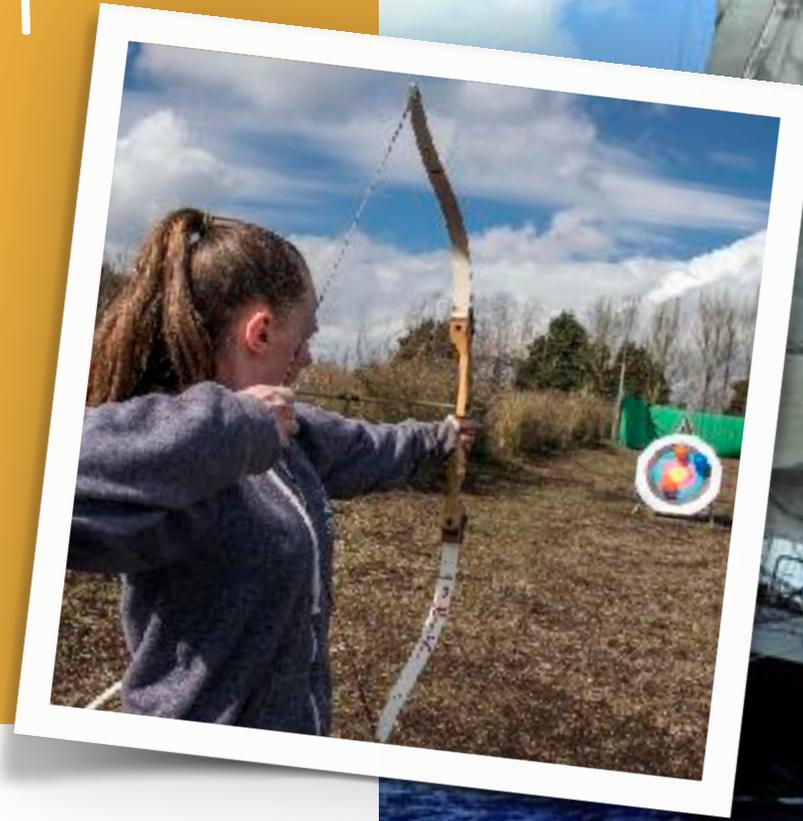


# THE UNEXPECTED EXPERIENCE DEVELOPMENT WORKSHOP

Creating new bookable visitor experiences for domestic and international markets

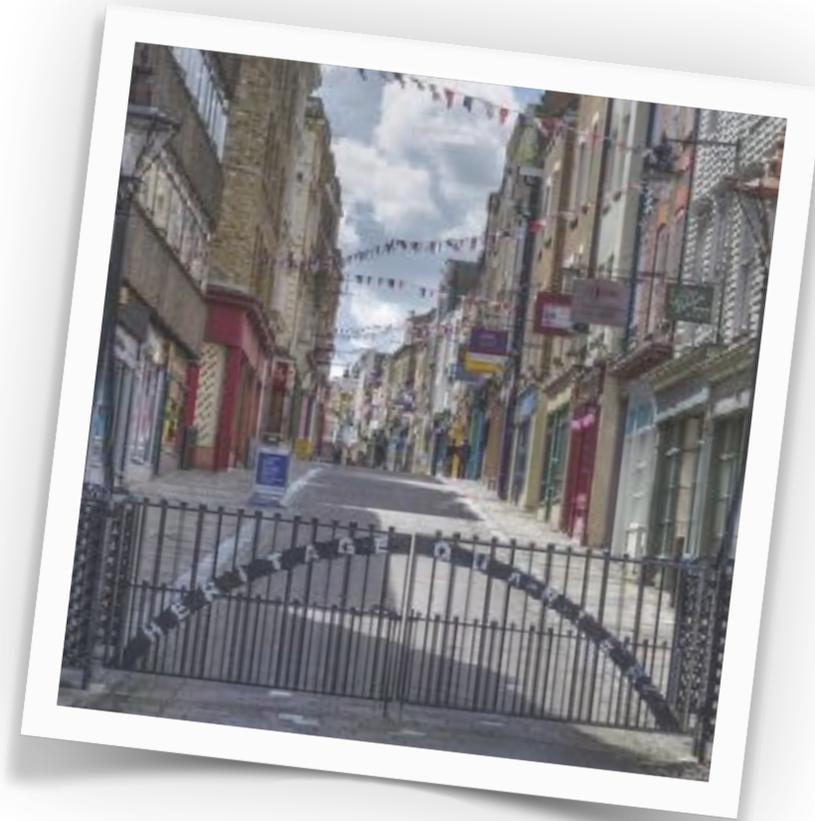


# WELCOME

## THE UNEXPECTED EXPERIENCE DEVELOPMENT WORKSHOP

**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

## THE UNEXPECTED 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



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



# 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 tippie!



3 hours | £93.60 per person



CASE STUDIES OF WHAT OTHERS ARE DOING

# 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



# WORKSHOP ACTIVITY ONE

- What are the **expected** inspirational journey stories of Kent?
- **What are the unexpected inspirational journey stories of Kent?**
- How can we turn the 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



UNMISSABLE  
*England*

CHRIS BRANT  
Tourism Business Advisor

[chris@unmissableengland.com](mailto:chris@unmissableengland.com)

07828580040

[www.unmissableengland.com](http://www.unmissableengland.com)