

Experience Training

Co-producing messages with DMOs



July 07, 2021

1. Understanding the Destination's Brand Strategy

Brand Match

Aligning the product with the brand

- With a clearly defined brand and marketing strategy, the product should be seen as a natural extension of the destination brand, offering the opportunity to provide authentic fulfilment to visitors.
- With this in mind, the product strategy remains consistent, focusing on adventure and the outdoors, history and heritage, nature and wellness, as well as people and culture.
- Within these top-level themes, a pass, map, trail, signature experience and product pairing strategy extend the brand to some incredible brand experiences, both existing and new.

Audience Match

A Goal to Convince and Convert

- The current trends clearly define a number of priority markets to convert for an effective marketing strategy. The product strategy delivers on the brand's promise and is designed in particular to convince and convert the domestic audience, UK market and proximity markets.

Domestic/Proximity Market

- Reiterate the message of the accessibility of places across Essex, Kent and East Sussex from places like London and boost discovery throughout the regions.

Staycation

- Aligned with the current strategy, experiences are crafted with a focus on fulfilment to appeal to those who decide to explore places at their doorstep, that don't require much travel.

1. Understanding the Destination's Brand Strategy

Product Match

Designed for independent explorers

- Today's travellers increasingly want to set their own plans at their own pace. All product experiences are designed with independent travellers in mind and should be readily available as self-discovery or bookable as 'off the shelf' experiences.
- Sussex Modern unites thirty-six art, landscape and wine destinations across Sussex. Combined, they make for a fascinating and refreshingly modern experience – one that stimulates the senses and rewards the curious.



Home - Sussex Modern

Sussex Modern brings together a unique experience of thirty-six memorable places with the creativity that defines the county's modern, independent spirit. Contemporary art, ancient landscapes and innovative winemaking are all here in Sussex to be explored and enjoyed. Sussex Modern celebrates the

Sussexmodern

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Art

Landscape

Wine

The idea explained



What is Sussex Modern?

Come with us behind the scenes and discover where, what, and wine is Sussex Modern. Sussex Modern unites thirty-six art, landscape and wine destinations across

YouTube

Promotion



Stay Modern. Stay Sussex

Sussex Modern brings together a unique experience of thirty-six memorable places with the creativity that defines the county's modern, independent spirit. So

YouTube

2. Identifying Experience-led Stories and Unique Perspectives

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Local Partners

Local industry is at the core of experience providers needed to craft the signature experiences. They are fundamental to establish strong local partnerships.

Passes	Editorial & Campaign-Driven
Events & Festivals	Trails & Itineraries
Ambassador Curated Experiences	Tours and Expert-Led Activities

2. Identifying Experience-led Stories and Unique Perspectives

Key Places, Key People

Local people are able to offer a service but also talk about the destination from a unique and authentic perspective which is deeply rooted in the sense of place they convey.



Combining Experiences

- By curating the offer, DMOs can pair the right experiences, lifting the brand and offering a unique stand-out experience. Product pairing represents a key opportunity for DMOs to lead the co-creation of a unique message throughout the industry.
- Designing the process of product pairing requires a good partnership with local businesses and entrepreneurs, willingness to look outside of the traditional tourism industry and openness to bespoke creative thinking around how different experiences can come together.
- A stimulating relief from the numbing uniformity of modern times, the award-winning Inn is built on the principles of sustainability and respect for nature and culture. The Inn is a community asset, and 100% of operating surpluses are reinvested into the community to help secure a sustainable and resilient future for Fogo Island, Newfoundland.



3. Co-Authoring a Destination Narrative Through Content

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Signature Experience Ambassadors

- Designing product experiences together with destination ambassadors helps build links between the most authentic voices representing the destination, unique and incredible visitor experiences and curated product pairings.
- Fostering your local ambassador relationships are going to be key for powerful authentic brand storytelling. Ambassadors might be notably famous and help you create large-scale awareness, but they might also be locally known, bringing a strong connection to the theme, such as a well known local chef. Work with ambassadors as your partners, co-create both trails, menus, experiences and events.

3. Co-Authoring a Destination Narrative Through Content

Hero, Hub, Hygiene Content Strategy

- Designing product experiences together with destination ambassadors helps build links. Stories shaped around the brand experience represent a powerful and compelling message for potential visitors. A Hero, Hub, Hygiene content strategy helps lift the brand experience, seeking to build an image for the destination together with true ambassadors, taking their stories further as they become not only brand but experience ambassadors too.



Aligning With the Right Assets

- For a business to stand out as part of the destination brand, the assets shared by the destination marketing organisation are absolutely fundamental. They represent a recognisable set of available tools that make the perfect starting point for a consistent and reliable brand presence.

Visit Kent Marketing Hub

- This platform provides access to a range of resources that businesses are free to use across their own channels and activity, as well as useful information and guides.
- **Visitor First** is our ongoing strategy that seeks to encourage visitors to invest more of their time across North, East and West Kent.

4. Exploring Opportunities for Collaborative Marketing

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Trails

Trails allow curating a range of individual itineraries based on different audience needs and different thematic clusters.



The sky is the limit. Think about several ‘hero’ trails and build out from there; once you’ve developed the first few, you’ll see that you can keep going more granular or deeper on the themes.

Maps

A map clustering experience by theme or by geographical area is useful to guide visitors in space while experiencing the destination.

Regional

Local

Hyper-Local



4. Exploring Opportunities for Collaborative Marketing

Combining

Pairing tourism products is the secret to crafting a signature experience where the essence of the brand is amplified by the collaboration of multiple actors that interpret the brand's pillars.



Each candle we create is connected to our location in Margate and the environment surrounding it.

Warm fruits and citrus come from Crab Apples growing within the forest, a heart of the green, smoked moss, closing with remnants of an

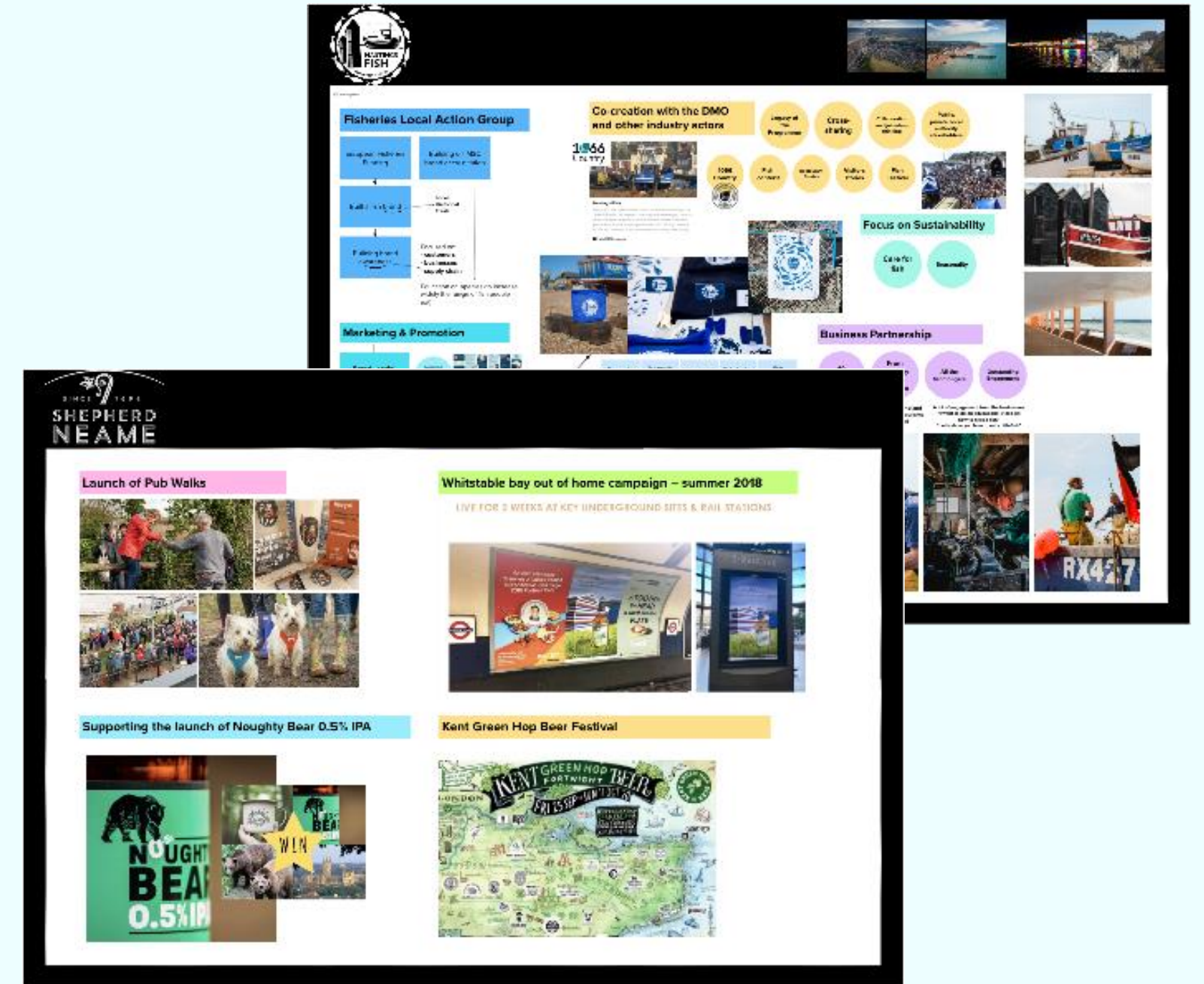
Themes

Experiences can be grouped under specific themes coherent with the destination image and appealing to specific audiences.



Best Practices

Access all case studies on the mural



Takeaways

- Fulfilling the Brand
- Storytelling the Experience
- Show People's Real POV
- Thematic Discovery
- Signature Experiences

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