EXPERIENCE

Horse riding for a weekend

## ORGANISER

Equestrian centre

## PLA

Forest of Compiègne

## PITCH

A weekend entirely spent on horse riding, to discover the forest of Compiègne and to share your passion  
The horse is no longer the end, but a means of travelling around

## TARGET MARKET

- Experienced riders

## Expected motivations of the target customers

### EXPERIENCED RIDERS

A trip for people who are enthusiasts and who want to get away from their usual horse riding activities.

This trend can be found in kitesurfing, yoga, golf, sailing, etc.



## Emotional appeal

**COMBINE** passion and exploration of a territory

**SHARE** the love for horses

**BRINGING TOGETHER** customers through an immersive experience, creating bonds

**CONVIVIALITY!!!** of the moments experienced

*Horse riding in a different way  
A trendy experience that combines  
physical activity with "travelling"*

## Technical details of the experience

For adult riders and children having completed a gallop [ederal diploma issued by the FFE [French Equestrian Federation] (minimum gallop 3 at the club)

### SATURDAY

Meeting at 9:30 a.m. at the horse riding club for departure at 10:15 a.m. on horseback

Around 12:15 p.m. bivouac at Vieux Moulin - the horses are brought in a field and a picnic meal will be brought there.

Around 2:00 p.m. leave for Pierrefonds

Around 5:00 p.m. arrival at Pierrefonds and looking after the horses which will be kept in a field at the Charles Quentin Institute.

Around 6:00 p.m. arrival at the holiday cottage. Luggage will have been moved from the club to the holiday cottage in Pierrefonds by the horse riding club. At about 7:30 p.m. in the restaurant in Pierrefonds

### SUNDAY

9:30 a.m. visit to the castle of Pierrefonds and its park

12 noon - snack and tasting of Petrifontaine specialities

1:30 p.m. preparation of the horses for departure at

2:00 p.m. 5:00 p.m. return to the horse riding club

At 5:30 p.m., it's time to head home...

## Marketing

Rates:

Distribution: Airbnb, Booking (in progress)

Viator, Smartbox, Cap adrénaline, Familiscope, Alentour.

Check with Esprit haut de France

Additional benefits: a wonderful experience to begin with horse riding, friendly atmosphere during the meal in the bivouac

### “Bivouac” option





# PHOTOSHOOT INSPIRATION





# Experience no. 8 Forest villages on a bicycle

## EXPERIENCE

Discovering forest villages on a bicycle

## ORGANISER

Creation of the OT game

## PLA

Cycling routes

## PITCH

Bicycle riding is a rapidly growing activity. The territory of Compiègne Pierrefonds has cycle tracks which run through the forest. The forest villages are beautiful and provide an opportunity for enjoyable cycling. The game gives a goal and can be played individually

City dwellers on weekends are looking for outdoor activities. Existing cycle paths can therefore be enhanced by offering advice on fun routes that can be taken.

## TARGET MARKET

- Couples looking for an experience out in nature
- Families looking for educational activities for their kids
- Group of friends

## Expected motivations of the target customers

### **FAMILY**

share a playful moment together as a family with your children.

Becoming a student again for parents

### **COUPLE and GROUP OF FRIENDS**

Share a pleasant moment during a short stay, a way to discover the area

## Emotional appeal

**IMMERSION** in the forest

**PHYSICAL** activity.

**THE GAME** that brings family or friends together

The joy of **DISCOVERY**



*A fun, entertaining and modern activity that combines cycling and exploration*

## Technical details of the experience

The principle of the games in the examples shown is quite simple to implement.

In a first phase, test the idea of the game with a simple paper format and analyse the feedback

Use the existing signposts in the villages, the notable spots...

The booklet is distributed at the office, to partner accommodation providers, bicycle rental companies, etc.

**Do not forget some questions regarding the forest. The National Forest Office has done some interesting work with their booklet on nature's top heroes**

## Characteristics of the location, equipment

Reaching out to bike rental companies

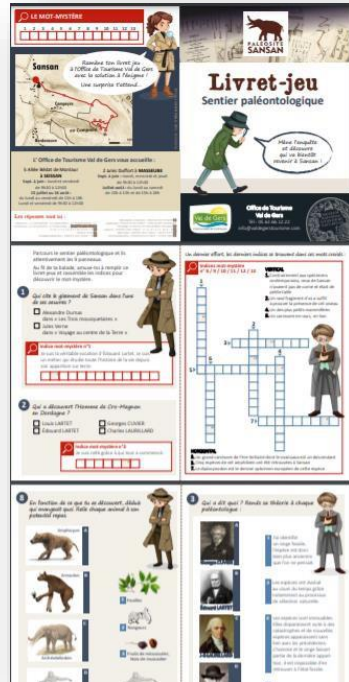
### Marketing

Adds value to accommodation services

If you want to promote through Airbnb and other channels, you must have a price. There must be some added value

RECRUIT AN INTERN TO CARRY OUT THIS ACTIVITY

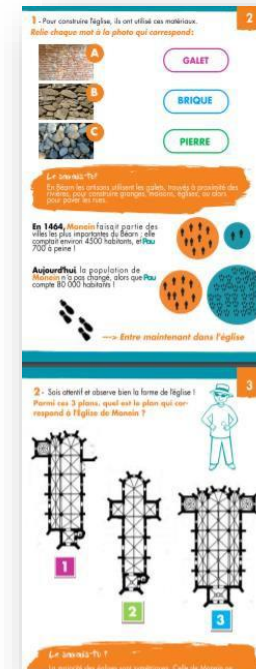
# BENCHMARK FOR INSPIRATION



Download the game booklet on:  
<https://www.paleosite-sansan.com/>



<https://www.foret-fouesnant-tourisme.com/wp-content/uploads/sites/4/2018/11/livret-jeux-la-foret-fouesnant.pdf>



[https://www.coeurdebearn.com/fileadmin/2-patrimoine/Livrets\\_decouverte/Livret\\_decouverte\\_enfants\\_eglise\\_St\\_Girons\\_Monein.pdf](https://www.coeurdebearn.com/fileadmin/2-patrimoine/Livrets_decouverte/Livret_decouverte_enfants_eglise_St_Girons_Monein.pdf)



file:///D:/patrick/Downloads/Livret%20Super%20Heros%20ONF%202018.pdf



# Experience no. 9 Discovering magical places on a bicycle

## EXPERIENCE

Hidden treasures of the forest of Compiègne

## ORGANISER

To be filled in

## PLA

Cycling routes in the forest of Compiègne

## PITCH

A project that uses all the knowledge of a National Forests Office guide

## TARGET MARKET

General public

Technical details of the experience

Characteristics of the location, equipment

FIND A RESOURCE FOR MANAGEMENT

Marketing

## BENCHMARK FOR INSPIRATION

# Experience No. 10 A Yoga weekend in the Forest

## EXPERIENCE

A forest-inspired yoga weekend

## ORGANISER

Véronique

## PLA

Compiègne

## PITCH

This experience brings together the practice of yoga and the growing trend of getting closer to nature through forest immersion, a short getaway in a charming house surrounded by greenery on the hills of Pierrefonds

## TARGET MARKET

- Couples, friends looking for new experiences in the world of yoga and well-being
- Experienced practitioners



## Expected motivations of the target customers

There is no "standard" motivation, each individual looks for something that suits his/her own experience and goals in life.



Walking barefoot in the forest

## Emotional appeal

**IMMERSION** in the forest

Finding a new **IDENTITY**

**SHARE** with others, be more receptive to them

**GO BEYOND THE NORMAL** to live differently

*An inspiring and multi-sensory 3-day experience, to achieve peace and energy together with health and happiness...!*

## Schedule of this experience

### FRIDAY:

4:00 pm: arrival at Villa Rosa-Maria and getting to know the group.

From 5:30 pm to 7:00 pm: Soothing Yin yoga and sophrology exercise - relaxation.

8:00 pm: Vegan and vegetarian dinner workshop, a pleasant get-together

### SATURDAY:

8:30 am: light meal.

From 9:30 am to 12:00 noon:

Invigorating walk in the forest Pranayama, Hatha yoga

Holistic hike

Vegetarian and vegan brunch

4:00 pm to 7:00 pm

Yoga nidra, Sun salutations, Mindfulness meditation

8:00 pm: SEASONAL DINNER

### SUNDAY

Before sunrise: small snack,

SHINRIN - YOKU (forest immersion)

Slow and mindful walking (barefoot).

Tree-hugging.

Connecting to the Earth and the Sky

11:30 am

VEGAN AND VEGETARIAN BRUNCH.

INTERACTION AND SHARING EXPERIENCES

4:00 pm: CLOSING CIRCLE AND END OF THE STAY

## Characteristics of the location, equipment

Forest land close to "civilisation" so that you don't have to walk too much.

The "camp" can be prepared: the experience is to sleep in the forest, not to clear the ground to set up the bivouac.

The evening meal time is important, and ideally you should have a campfire.

Being able to protect oneself from rain and animals. Basic comfort and safety are crucial.

## Marketing

Rates: €350 to €400 per person

Distribution: specialised sites. See also Haut de France which aims to develop this kind of transformational tourism

Additional benefit: the forest side that needs to be developed further



## PHOTO INSPIRATION FOR MARKETING



# Experience no. 11 Yoga in the Cloisters

## EXPERIENCE

Yoga at Saint  
Corneille Cloister

## ORGANISER

Véronique and Team  
Hotel

## PLA

Cloister  
s

## PITCH

10 million people stated that they practice yoga in France.

Yoga is practiced everywhere, so why not at an amazing location at the Saint Corneille Cloisters.

This activity is organized over a weekend to make the most of a short stay

## TARGET MARKET

- All ages



## Expected motivations of the target customers

There is no "standard" motivation, each individual looks for something that suits his/her own experience and goals in life.



## Emotional appeal

**IMMERSION** in an unique place to do Yoga

The beauty of the **Place**

**BRINGING TOGETHER** customers  
through immersive experience, but also against perceived danger

*A rare experience, this location  
is ideal for the practice of yoga,  
it is full of serenity and it is rich  
in history*

## Technical details of the experience

Programme to be defined

## Characteristics of the location, equipment

To be defined

Programme to be confirmed with Véronique

## Marketing

Rates: Distribution: in addition to a stay at the hotel in Esprit Haut de France and for outright sale with the tourism office

## BENCHMARK FOR INSPIRATION



The practice of yoga in heritage sites is quite rare. Offering this activity in Compiègne in this cultural place is interesting, and it also allows to enhance the local heritage in an appropriate way.

# Experience no. 12 Street Food

## EXPERIENCE

Street Food from  
local producers in  
Compiègne

## ORGANISER

To be filled  
in

## PLA

To be filled  
in

## PITCH

Create a pleasant and festive market, where the visitor can buy, taste, eat, etc. and which can attract both couples and families from cities. The street food is an urban event, where you can eat. It is also possible to buy local products

## TARGET MARKET

- Local public
- Short stay visitors



## Expected motivations of the target customers

### **FAMILY, COUPLES, FRIENDS...**

Go shopping, have a drink, discover, enjoy a friendly atmosphere...

Weekend customers do not visit markets to shop for groceries, but to spend time in a “vacation” atmosphere, to immerse themselves in an authentic environment, to participate in an event

Street food is mainly an event where people eat along the street

## Emotional appeal

The diversity of the facilities on offer enables everyone to find what they are looking for

There is no strong emotional element in a market. There is a variety of small surprises, discoveries, etc. throughout the visit:

Taste a local delicacy

The aesthetic appeal of the stalls and the place, the accent, the colours, the smells... A street vendor, a musician

Relax with a drink.

*An urban tour-like experience that attracts people and highlights the dynamics of the city*

## Implementation

Work with existing vendors to ensure they have products available for tasting at the event. For example, les Saveurs de Luce Îles, already operating at the market of Compiègne, may, if it is not already doing so, offer dishes to be tasted on the spot.

Invite producers who are able to sell their goods AND products for tasting. Farmers' markets, with short supply chains, are a trend.

Restaurant owners are switching to bar and tapas format and will offer their customers the opportunity to eat outside

To give an "autumnal" or spring-like aspect to the destination's image, there are several additional ways of promoting it:

An activity focusing on mushrooms: learning, tasting, Guinness book giant pan

Sale of autumn or spring plants for the garden.

Make sure that there are 1 or more sitting areas where market visitors can eat what is offered by the stalls

This type of market, which is simple in terms of concept, but is based on consumer trends, can be easily repeated.

## Characteristics of the location, equipment

City centre

Make sure that there is a space dedicated for eating what has been bought in the stalls, according to the street food principle

## Marketing

No marketing, but need for promotion of the aspect of Compiègne as a lively city during weekends.

## BENCHMARK FOR INSPIRATION



# BENCHMARK

Benchmark Overview  
presented at the Workshop



# 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 the 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: ethnic 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

## Example

Marrakesh School of Equestrian Arts





# A unique discovery of a volcano

## The experience

Explore a volcano in an innovative and fun way. 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

## Example

The Soufrière of Saint Vincent Island in the Grenadines



# 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 the 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

## Example

Medieval siege camp of Larressingle (Gers)



# 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

## Example

Saintes-Maries-de-la-Mer in Camargue





# 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

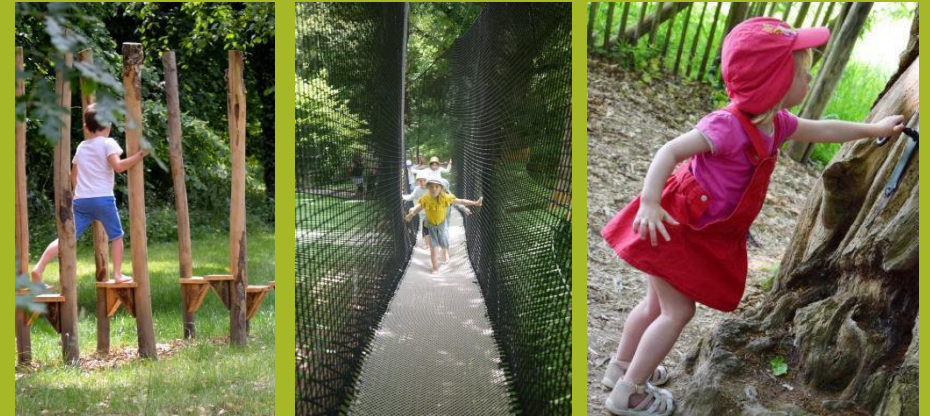
- Awakening the senses
- Share the experience with the family
- The senses, hearing and touch
- The discovery of new feelings

## 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 region for the benefit of people with special needs

## Example

The Gardens of Broceliande in Brittany





# 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

