

WELLBEING EXPERIENCE DEVELOPMENT WORKSHOP

Creating new bookable visitor experiences for domestic and international markets



WELCOME

WELLBEING 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

WELLBEING 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



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 vegetable, a red tomato, a piece of bread, and a white cream. 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

FOREST BATHING

Everyone can try Forest Bathing. Even a walk in the woods brings a deeper connection with nature and a feeling of wellbeing, free from the distractions of our modern world. Once you have learned the techniques that we teach you, it becomes an immersive experience that can have far-reaching benefits.

- This is not only good for your mental health but it leads to improvements in many aspects of your physical health
- Frees up your creativity and problem-solving capabilities and it improves your mood
- Connect with forest and landscape



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



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



CASE STUDIES OF WHAT OTHERS ARE DOING

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



CASE STUDIES OF WHAT OTHERS ARE DOING

WORKSHOP ACTIVITY ONE

- What are the **expected** wellbeing stories of Kent?
- What are the **unexpected** wellbeing 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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