

FOOD AND DRINK EXPERIENCE DEVELOPMENT WORKSHOP

Creating new bookable visitor experiences for domestic and international markets



WELCOME

FOOD AND DRINK EXPERIENCE DEVELOPMENT WORKSHOP

Your hosts Hollie Coffey & Danielle Gawler, 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.



BLACKSMITH FORGING AND TASTING EXPERIENCE

Experience the life of a traditional blacksmith at our specialist forge in the very heart of rural Herefordshire. Oldfield Forge Academy is dedicated to teaching you time-honoured blacksmithing skills and techniques. During your three-hour experience at Oldfield Forge Academy we will help you to forge your very own bottle opener to complement your subsequent tour and tasting experience. Do not worry, nobody leaves us without firstly completing their opener before heading to the tasting!

After working up a thirst you can down tools and enjoy lunch before making your way over to nearby Hillside Brewery or Westons Cider. So, whether you're a beer or cider lover, there's a tour that's just right for your preferred tipples!



3 hours | £93.60 per person



CASE STUDIES OF WHAT OTHERS ARE DOING

WORKSHOP AGENDA

FOOD AND DRINK 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?



TOURS VS EXPERIENCES



ONE

The story



A close-up photograph of a chef's hands garnishing a white 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

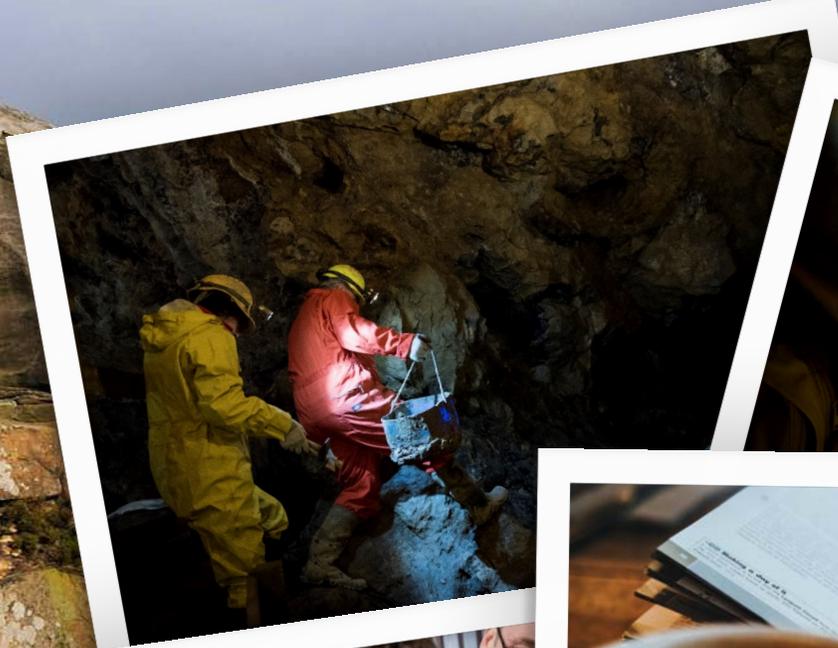
The expected



WHAT MAKES A GOOD EXPERIENCE

FIVE

Keep it simple
& flexible



WHAT MAKES A GOOD EXPERIENCE

FISH AND SHIPS

Explore the higgledy-piggledy village of Staithes on the stunning National Park coastline with a local guide who will point out the traditional Cobble boats in the picturesque harbour. Board a boat skippered by a local fisherman and find the best fishing spots where you can try your hand at fishing or go further out where you may spot whales. Enjoy some fresh fish and chips, perhaps with a local beer, in a pub looking out to sea. Some evenings may also be enlivened by local folk music or sea shanties!

- Explore the small fishing village of Staithes – look out for artists' studios, galleries & optical illusions
- See the Yorkshire Coast from the sea with the chance to fish or watch for whales
- Enjoy traditional fish and chips in a pub with great harbour views



6 hours | £150 per person



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



WORKSHOP ACTIVITY ONE

- Identify food and drink stories across Kent - what's the expected?



WORKSHOP ACTIVITY ONE

- Identify food and drink stories across Kent - what's the expected?
- What's the unexpected?
- Are we offering something which is difficult for the visitor to experience by themselves, without our help?
- 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)



IDENTIFY FOOD AND DRINK STORIES ACROSS KENT

Garden of England

Wine & Vineyards

Farmer's Markets

Whitstable Native Oysters

Beer & Breweries

Strawberries & Apples

Sandwich

Kent Crisps /potatoes

Fine Dining

Canterbury Tart

Broadstairs Food Festival

Folkestone Pudding Pie

Gypsy Tart



WORKSHOP ACTIVITY TWO

- Choose your top experience.
- Estimate the duration and what you might charge (per person) for the experience.
- Is the experience attractive, feasible, profitable, accessible, responsible and sustainable?



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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