

FESTIVALS AND EVENTS EXPERIENCE DEVELOPMENT WORKSHOP

Creating new bookable visitor experiences for domestic and international markets



WELCOME

FESTIVALS AND EVENTS 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

FESTIVALS AND EVENTS 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

ALSO FESTIVAL

ALSO is a festival set in a landscape sculpted by Capability Brown, the festival site is only 10 minutes from the M40 and a 15 minute from Leamington Spa. ALSO Festival grew out of Salon London, a monthly event that put academics and researchers in front of a generalist audience. ALSO is in its eighth year and draws around 1,500 guests (pre-covid).

- ALSO brings big ideas, new music and clever comedy, all delivered with a sense of mischief over a summer weekend in rural Warwickshire.
- The UK's first Covid-compliant festival



also



WORKSHOP ACTIVITY ONE

- What are the **expected** festival and event stories of Kent?
- What are the **unexpected** festival and event stories of Kent?
- How can we turn the expected and unexpected stories into experiences?



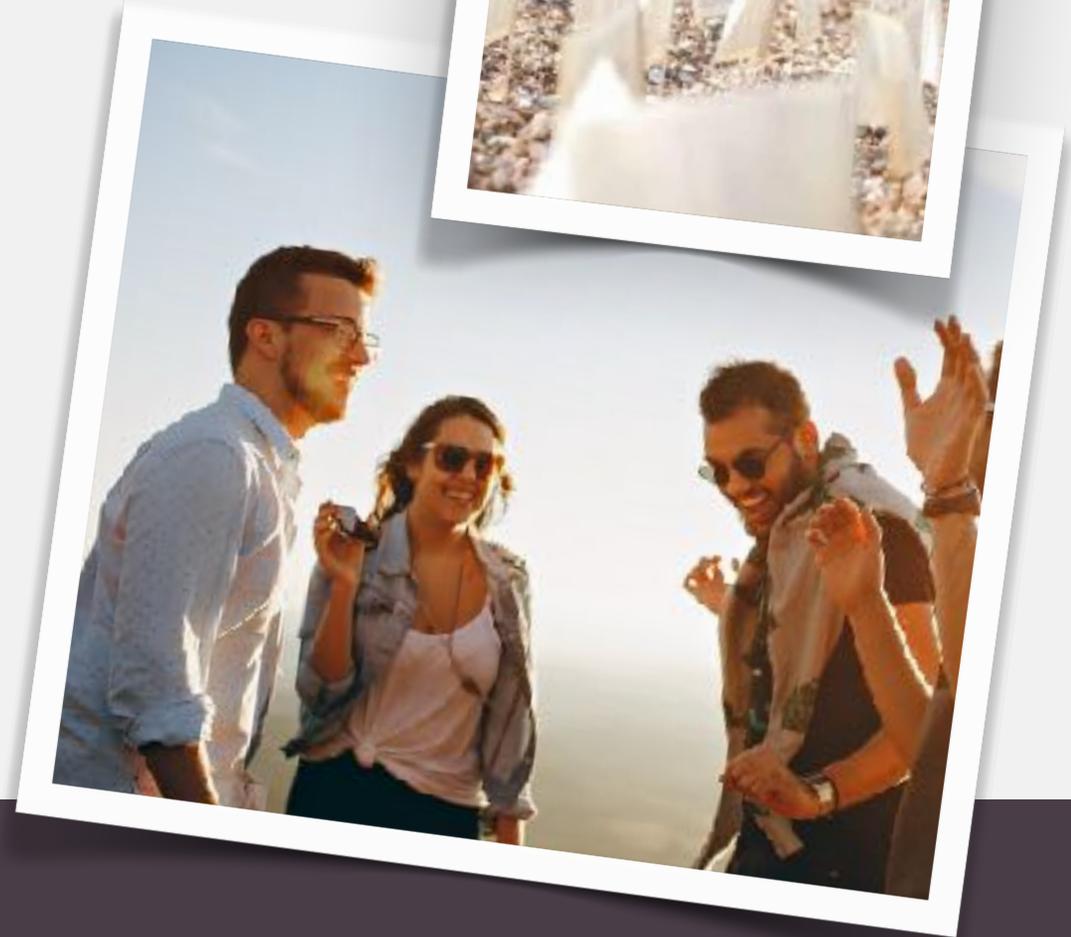
WORKSHOP ACTIVITY TWO

- 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



UNMISSABLE
England

CHRIS BRANT
Tourism Business Advisor

chris@unmissableengland.com

07828580040

www.unmissableengland.com