
KIT FOR CREATING YOUR OWN OFF- SEASON EXPERIENTIAL OFFER IN THE BAY OF MORLAIX

Why take this approach?

As part of the European Interreg France (Channel) England programme, Morlaix Bay Tourist Information Centre seeks to:

- . **Create a new off-season “experiential” offer in the area around Morlaix Bay**, something more meaningful.
- . **Get local stakeholders on board**, involving them in this approach so that they can create, produce and market experiential offers.





**This kit was designed
to**

. **help you create your own** off-season
“experiential” offers in the Bay of
Morlaix

. **be adapted any way you like:** sourcing
new ideas, improving existing ideas, see
the offer from the customer's perspective,
etc.

. so that **you can launch and test** new
offers

We hope you enjoy using it :-)

Select the stage you want according to your requirements

1. I want to find out more about the idea of experience

page 7

2. I have the germ of an idea

page 10

3. I already have an offer

page 15

4. I want to develop my idea

page 22

5. I'm ready to test my offer

page 29

6. I want to improve the presentation of my offer

page 32

Keep these key attitudes in mind

to get the best out of all the following stages



Feed your creativity: get inspiration, take a break from the everyday, take advantage of opportunities!



Trust yourself and have confidence in the group you have put together



Write down all your ideas – don't censure anything!



Be **curious** and suspend judgement

1. I know what an experience is

but I want to find out more

🕒 kit for creating your own experiential offer

What you need:

You know – or have a vague idea – what an experiential offer is but you'd like to take some time to clarify what it really means for you. There are as many definitions as there are people so what matters is what it means for you. You can use this definition when creating your offer.

🍀 Objective:

Write **your own definition** of “an experiential offer”



kit for creating your own experiential offer . 1 PREPARATION

Workshop definition

Time allocated 45
minutes

Take a quiet moment, get hold of some paper, a pencil and some felt tip pens (if you have them) and ask yourself the following question

. 2 MEMORY

Think back for a moment to a previous holiday that had a particular impact on you. A moment that surprised you. Have you got one? Now, without thinking too much about it, write down where it was, who it was with, what happened, what you felt, what changed for you.

. 3 KEY ELEMENTS

Looking at what you've just written down, identify and underline the key elements, whatever best represents your definition of what an experience is.

. 4 DEFINITION (Your own)

Now that you have the words, take another piece of paper and write them down again in large lettering. Draw the letters, illustrate them. Find a way to make them stand out so you remember them

2. I have the germ of an idea

but I don't know where to go from here

🕒 kit for creating your own experiential offer

What you need:

You want to create an off-season experiential offer but don't know how to go about it.

You are invited to join us on a sensory voyage around Morlaix Bay off season

To help you do this, three tools are available and can be used separately or combined.

Get a notepad, pencils, old magazines, glue and scissors

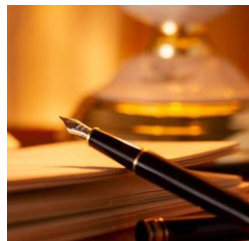
🍀 Objective:

Create a new experiential offer



Waking dream

Time allocated 20
minutes



. 1 What is a waking dream?

A waking dream involves individual or collective exploration in order to source new ideas

. 2 Make yourself comfortable

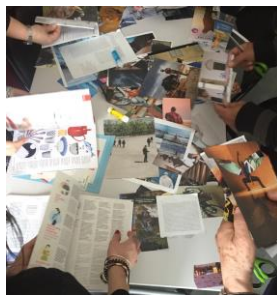
Relax and let your thoughts drift off to what you like, what you particularly enjoy about the off season in Morlaix Bay. Choose one memory, one experience that you had and re-imagine the colours, the images, the sensations. Continue daydreaming as if you were actually back in that moment.

. 3 WRITE IT DOWN

When you've finished your waking dream, take a few minutes and write down all the sensations and feelings you had that made that off-season moment special and unique for you.

Design a mood board

Time allocated 30–45 minutes



. 1 What's a mood board?

it's a collection of pictures to inspire you and prompt ideas to help you create your new offer

. 2 COMPILE YOUR MOOD BOARD

Go through your old magazines and collect all the pictures that you associate with Morlaix Bay in the off season: these can be pictures symbolising places, sensations, experiences and/or feelings. Once you have assembled all the pictures, glue them to a piece of drawing paper or ordinary paper to make up your mood board

. 3 Variant

You can get help putting together a mood board from a friend, your children, a colleague, etc. The more the merrier because this will give you access to different views and different experiences

🔗 kit for creating your own experiential offer

Imagine the worst-case scenario to come up with the best

Time allocated 30–45 minutes



. 1 invite 2 or 3 people to help you with this step

Explain the context and the objective.
Explain the starting point to your participants

. 2 Imagine the worst-case scenario

Ask your participants to imagine the worst that could happen during this experience. Tell them to go for it, not to hold back. Encourage and prompt them. Write all ideas that surface on post-its and then organise them in terms of theme

. 3 Designing the best-case scenario

Use the worst-case scenario to come up with the best-case scenario. They are not necessarily mutually opposed. For example, if the worst-case scenario is soaked, frozen visitors, the best could be making providing pretty umbrellas or a nice cosy fire to warm them up again. Then select the ideas you want to test.

3. I already have an offer

but there isn't enough of an experiential aspect

🔗 kit for creating your own experiential offer

What you need:

You already have a tourism offer but feel that it could be reworked to make it more of an experience.

. do you want each visitor to **feel unique, special?**

. do you want them to **have fun, sensations, feelings, dreams, be surprised, make discoveries?**

. share your passion with them!

♣️ **Objective:**

Add an **experiential aspect** to an existing offer





4 questions to ask yourself

Question 1

How do I make a visitor
feel **unique**? (the whole
way through or at certain
times?)

Question 2

How can I include **moments** for
sharing, feelings,
sensations?

Question 3

How do I create **surprise,**
the unexpected?

Question 4

How do I go about **sharing**
my passion in a more
vibrant and vivacious way?

Two options

you are the only one who can answer these questions

solo workshop



you have a few people you can bring together to think about and discuss the questions over 2 hours

workshop with friends



kit for creating your own experiential offer

Solo workshop

Time allocated 2
hours



. 1 BRAIN STORMING

Focus on the topic, imagine all possible solutions to these 4 questions and take a mental note or write them down on post-its. Don't censure yourself!



. 2 CHOOSING

When you've finished letting your imagination run riot, read through everything you've written down and identify ideas that tempt you, that you are interested in developing further



. 3 WRITE IT DOWN

Select those ideas and write up an offer (see resource material)

Workshop with friends

Time allocated 2 hours



. 1 BRAIN STORMING

Explain the context and the objective. Present your current offer. Together, imagine all possible solutions to these 4 questions and take a mental note or write them down on post-its. No censoring!

. 2 CHOIX

When you've finished letting your imagination run riot, read through everything you've written down and identify ideas that tempt you, that you are interested in developing further. Select these!

. 3 WRITE IT DOWN

In small groups, write up a draft for each idea you want to test or implement (see resource material). Ask your resource group to test them and provide feedback

download the offer template

To finalise your group
work

LA FICHE OFFRE :

Descriptif : c'est quoi?		Sa mise en oeuvre : comment?	
Sa destination : Pour qui?		Niveau EXPERIENCE ★★★★★ Quand prend-t'elle place? (de octobre à mars)	
Le ou les porteurs d'offre ? QUI?			
Ses Atouts (ce qu'elle promet...)	Ses limites (ce qu'elle ne permet pas)	Est-elle respectueuse de l'environnement et ouverte à tous? quelles pistes d'amélioration?	

4 - I have a clear idea

but I need to make it a reality

🕒 kit for creating your own experiential offer

Your need:

Your offer is clear, you know what you want to do, how you're going to do it and where but you want to fine-tune it.

The visitor pathway and usage scenario tools are ideal for this because they allow you to look at the offer from the customer's perspective and to carve out the various stages.

♣️ Objective:

put yourself in the customer's shoes to fine-tune the offer

⚙️ *Tool: Visitor pathway and usage scenario*



The visitor pathway

this will help you identify the various stages of your offer and their impacts on visitors, targeting potential irritants (stress points or moments of joy) and areas that need work to polish up your offer.



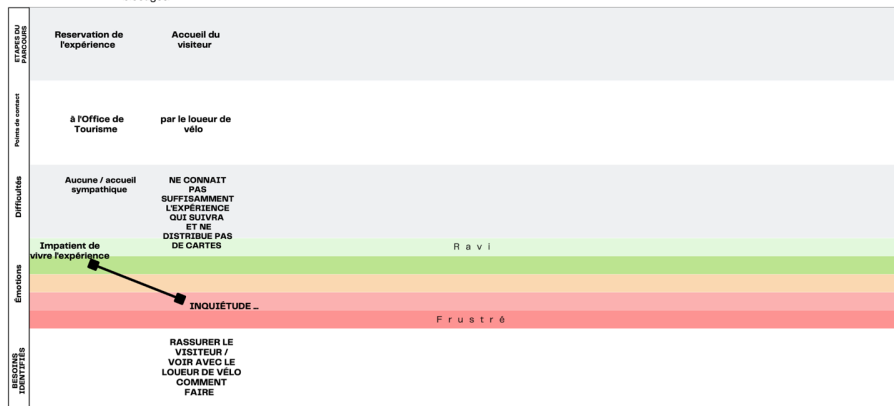
Profil :

Décrivez le parcours du visiteur dans les 3 premières lignes. Les « étapes du parcours » concernent les activités ; les « points de contact » sont des points d'interaction comme un site Web ou un e-mail ; et les « difficultés » renvoient aux frustrations, aux erreurs et aux blocages.

Dans la rangée « émotions », déplacez les points vers le haut ou vers le bas du spectre coloré pour montrer visuellement comment l'expérience émotionnelle du profil fluctue tout au long du voyage. Pics positifs = plaisir, tandis que les chutes soudaines = frustration.

Le parcours visiteur

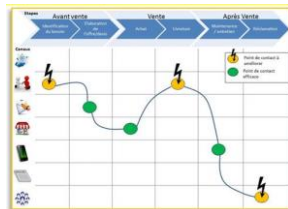
Dans la dernière rangée, réfléchissez aux besoins identifiés ou aux domaines d'opportunité pour améliorer l'expérience de l'utilisateur



kit for creating your own experiential offer

The visitor pathway

Time allocated 45 minutes



. 1 Ask a few resource people for help if you can

Note that this user pathway tool can be used after testing to assess the various stages your resource group has gone through.

. 2 Identify the various stages

Identify the various stages of your visitor pathway and do a mock-up detailing all these stages (before, during, after).

. 3 Identify potential irritants and hooks

Identify potential irritants that could arise for visitors throughout the pathway and potential areas where you can hold their attention. You can also use this tool to identify areas where the experience could be amplified.



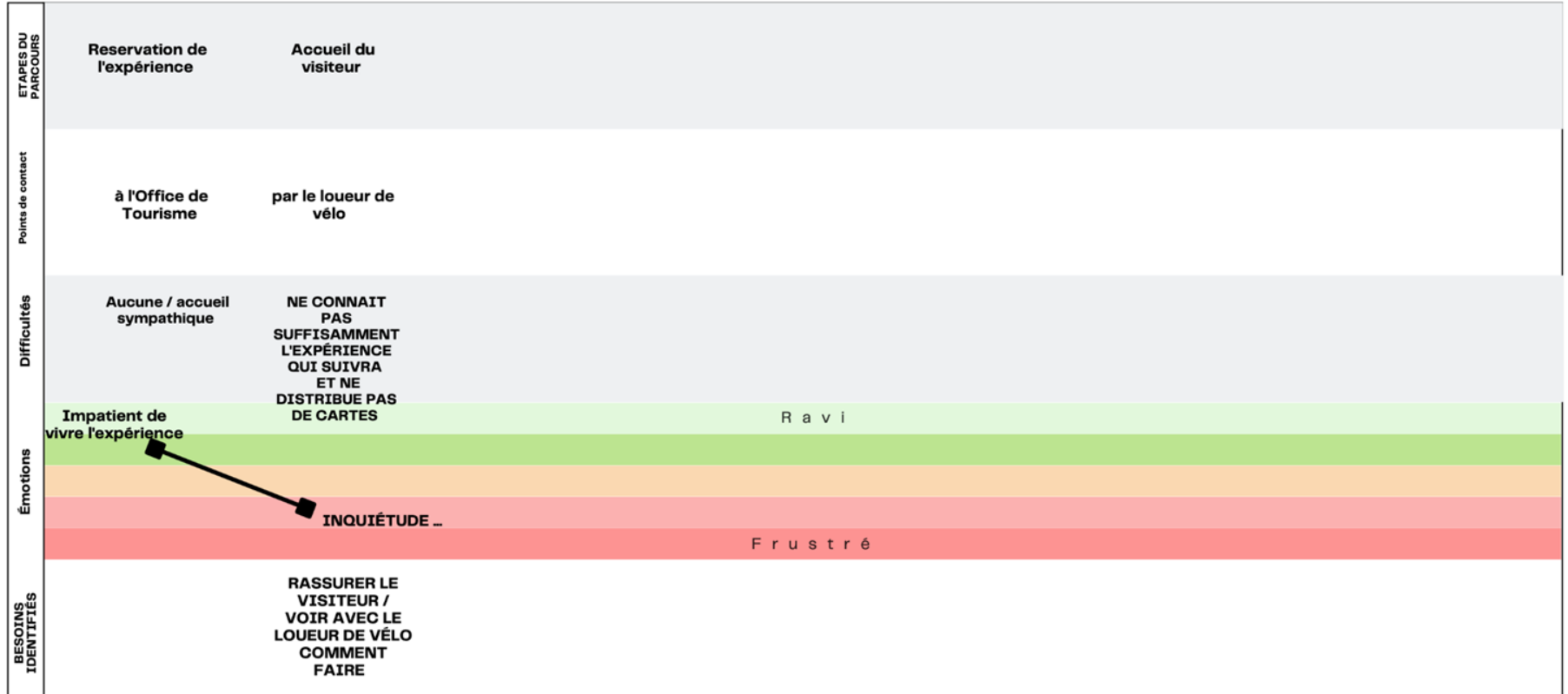
Profil :

Décrivez le parcours du visiteur dans les 3 premières lignes. Les « étapes du parcours » concernent les activités ; les « points de contact » sont des points d'interaction comme un site Web ou un e-mail ; et les « difficultés » renvoient aux frustrations, aux erreurs et aux blocages.

Dans la rangée « émotions », déplacez les points vers le haut ou vers le bas du spectre coloré pour montrer visuellement comment l'expérience émotionnelle du profil fluctue tout au long du voyage. Pics positifs = plaisir, tandis que les chutes soudaines = frustration.

Le parcours visiteur

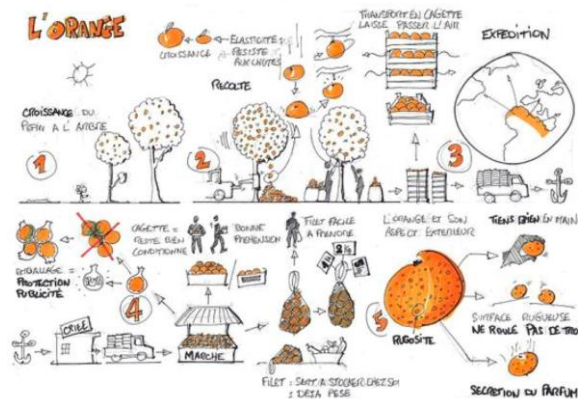
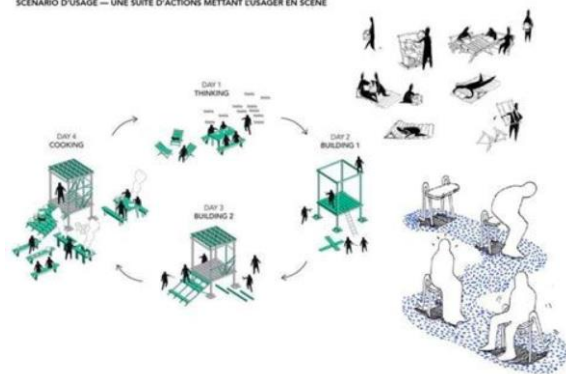
Dans la dernière rangée, réfléchissez aux besoins identifiés ou aux domaines d'opportunité pour améliorer l'expérience de l'utilisateur



Usage scenario

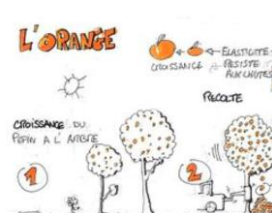
This is a set of actions
imagining your visitor's
pathway

SCÉNARIO D'USAGE — UNE SUITE D' ACTIONS METTANT L'USAGER EN SCÈNE



Usage scenario

Time allocated 1
hour



1 Identify the various stages

Identify the various stages your visitors will go through from the moment they arrive to when they leave.

2 Sketch out the various stages

Visualise and sketch out these stages, make them real and fine-tune each of them

3. Make notes on the sketch

At each stage, note key elements of the experience, either by imagining what a visitor might say or by thinking about how to create the right atmosphere.

5 - My offer is ready to go

but I need to test it first

🕒 kit for creating your own experiential offer

Your need:

Your offer is ready to go, you know exactly what you want to do with your customers but you would like to test it with a small group before launching.

This is an excellent idea and a very good way of obtaining feedback to improve your offer.

🍀 Objective:

test your offer **with** a small group



Test workshop

duration: offer
duration + 45 min
discussion

. 1 INVITATION

Invite a small group of people to come and test your offer. Explain that your new offer needs some tweaking and that their feedback will help

. 2 EXPERIENCE

Let your testers experiment with your offer in real conditions (no special treatment, no further explanations, etc.). Do exactly as you would with your customers

. 3 FEEDBACK

Once they have completed the experience, bring your group to a comfortable place where you can discuss things undisturbed. Ask them:

“How did you find the experience?”

“What surprised you? What affected you?”

“What was missing?”

The most important thing for you at this stage is just listen. You are not there to justify your ideas or provide immediate solutions. You're just there to listen to their comments. These 30 comments will really help you tweak your offer.

6 - I'm ready

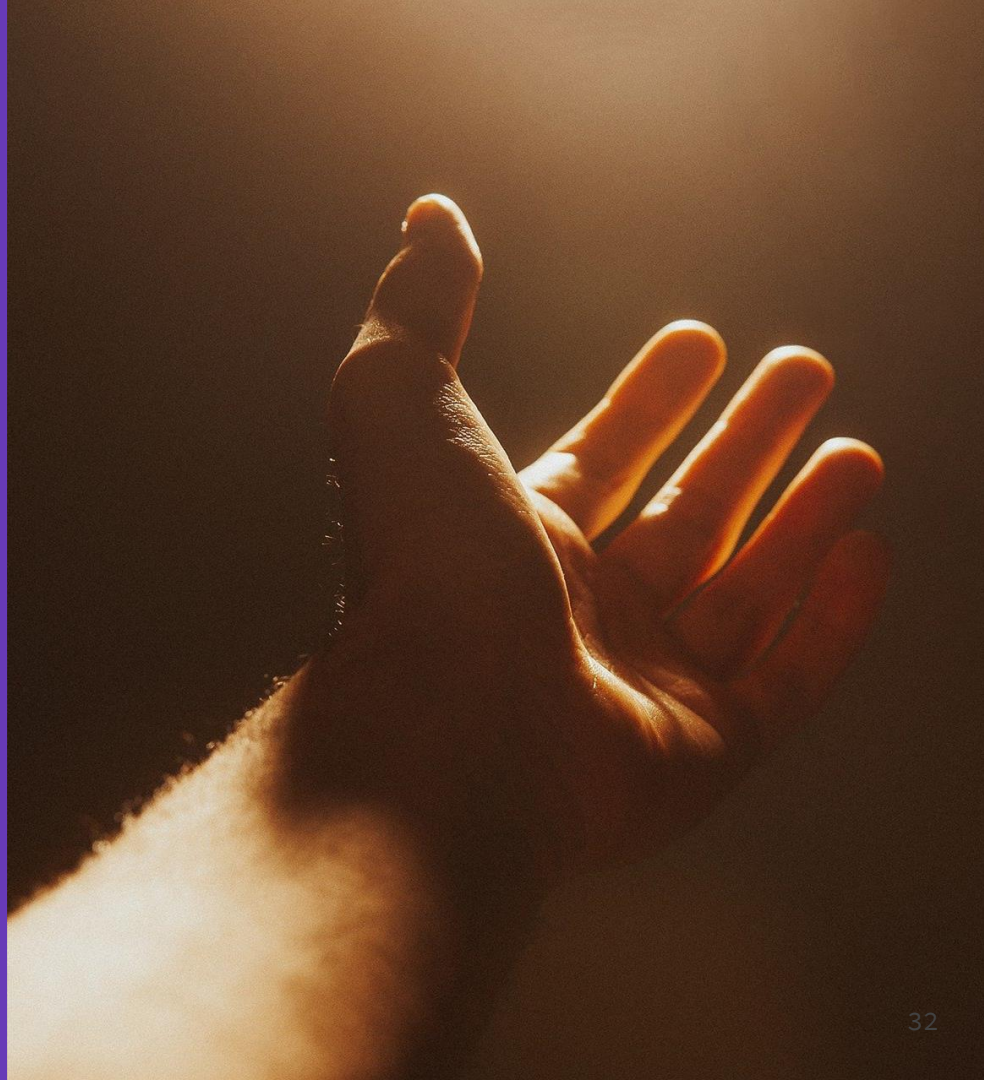
and I want to present my offer

Your need:

Your offer is ready and
you now need to write
up a description.

♣️ **Objective:**

write a description of
the offer



kit for creating your own experiential offer

Offer description workshop

Time allocated 60
minutes

. 1 PREPARATION

Take a quiet moment, get hold of some paper, pencils and pens and ask yourself the following question

. 2 PRESENTATION

“What do you want your customers to experience with this offer? Where will they have the experience? What time of the day? Of the year? What will they encounter? What will they do? What will they see? What will they hear? What will they touch? What will they taste? What will they feel? What will they learn? And why do you really want to offer this?” Write down all the answers to these questions, without thinking too much about it.

. 3 KEY ELEMENTS

Looking at what you’ve just written down, identify and underline the key elements, whatever best represents your definition of what your offer is.

. 4 DESCRIPTION

Using these key elements, write a few lines (4-5) to make visitors want to participate in your offer. Draw an illustration that conveys a detail, a moment during the offer and give it a name (if you don’t have one already).



Useful resources

This selection of tools will help you go further to stimulate creativity in developing your experiential offers



Boosting creativity

. A few bibliographical resources

“Idées- 100 techniques de créativité pour les produire et les gérer” - Guy Aznar - Editions Eyrolles

“Tous créatifs, un guide pour stimuler les idées” - John Ingledew - Editions Pyramid

“Brainstorming box” - Isabelle Izard et Nathalie Cahn - Editions Eyrolles



Printable resources

. Resource material

- Offer template
- Customer pathway
- Feedback form

OFFER TEMPLATE :

Description: what?	Implementation: how?
Target: for who?	EXPERIENCE level ★★★★★ When? (October to March)

Providers? WHO?	Limitations (what it can't do)	Is it environmentally friendly and accessible to all? Areas for improvement?
Assets (what it promises)		



Profile :

Describe the visitor's journey in the first 3 lines.

The **stages of the journey** relate to activities.
The **Touch points** are points of interaction
such as a website or email.

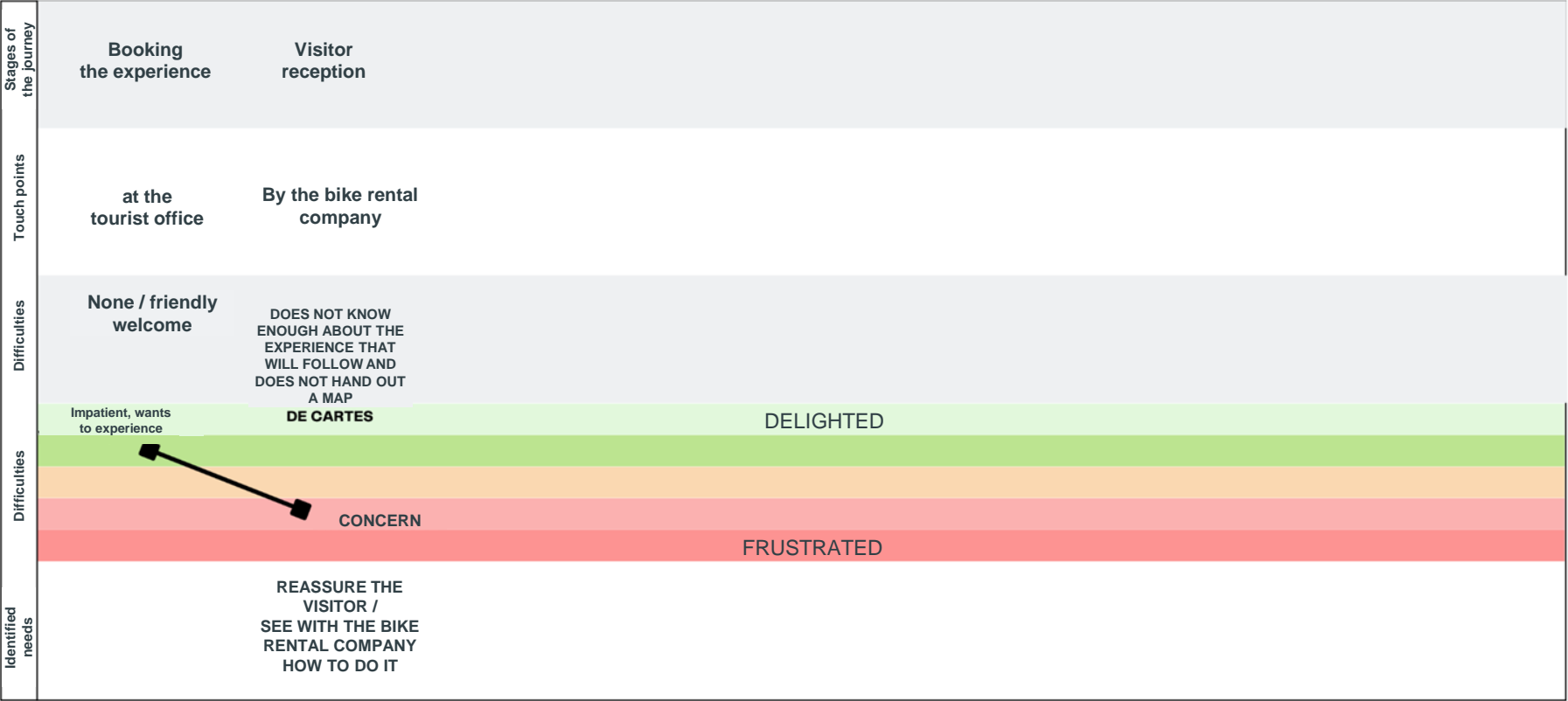
And **the difficulties** refer to frustrations,
mistakes and blockages.

In the **emotions** row, move the dots up or
down the colour spectrum to visually show how
the profile's emotional experience fluctuates
throughout the journey.






Positive spikes = pleasure,
while sudden drops = frustration


The visitor path


In the last row, think about identified needs
or areas of opportunity to improve the user
experience.




Feedback from the test of the offer

Activity : _____ Place : _____ Your description of the experience : _____	Draw your experience: _____
Three emotions describing your experience: _____	EXPERIENCE level 
 What do you think the price should be?	 Who do you think is the target audience?
COMMENTS, HOW DID YOU EXPERIENCE THIS?	
	
Remarks for suggestions or improvements : _____	







Contact persons – Tourist Information Centre



Laetitia Fily

Travel advisor and group service manager, Laetitia will give you valuable feedback on your offer.

lf@tourisme-morlaix.bzh 02 98 62 14 94



John Morzadec

“Experience” project manager, John will help you with all the technical aspects to set up your experiences.

jmo@tourisme-morlaix.bzh 06 23 47 37 97



Anne Goasdoé

Hospitality and partnership manager, Anne will guide you according to your needs.

ag@tourisme-morlaix.bzh 02 98 67 40 83

 **kit for creating your own experiential offer**



BAIE DE MORLAIX
#PLOGASNOU #LOCQUIREC #MONTSDARREE
#CARANTEC #MORLAIX
BRETAGNE

 **THANK YOU**

This guide was developed by Aline Crépeau - Les chantiers de l'insolite and Sophie Moreau - Webloom,
in collaboration with Morlaix Bay Tourist Information Centre