

LANDSCAPES AND NATURE EXPERIENCE DEVELOPMENT WORKSHOP

Creating new bookable visitor
experiences for domestic and
international markets



WELCOME

LANDSCAPES AND NATURE EXPERIENCE DEVELOPMENT WORKSHOP

Your hosts Deirdre Wells, Visit Kent

Presented by Chris Brant from UNMISSABLE England

Our aim To give an introduction to experiences, discover what businesses in other parts of the country are already doing and develop new ideas around the types of experiences that could be created through the support of the EXPERIENCE project.



WORKSHOP AGENDA

LANDSCAPES AND NATURE EXPERIENCE DEVELOPMENT WORKSHOP

- 10.00 Welcome from Visit Kent & UNMISSABLE England
- 10.10 Introduction to visitor experiences
- 10.20 Case studies of what others are doing
- 10.30 Workshop Activity 1 - Identifying the local stories
- 10.55 Sharing of ideas
- 11.10 Workshop Activity 2 - Developing ideas further into experiences
- 11.45 Routes to market
- 11.50 Next steps, question & answers
- 12.00 Ends





EXPERIENCES

What's the difference to a tour?



PEOPLE, PLACE & ACTIVITY



ONE

The story



A close-up photograph of a chef's hands garnishing a plate of food. The chef is wearing a white uniform. The plate contains a variety of ingredients including a green melon wedge, a red tomato, a piece of bread, a dollop of white cream, and a piece of yellow fruit. The background is blurred, showing other people in a dining setting.

TWO

Guests get hungry



WHAT MAKES A GOOD EXPERIENCE



THREE

The unexpected



WHAT MAKES A GOOD EXPERIENCE



FOUR

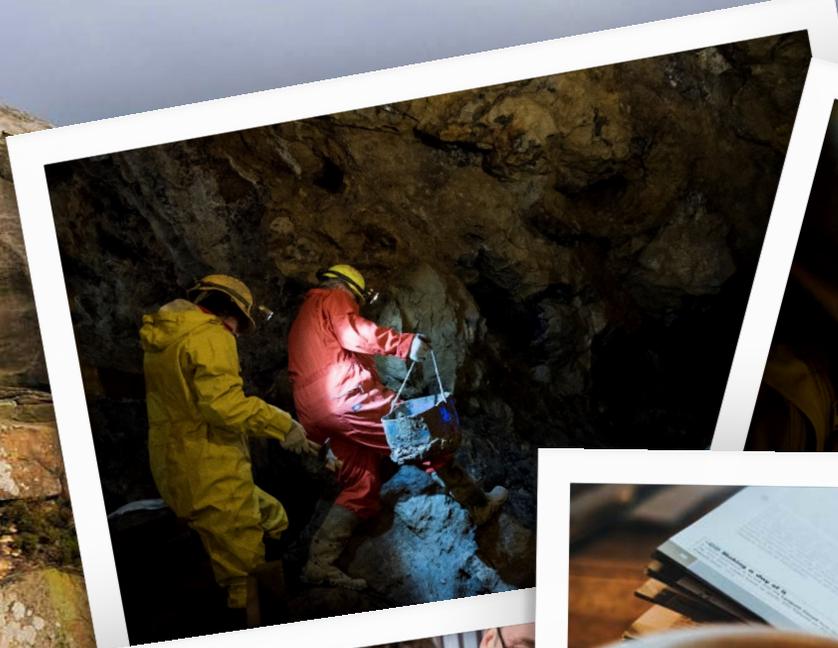
The expected



WHAT MAKES A GOOD EXPERIENCE

FIVE

Keep it simple
& flexible



WHAT MAKES A GOOD EXPERIENCE

UNDERGROUND, OVERGROUND IN OUR LIMESTONE LAND

Enjoy a day of guided walking with a local expert, and visit some of the UK's finest limestone scenery. Feast in Victorian style with a buffet lunch served underground in Ingleborough Cave, which was first discovered by the Victorians in 1837. Notable features of the tour include the quaint village of Clapham, Gaping Gill (the largest pothole in the UK at just under 100 metres in depth), the Norber Erratics and the Ingleborough Estate Nature Trail.

- Victorian style lunch served underground in Ingleborough Cave
- Top quality local guides with unrivalled knowledge of the area
- Explore some of the UK's finest limestone scenery in the beautiful Yorkshire Dales



6 hours | £90 per person



LAKE DISTRICT BUSHCRAFT

Be immersed in the beauty of the private Graythwaite Estate on the shores of Lake Windermere. Spend the morning creating a camp with different styles of shelter, fire making, foraging and sourcing water. Then head on to the lake and paddle into private bays, visit the shoreline and learn to track, whilst appreciating the beauty of being in the wilderness. Learn the skills of wild food cooking and prepare a 3-course lunch on the camp fire. In the afternoon, try your hand at whittling a spoon, then work in a team to create an idyllic bushcraft village.

- Exclusive access to a family-owned estate on the shores of Lake Windermere
- Leave technology behind and immerse yourself in the environment of a World Heritage Site
- Get back to nature and learn survival skills used by ancient civilisations



8 hours | Cost per person £180 (4-10 people)



FOSSILS, FORAGE AND FEAST

Connect with nature on this fun coastal adventure. Join experienced leaders to explore a hidden cove, such as Boggle Hole or Runswick Bay, on the North York Moors Heritage Coast. Go on a journey of discovery to find secret plants and creatures hiding in rock pools, discover Jurassic fossils, and forage for delicious seashore snacks. Delight in cooking and eating some of the food you find, which is extra tasty when cooked on an open beach fire.

- Search for fossils not seen for 200 million years and take your finds home as keepsakes
- Forage for delicacies on the coast, cook and eat what you find on an open fire
- Connect with nature on the stunning National Park coastline



4 hours | £75 per person



THE WENSLEYDALE FARMER'S EXPERIENCE

A true Wensleydale experience – try out life as a farmer on the Swinithwaite Estate, home of the Thornton-Berry family since 1925. Start the day with a traditional, hearty English breakfast of fresh local produce in an award-winning café. Then spend the day taking a close look at traditional drystone walls, feeding the animals, gathering sheep and learning about how sheep are farmed. A fun and engaging hands-on experience in the heart of the Yorkshire Dales National Park.

- Experience stunning views in Wensleydale in the heart of the National Park
- The chance to experience life as a farmer!
- Learn about sheep and the importance of farming to our economy and the sustainable process of farm-to-plate



6 hours | £65 per person



FORAGING AND WILD COOKING IN NORTHUMBERLAND

Enjoy a guided walk through the beautiful Northumberland countryside exploring wild foods, including the culinary delights and medicinal wonders that have been used for generations. Be amazed by the splendid array of edible flora, fauna and fungi offered by the local landscape. Return with your foraged foods and prepare a seasonal lunch, rich with local history and a proud sense of discovery.

- Expert-led 2-hour guided walk through the stunning landscape of Northumberland National Park
- Forage for wild foods and learn about their medicinal properties
- Enjoy a lunch made from the wild foods you forage



3 hours | £60 per person



WORKSHOP ACTIVITY ONE

- Identify landscape and nature stories across Kent - what's the expected?



WORKSHOP ACTIVITY ONE

- Identify landscapes and nature stories across Kent - what's the expected?
- What's the unexpected?
- How can we offer something which isn't already being offered or difficult for the visitor to experience by themselves?
- Does the experience help tell story of what makes Kent special?
- Who could lead and who would support?
- Where would the experience take place?
- Which businesses might support (pub, cafe, transport, venue entry)



WORKSHOP ACTIVITY TWO

- Choose your top experience.
- Estimate the duration and what you might charge (per person) for the experience.



TOP TIPS TO REMEMBER

- People, place, activity
- Keep the story
- The expected & unexpected
- Keep it simple and be flexible



DISTRIBUTION— ROUTES TO MARKET

OTAS — ONLINE TRAVEL AGENTS



DISTRIBUTION— ROUTES TO MARKET

TOUR OPERATORS OR DMCS — DESTINATION MANAGEMENT COMPANY



NEXT STEPS



1. Research and insights
Forming stories, how to reach new
markets



2. Business Support
Experience planning



3. Marketing
Branding, photography and film



4. Distribution
Taking the new products
(experiences) to market



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