

Experience Training

Co-producing Messages with DMOs

Coming up in this experience training module:




- ▶ Part 1: Understanding the Destinations' Brand Strategy
- ▶ Part 2: Identifying Experience-led Stories and Unique Perspectives
- ▶ Part 3: Co-authoring a Destination Narrative Through Content
- ▶ Part 4: Exploring Opportunities for Collaborative Marketing

Experience Training

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Understanding the Destinations' Brand Strategy



Brand match

-  The product should be a natural extension of the destination brand
-  Focus on adventure, history, heritage, nature, people, culture and food & drinks
-  Signature experiences and product pairing strategy extend the brand

Audience match

-  Convince and convert by delivering on the brand's promise
-  Reiterate the accessibility of Kent from places like London to boost discovery
-  Appeal to those who decide to explore places at their doorstep, that don't require much travel

Product match

-  Modern travellers want to set their own plans at their own pace
-  Experiences should be readily available as self-discovery or bookable as 'off the shelf'

FOGO ISLAND

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.



Identifying Experience-led Stories and Unique Perspectives

Local Partners

- Passes
- Events & Festivals
- Ambassador Curated Experiences
- Editorial & Campaign-driven
- Trails & itineraries
- Tours & expert-led activities

Key places, key people

- Locals are able to offer a service
- They can talk about the destination from a unique view

Combining experiences

- Combining experiences can create a unique stand-out experience
- Product pairing requires good partnership with local businesses
- Allows DMOs to lead a unique message throughout the industry



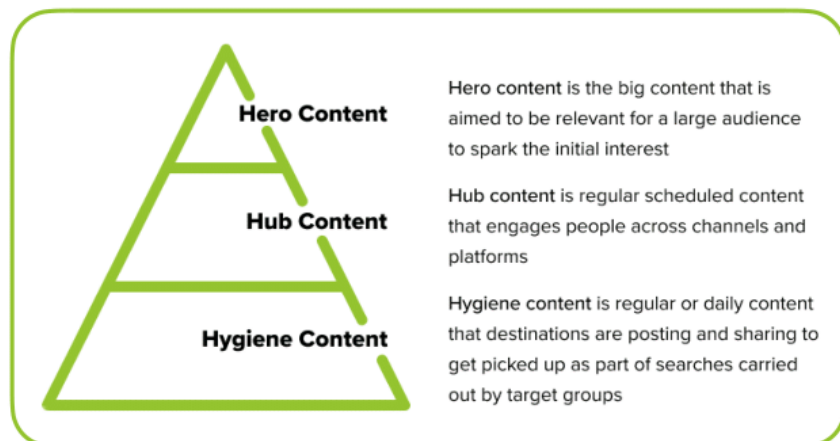
Home - Sussex Modern
Sussex Modern brings together a unique experience of thirty-six memorable places with the creativity that defines the county's modern, independent spirit. Contemporary art, ancient landscapes and innovative winemaking are all woven into Sussex to be explored and enjoyed. Sussex Modern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

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.

Art

Landscape

Wine



Exploring Opportunities for Collaborative Marketing

Trails and Maps

- Trails allow curating a range of itineraries based on audience needs and thematic clusters
- Think about several 'hero' trails and build them out from there
- A map clustering experience is useful to guide visitors



Combining themes

- Pairing tourism products is the secret to crafting a signature experience
- Experiences can be grouped under specific themes coherent with the destination image

Co-authoring a Destination Narrative Through Content

Signature experience ambassadors



Collaborating with destination ambassadors helps build links



Work with ambassadors as your partners to co-create experiences



Ambassadors may be well known globally and/or locally, helping you create awareness

Hero, hub, hygiene content strategy



Hero content - a hero video for each signature experience, showing it in full



Hub content - stories behind the experience, providers showing the passion they put into their work



Hygiene content - strong product information, review aggregation and strong user-generated content

Aligning with the right assets



For a business to stand out, the assets shared by the DMO are absolutely fundamental



The Visit Kent Marketing Hub shares a range of resources that businesses are free to use

