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Agence  
signe  
DES temps

PARIS  
BORDEAUX  
COPENHAGUE

# VOYAGE EN EXPÉRIENTIEL

Seminar dedicated to the creation of  
experiential offers in Pas-de-Calais for the  
Autumn-Winter season



PAS-DE-CALAIS  
TOURISME

Interreg



France ( Channel  
Manche ) England

EXPERIENCE

Fonds européen de développement régional





# Bureau des Tendances

*Creator of complicity*

**Because the  
entrance to the  
experience is not  
only through the  
product.**

# Autumn and winter in symbols

## Exercise

*TOGETHER*

*DURATION : 30*

*MIN*

### **SYMBOLS OF WEEKENDS IN AUTUMN WINTER**

Everyone takes papers of 3 different colours (pink, green, yellow)

Two paperboards are on place  
On the first one, write autumn in the center On the second one, write winter

# Autumn and winter in symbols

## Exercise

### **The pop-corn exercise**

Everyone gives as many word as they can  
following a certain theme

One rule :  
no judgments !

**Words that come to your mind when talking  
about autumn winter**

# Autumn and winter in symbols

## Exercise

### Symbols of autumn winter

#### Step 1

One word about autumn, write in on the yellow paper

#### Step 2

One negative word about this season on the pink one

#### Step 3

One positive word on the green one

**Then do the same for winter**

# Exercise 6

*TOGETHER*

*DURATION : 20 MIN*

## IRRITATING AND WONDERING POINTS ABOUT AUTUMN WINTER

Using the 2 flip charts Autumn and Winter, one person groups the post-its by theme and the group gives a name to the theme irritation or wonder  
(write it down).

The yellow post-its should be converted into either irritants or wonder points.

## Customer journey Autumn Winter

# Exercise

*TOGETHER*

*DURATION : 30 TO 40 MIN*

## IRRITATING AND WONDERING POINTS ABOUT AUTUMN WINTER

On a new flip chart, we will draw the customer

customer journey in its main stages.

Is there a volunteer to draw this customer journey?



## Customer journey Autumn Winter

# Exercise

*TOGETHER*

*DURATION : 40 MIN*

## IRRITATING AND WONDERING POINTS ABOUT AUTUMN WINTER

On this customer journey, we will then place

Each of the points of wonder

Each of the irritants

# Customer journey Autumn Winter

# Exercise

*IN GROUPS*

*DURATION : 30 MIN*

## IRRITATING AND WONDERING POINTS ABOUT AUTUMN WINTER

The aim is to formulate

solutions for the irritants ways of enhancing the points of  
wonder

# AN EXPERIENCE IN PAS DE CALAIS SHOULD BE ...

## IMMERSIVE

IT MUST BE AUTHENTIC, SPECIFIC TO THE DESTINATION, DIFFERENTIATING.

## INTERACTIVE

IT MUST ENCOURAGE CONVERSATIONS, THE CREATION OF LINKS AND SPECIAL ENCOUNTERS.

## PERSONALISED

IT MUST TAKE INTO ACCOUNT THE INTIMATE MOTIVATIONS OF THE CLIENT, THE FEELING OF BEING PRIVILEGED BY "PUTTING ONESELF IN THEIR SHOES

## PROGRESSIST

IT MUST ENCOURAGE RESPECT FOR THE ENVIRONMENT AND FOR PEOPLE, AND BE PART OF A TOURISM OF VALUES.

**AN EXPERIENCE IN PAS DE CALAIS SHOULD ...**

**GIVING EMOTIONS**

**STIMULATE THE FIVE SENSES**

**MAKE PEOPLE PARTICIPATE**

**AWAKEN THE SPIRIT**



# The lifestyle experiences

**These are experiences that could certainly take place elsewhere, but which are claimed here.**

**They have the specificity of corresponding to or responding to a trend, a lifestyle of the customers.**

**The degree of 'personalisation' in the Fixed Square is very strong for these experiences.**

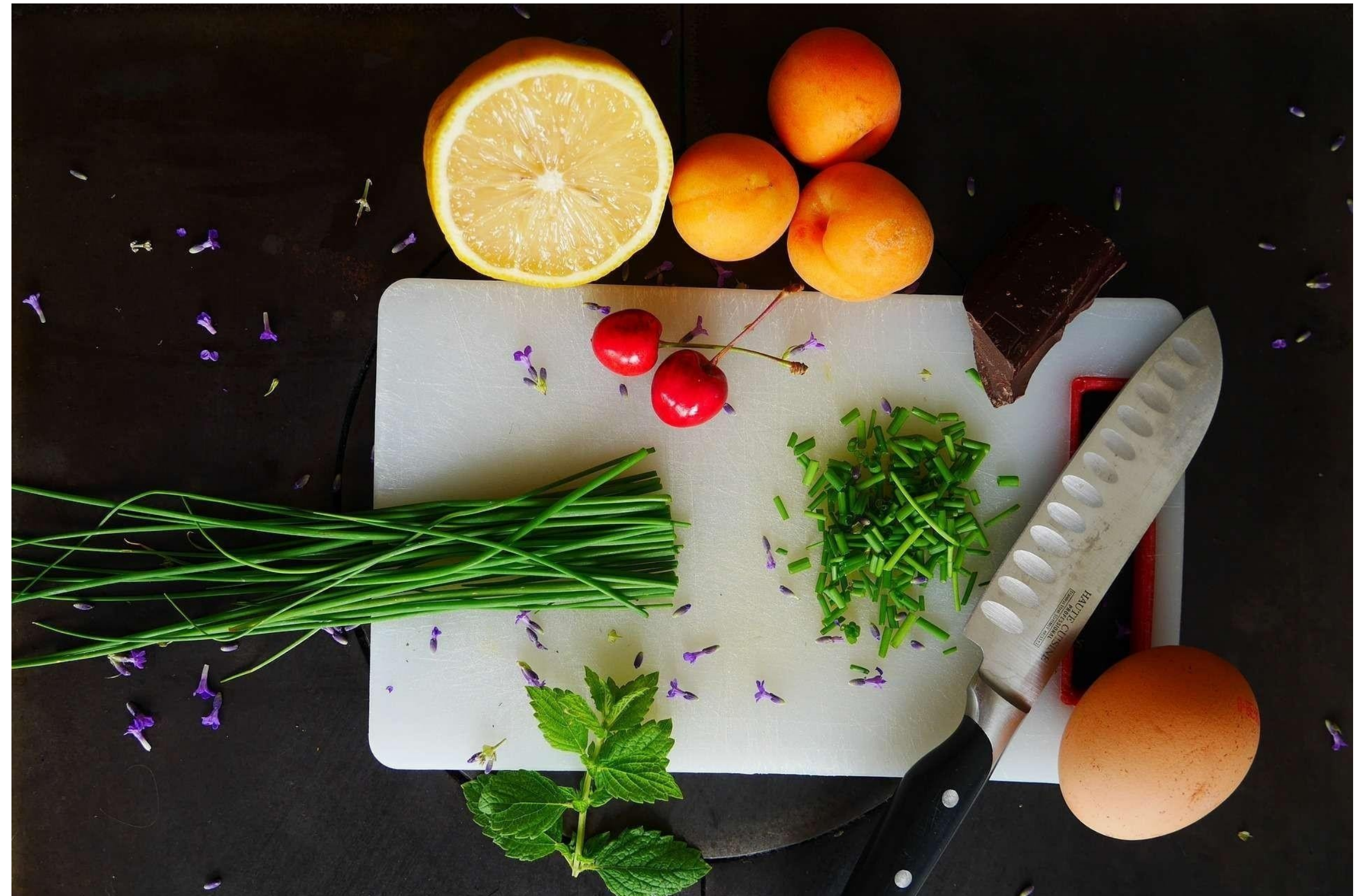


**Treat yourself to a  
Scandinavian hygge  
experience with a Nordic  
spa on stilts at  
Malbrough Lodges in an  
unspoilt setting of  
nature and water**





**Combine healthy and delicious  
thanks to Yann, health coach  
specialised in organic cooking  
and learn how to make even the  
toughest eat vegetables**



# ONE EXERCISE TOGETHER

**You will be able to imagine and create Lifestyle Experiences  
that you would like to carry out or set up in the Campagne & Marais destination**

**Based on the needs and trends you have identified.**

**These experiences are based on existing or imagined offers.**

**BE INSPIRED AND ENJOY !**





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# Imagining together: fictional experiences

# Exercise

*IN GROUPS*

*DURATION : 45*

*MIN*

**YOU WILL CREATE THREE  
EXPERIENCES IN THE LIFESTYLE**

**CATEGORY**