

INSPIRATIONAL JOURNEYS EXPERIENCE DEVELOPMENT WORKSHOP

Creating new bookable visitor experiences for domestic and international markets



WELCOME

INSPIRATIONAL JOURNEYS 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

INSPIRATIONAL JOURNEYS 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



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

BLOODY BORDERS

Journey back to the 16th Century and England's lawless lands, as you experience a real borderland adventure. Accompanied by a local guide, you'll walk into England's largest forest and visit the places where your surname could cost you your life, and knowing the lay of the land could save it! Following your 11km (7 miles) journey you'll seek refuge at a local Coaching Inn (an 18th Century travellers' refuge) to enjoy a hearty Mutton Pottage (lamb stew).

- Discover one of the most turbulent times in British history
- Guided walk through breath-taking scenery in the National Park and Kielder Forest
- Enjoy a hearty stew in a traditional British pub



5 hours | £65 per person

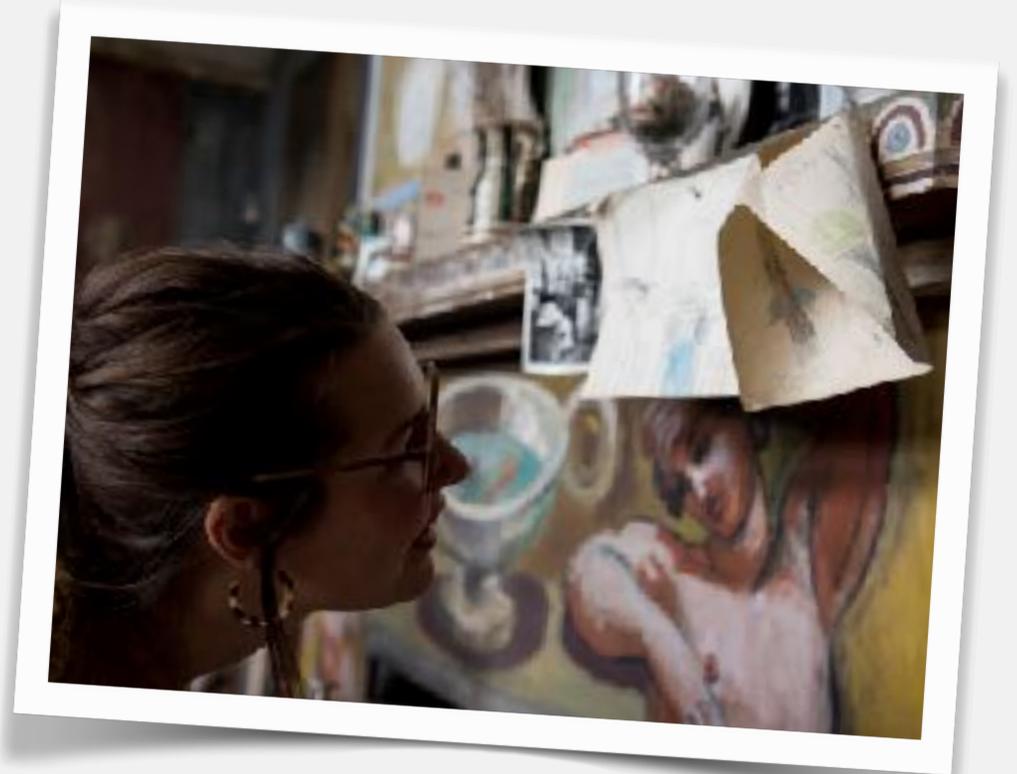


CASE STUDIES OF WHAT OTHERS ARE DOING

CHARLESTON – HOME OF ART AND IDEAS

Take a guided tour of Charleston, an internationally renowned historic house, garden and art gallery preserved as a time capsule. Discover the liberal story behind this family home's rich history, how it became a war-time artists' retreat and home to 'Bloomsbury' for liberal ideas and conversation. Marvel at unique painted interiors and the varied art collection. Enjoy a delicious lunch made from locally sourced ingredients, and a glass of local wine in The Threshing Barn Café. Round off the day with a visit to Charleston's new Galleries and explore the latest exhibition.

- Traditional 17th Century English farmhouse with unique painted interiors and walled gardens
- The Bloomsbury Narrative – progressive ideas, current exhibitions and links to the international art world
- Local lunch and wine in a restored 18th Century barn



5 hours | £65 per person



ON THE PILGRIMS WAY: SAN GIMIGNANO

For a day we will experience the pilgrim life, walking along the Via Francigena, the ancient route that connected Canterbury to Rome. In mediaeval times it was an important road and pilgrimage route for those wishing to visit the Eternal City. Our pilgrim experience will start in San Gimignano, the beautiful mediaeval borough famous for its towers. We will get the bus to reach our start on the pilgrimage route for coming back on foot to San Gimignano.

- Bus ride and a local
- Experience the pilgrims life and learn about the local landscape
- Discover San Gimignano



4 hours | £24 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 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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