



EXPERIENCE  
MARAZION  
& PENZANCE

Interreg   
France ( Channel  
Manche ) England

EXPERIENCE

European Regional Development Fund



EUROPEAN UNION  
European Regional  
Development Fund







- A pilot project promoting **off-season sustainable tourism**
- Co-funded by **ERDF & Cornwall Council** running until 2023
- Involving six areas of the Channel region



# Geographical area

## EXPERIENCE BUSINESS BOUNDARIES

-  Primary locations
-  Secondary locations



# Sustainable Cultural Tourism

- Attract visitors **Oct – March**
- **Shift perception** to drive visitor numbers in low season
- Offer new autumn/winter experiences
- Attract **local visitors as well as out-of-region** travellers
- Provide **year-round income** to the local economy



Focus on **experiential tourism**

Using **natural & cultural** assets of the area

With a **targeted marketing** campaign







**Business Engagement**



**Research**



**Marketing**



# Business Engagement



# Business Engagement

- Working with local businesses (tourism, cultural & non-profit) to **create a network**
- Offer tailored **business training**
- Support with creating **experiential offers** for autumn/winter
- Offer **free marketing** opportunities



# Training

- Skills audit
- **In-person & Online:** digital marketing training, Cycling UK, Unmissable England,
- **Networking**
- **1-2-1s** to develop experience offers (new & adapted)

# The Rockpool Project

Rockpool safaris in Falmouth  
Use same model in Mounts Bay





# Bosworgy Bay

Holiday let in Marazion

Offer bookable art activities  
(e.g. sketching the landscape)





# Research





# Research

- Comparative **seasonal research** (spring/summer & autumn/winter)
- Measuring **economic, environmental & social** impact
- **Share learning** through regular reports
- Ensure project delivers for **residents and visitors alike**

# Resident Survey

## Mixed responses in regards to tourism's perceived benefits

- A majority agree that tourism contributes to the local economy & job opportunities
- A strong concern tourism is harmful to natural places and overwhelms local facilities
- **80% feel that sustainable tourism should be more encouraged in the local area**



# Visitor Survey

- **61% of visitors to Mounts Bay were 55+,**  
with a further 25% were 45+
- **9%** of visitors to the area were **Cornish residents,**  
**21%** lived elsewhere in the **South West region**
- **Couples & immediate family groups** made up the large proportion of visitors

# Marketing





# Target Audience

- 1st: empty nesters (active 55+) /  
2nd: mini-breakers (20s/30s)
- Day trip short stay visitors, including  
local to Cornwall
- National visitors (sustainable  
transport)
- Overseas markets (prioritising  
Dutch, German and French)





# Out-of-season, into adventure





# Out-of-season, into adventure

A winter break in Cornwall is a completely different experience to the summer. Some say it's quiet, cold... a closed shop – but they'd be wrong.

EXPERIENCE Penzance & Marazion wants to challenge the preconceptions about the 'best' time to visit Cornwall, by contrasting the negative perceptions of 'out of season' tourism with the very real, often surprising, benefits of visiting without the crowds.

# **Out of season into adventure**

**Experience Penzance this winter**



**As the nights  
get darker, the  
stars get  
brighter.**

**Experience a different  
side of Penzance this  
winter.**

**This is weather  
worth talking  
about.**

**Experience wild  
Cornwall this winter.**

# Marketing Tactics





# Marketing Campaign

- Photography, copy, videography
- Itinerary and experiences
- Pre-booking inspiration: 3 microsites
- Comms campaign and paid ads
- Travel trade
- Social media

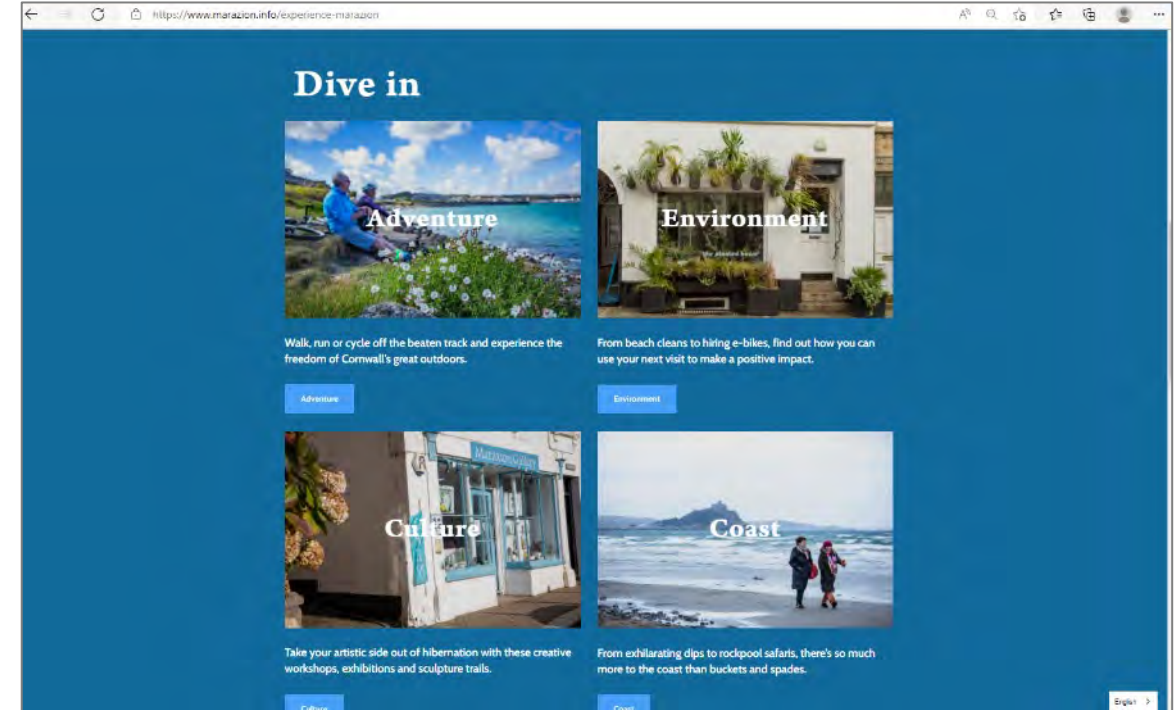


# Microsites

visitcornwall.com

marazion.info

lovepenzance.co.uk





## ADVENTURE

Walk, run or cycle off the beaten track and experience the freedom of Cornwall's great outdoors.

## COAST

From exhilarating dips to rockpool safaris, there's so much more to the coast than buckets and spades.

## CULTURE

Take your artistic side out of hibernation with these creative workshops, exhibitions and sculpture trails.

## HERITAGE

Experience our festivals, history and landmarks and immerse yourself in Cornwall's unique story.

## FEASTS

Cosy pubs, local distilleries and fishing for your own supper. Discover the foodie hub of West Cornwall.

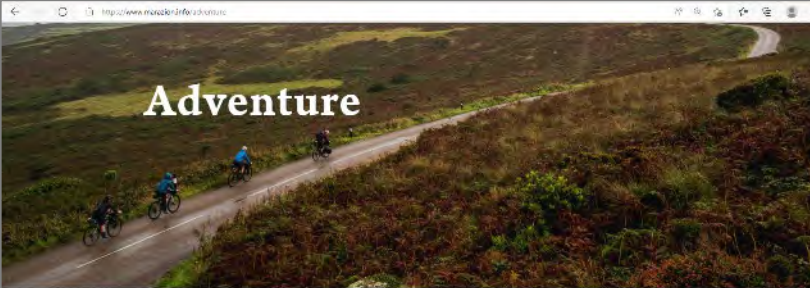
## ENVIRONMENT

From beach cleans to hiring e-bikes, find out how you can use your next visit to make a positive impact.





# Themed itineraries

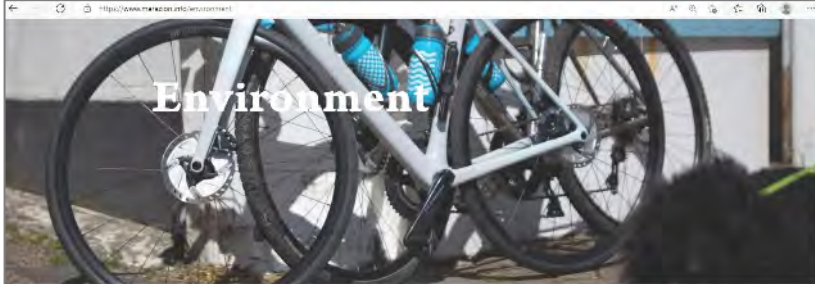


## Adventure

### Wild Weekends

Forget battenning down the hatches. This winter, you could be cycling along old mining routes or pulling on your walking boots for a revitalising hike along miles of coastal footpaths.

Without the bustling crowds, the winter months are the ideal time to take part in nature tours.



## Environment

### Conscious travel

Travelling in the shoulder seasons isn't just about getting to experience a unique and special side of Cornwall, it supports a sustainable economy and can even make a difference to our local landscapes and habitats.

Discover how you can become a conscious traveller by taking part in beach cleans, exploring



## Culture

### Inspiring itineraries

Cornwall has a strong artistic tradition – and this doesn't disappear in the winter. So, as the nights draw in, why not take the opportunity to nourish your creative side? From sculpture trails that ask you to imagine submerged ancient forests to independent cinemas, theatre performances and art galleries, there are so many ways to surround yourself with new ideas and enrich your soul.



## Coast

### Shore Exploring

While Cornish beaches are spectacular year-round, the off season is when you'll find the most dog-friendly beaches and space to make the most.

There are still plenty of activities to tempt you onto the water too. For most of us, this is wetsuit season – although some brave locals do take the plunge in nothing more than a swimsuit and bobble hat. You could take part in a rockpool safari, hire a kayak, find your



# Get in touch!

The EXPERIENCE project team will be happy to answer any enquires. Email:

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