

# CULTURE EXPERIENCE DEVELOPMENT WORKSHOP

Creating new bookable visitor experiences for domestic and international markets



# WELCOME

## CULTURE 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

## CULTURE 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

# SAIL ON A TRADITIONAL WHERRY

Experience a traditional Broads sailing excursion on board an Edwardian wherry yacht, one of only three surviving vessels, each over 100 years old. Relax and enjoy the tranquillity, changing scenery and rare wildlife of the Broads with optional locally sourced picnic hamper. This experience creates opportunities for small groups to sail, or the whole vessel can be chartered for larger groups.

- Stunning scenery and abundance of nature, perfect for capturing your moments on camera
- Sail on board a traditional Broads vessel with local experts to share their knowledge and skills
- Set sail on one of only three surviving vessels, over 100 years old



5-7 hours | £58 per person



# THE CAPTAIN COOK EXPERIENCE

A day trip following and celebrating the life of Captain Cook, 250 years after his first Voyage of Discovery. Visit the village of Marton where James Cook was born, Great Ayton where he grew up, the fishing village of Staithes where he first encountered local seafaring and smuggling traditions and end with time to wander the pleasant seaside town of Whitby, where he trained in the merchant navy.

- Stand on the spot where Captain James Cook's life began in 1728 and visit the village where he grew up
- Explore the moors where the young James Cook loved to spend time
- Wander the fishing port of Whitby where James Cook developed his seafaring skills



9 hours | Prices vary on season and group size



# RAILS, TRAILS AND SAILS

A full day walking tour starting with 'Monks, Mayhem and Murder' in Norwich, before taking the train to Reedham, riding on Norfolk's first railway line, dating back to the 1840s. Stop for a spot of lunch in the Broads National Park and spend the afternoon exploring the local countryside with magnificent views across the marshes. Discover some of the rich, local history - visit Reedham Church, built on the site of a Roman fort and lighthouse, and find out about the Broads' historic trading wherries.

- Walking tour to explore the Cathedral quarter of Norwich
- Ride on Norfolk's oldest railway line
- Enjoy views across the vast expanses of Norton Marshes, discover the history of the area, including traditional trading boats



7 hours | Cost per person £30



# WORKSHOP ACTIVITY ONE

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