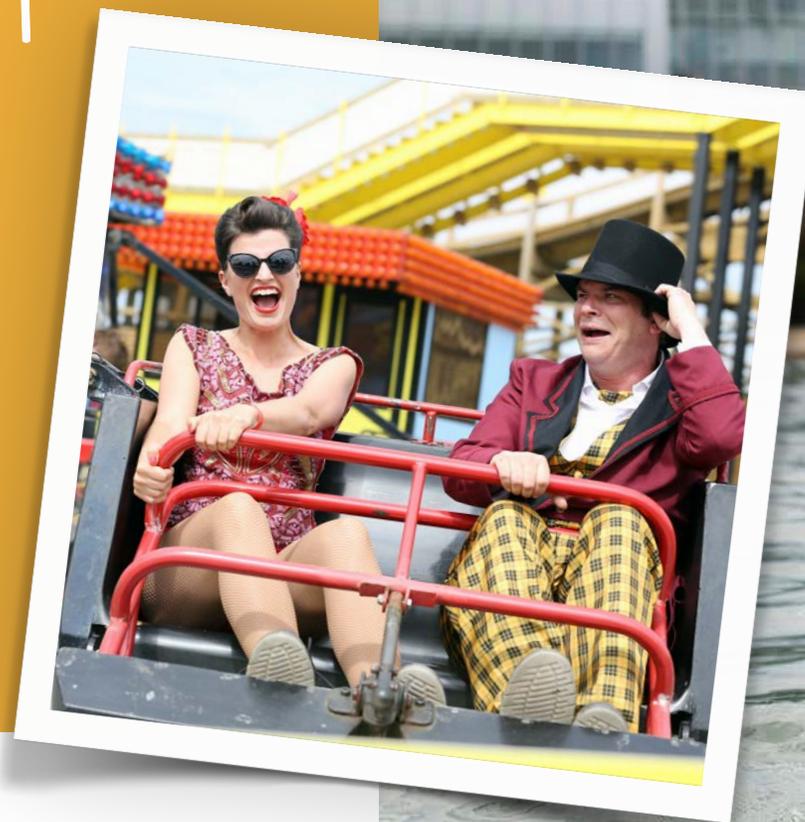


# ARTS, CRAFTS AND MEDIA EXPERIENCE DEVELOPMENT WORKSHOP

Creating new bookable visitor  
experiences for domestic and  
international markets



# WELCOME

## ARTS, CRAFTS AND MEDIA 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

## ARTS, CRAFTS AND MEDIA EXPERIENCE DEVELOPMENT WORKSHOP

- 14.00** Welcome from Visit Kent & UNMISSABLE England
- 14.10** Introduction to visitor experiences
- 14.20** Case studies of what others are doing
- 14.30** Workshop Activity 1 - Identifying the local stories
- 14.55** Sharing of ideas
- 15:10** Workshop Activity 2 - Developing ideas further into experiences
- 15:45** Routes to market
- 15:50** Next steps, question & answers
- 16:00** Ends





# EXPERIENCES

What's the difference to a tour?



PEOPLE, PLACE & ACTIVITY

# ONE

## The story



WHAT MAKES A GOOD EXPERIENCE

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 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



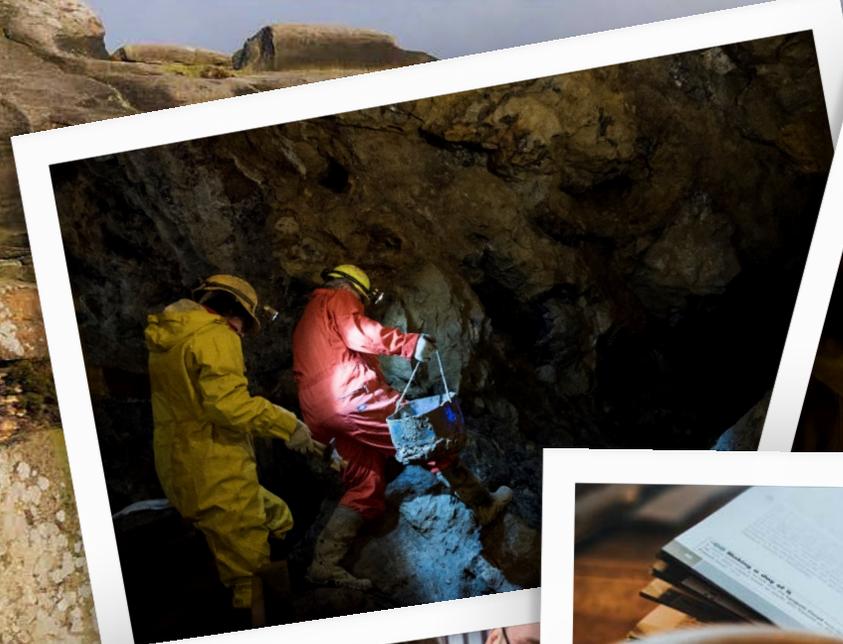
WHAT MAKES A GOOD EXPERIENCE



FOUR

The expected

FIVE  
Keep it simple  
& flexible



# MOUSEHUNT

A mini tour of some of the area's cultural landmarks. Visit the home of the famous Mouseman Furniture to watch craftsmen at work and touch the English oak that is carved into exquisite furniture. Search for hand-crafted wooden mice in unexpected locations. Visit a unique church with an octagonal tower in the beautiful village of Coxwold. Enjoy the view that renowned Yorkshire vet, James Herriot, hailed as "the finest view in England", and discover how the English Thoroughbred racehorse started in Yorkshire. Round the experience off in a traditional pub and sample a local beer.

- Treasure-hunt to find hidden mouse sculptures
- See local landmarks – a 17th Century traditional English Pub, Robert Thompson's Mouseman Furniture craftsmen and enjoy "England's finest view"



4 hours | £75 per person



# ARTY FOOTSTEPS

Ignite your creativity with a guided walk in the Breamish Valley in Northumberland National Park, followed by a creative art session with a local artist. Let the landscape's prehistoric features, big skies, wonderful views and plentiful wildlife inspire you to create a lasting memory of your experience. Enjoy a delicious lunch made with ingredients from local Northumberland producers, provided by Ingram Café.

- Guided walk through remarkable prehistoric landscape
- Walk with a professional guide and work with a professional artist
- Walk with a professional guide and work with a professional artist



4 hours | £140 per person



# MOODS OF EXMOOR

A celebration of Exmoor National Park through the lens of a camera. This full day photography experience showcases the wonderful landscape and seasonal change of Exmoor. Capture the unique and undiscovered gems of the region, which lie hidden within Exmoor's Combes, moorland and costal fringes. Delivered by a well established tour leader with an internationally renowned company, Light and Land. Peter will share his passion for photography and Exmoor to help you unlock the secrets of your camera or mobile phone whilst discovering the wonders of Exmoor.

- Learn how to take great photos with your camera or mobile phone
- Pick up personal hints and tips about photography as well as insights on the National Park over meal times



4 hours | Cost per person £155



# WORKSHOP ACTIVITY ONE

- What are the expected arts, crafts and media stories of Kent?
- What are the unexpected arts, crafts and media stories of Kent?
- How can we turn the expected and unexpected stories into experiences?



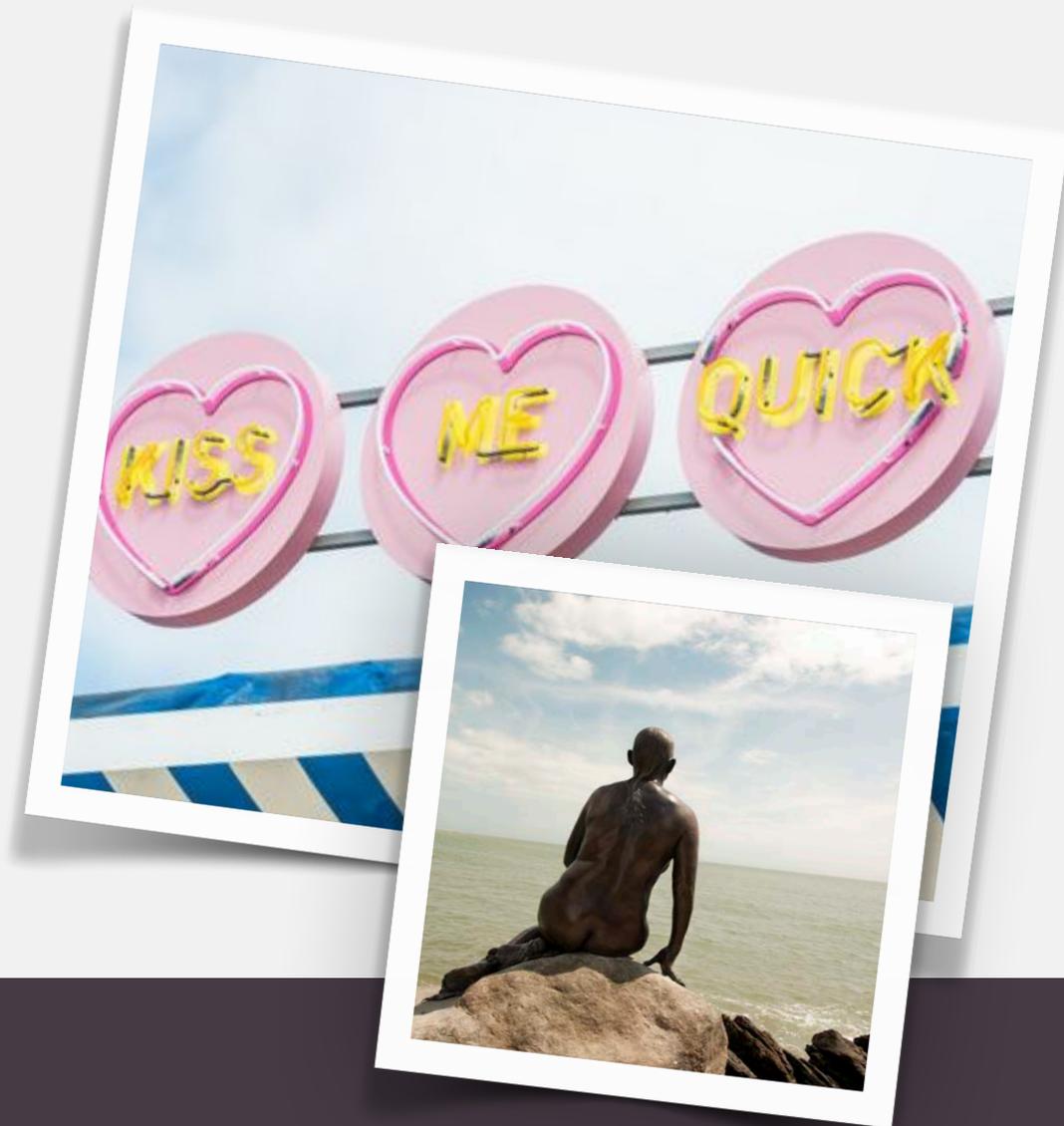
# WORKSHOP ACTIVITY TWO

- 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?



# TOP TIPS TO REMEMBER

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



WHEN CREATING A NEW EXPERIENCE

# 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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