

WELLBEING EXPERIENCE DEVELOPMENT WORKSHOP



Interreg 
EUROPEAN UNION

France (Channel
Manche) England

EXPERIENCE

European Regional Development Fund



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VISIT KENT

BUSINESS

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Experience Travel Trends that resonate with the Wellbeing offer

Improving wellbeing – By definition, wellbeing is – being comfortable, healthy and happy. In relation to a travel experience this can range from relaxing on a spa day, taking in the stunning views on a walk or enjoying a well-cooked meal. It is somewhat of a misconception that travellers who engage with wellness products are a small elite group.

Transformative Travel - Activities to leave us 'positively' changed

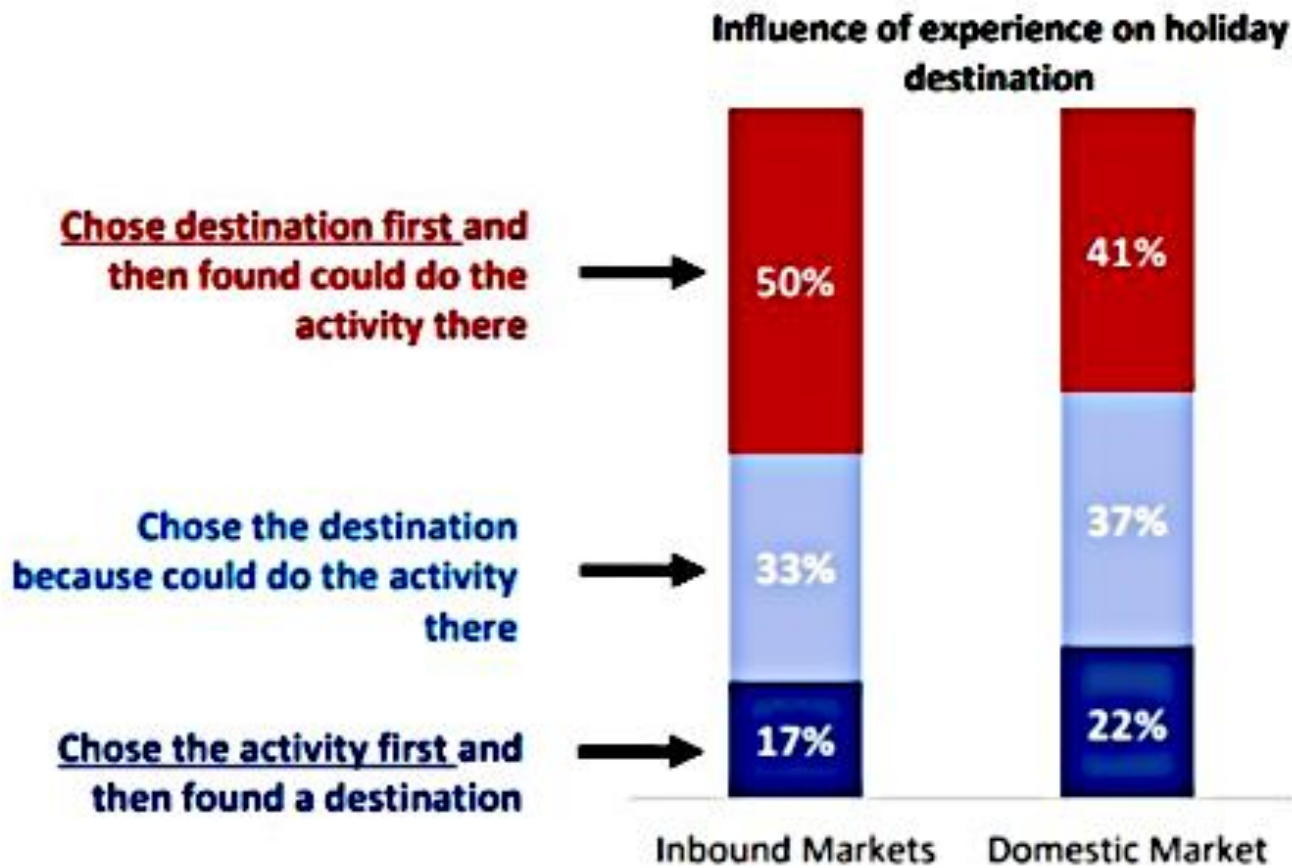
Engaging with the countryside – experiencing rural life as well as the landscape

Reconnect – We want to reconnect with our families and friends through shared experiences. We want to reconnect with the natural environment

Under Tourism - Getting away from the crowds and the tourism hotspots... discovering more of the coast and hidden gems.



The Benefits of experience tourism for Kent

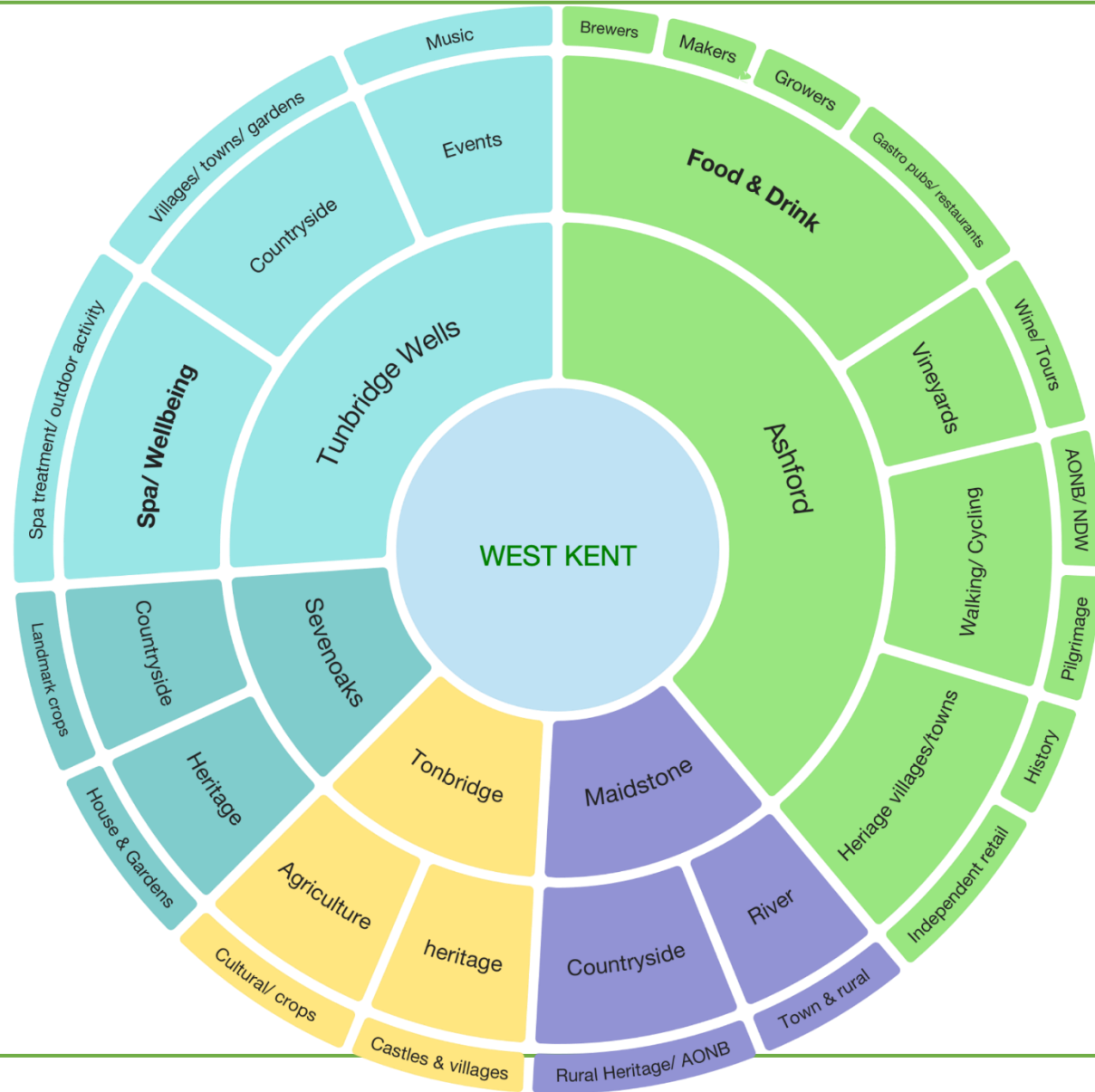


Developing travel experiences, is an effective way for a destination to reach and influence customers. From recent VisitBritain research, we already know that:

- ✓ **BOOK IN ADVANCE** - When booking an experience, 65% of the domestic market book before leaving home.
- ✓ **WILL TRAVEL OUT OF SEASON** – Many experiences are even better out of the main visitor season and can help drive footfall over these periods.
- ✓ **EXPERIENCES INFLUENCE DESTINATION CHOICE** - Nearly 60% of the domestic market are influenced by an experience when selecting a destination



Options Analysis for West Kent – Core Strengths



Wellbeing product gaps and opportunities:

- ✓ Pampering and spa treatments
- ✓ Wellbeing and mindfulness retreats
- ✓ Woodland yoga, forest bathing etc.
- ✓ Rural landscapes/ countryside
- ✓ Outdoor activities – Walking, cycling, rock climbing, mountain biking
- ✓ Plant to plate revolution



Options Analysis for East Kent – Core Strengths



Wellbeing product gaps and opportunities:

- ✓ New pilgrimage – transformative travel
- ✓ Closer to the coast
- ✓ The Great Outdoors
- ✓ Creative courses
- ✓ Walking and cycling
- ✓ Sustainable food – veg/ vegan



Options Analysis for North Kent – Core Strengths



Wellbeing product gaps and opportunities:

- ✓ Rural/countryside – Woodlands
- ✓ Green spaces - country parks/ riverside
- ✓ At one with nature – Your nearest faraway place
- ✓ Foraging, walking and outdoor fitness
- ✓ Celebrating culture and multiculturalism – places of worship, festivals etc.



Building on the current product for Tunbridge Wells Borough

Transformative and wellbeing focusing on recharge, relax and renew, to find yourself and to reconnect: via a spa day, an activity break, an educational or lifestyle course.

Food miles and gastro pubs – The Borough is known for heritage villages & towns; where in many instances the heritage pub/ tearoom offer is the only economic engager for the day visitor. Greater focus on the local food producers and telling their story, highlighting seasonality can create a reason to travel. Also food & drink courses score high in all research.

Behind the scenes VisitEngland research highlighted that gaining a ‘behind the scenes’ experience was the no.1 activity for international visitors. But this isn’t the blue badge house tour – it has to offer an element of exclusivity.

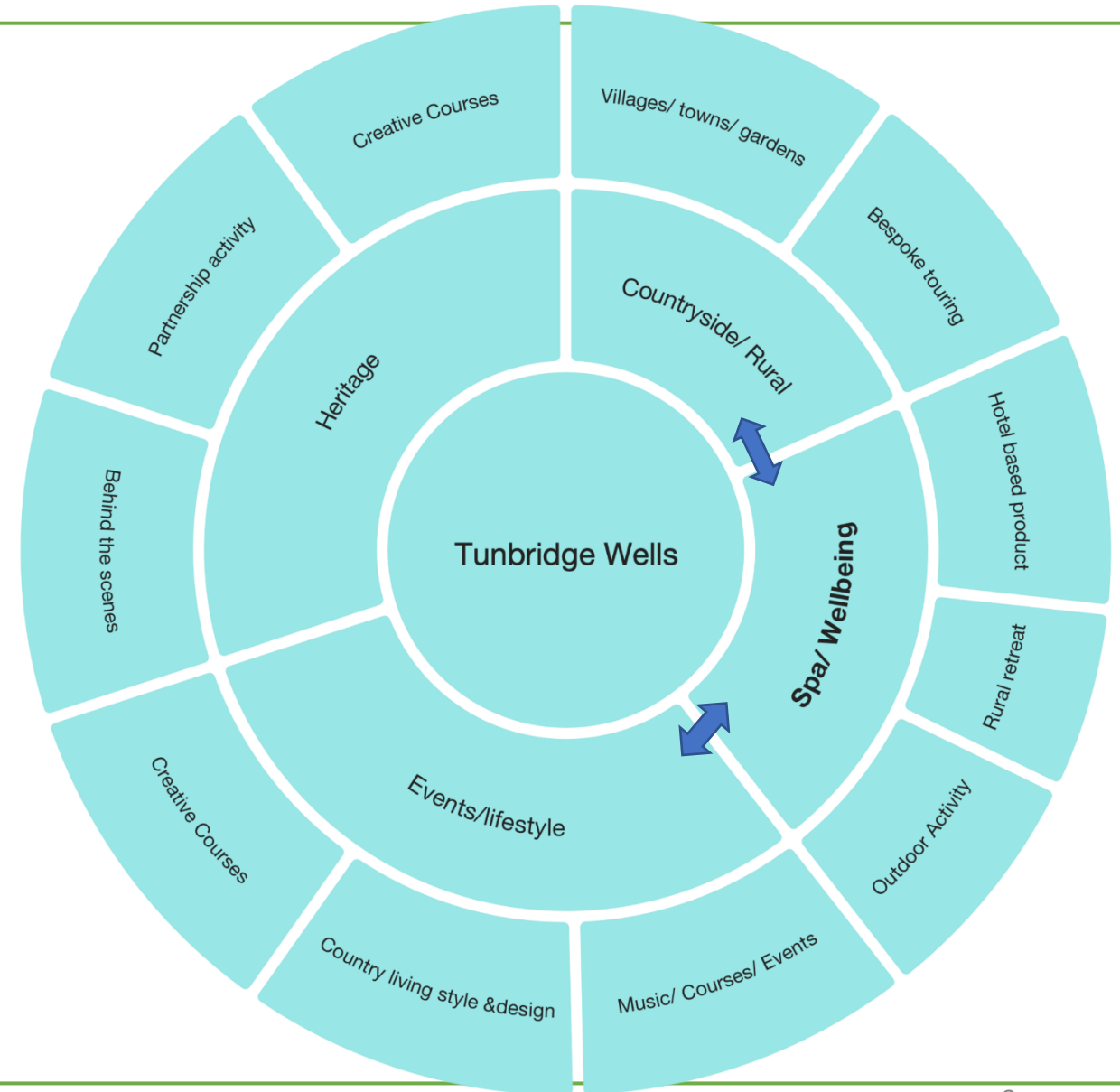
Greenfingers– Who better to learn from than the experts, in an environment that is surrounded by authenticity. Head gardener courses are an activity delivered by the NT predominantly Jan – Mar when the properties are closed.

Concierge travel– There is such a desire to get off the beaten track that more and more visitors are turning away from large group travel. Consumers are opting for small or family bubble groups creating greater flexibility around tour content.

Lifestyle Travel– This is the next step on from the country living day trip event – to learn a new skill and gain an insight to new areas of lifestyle and design. -



Strengthened and enhanced via a sustainable commitment



MANY OF THESE PRODUCT AREAS ARE INTERLINKED



Tunbridge Wells Product Priority – Opportunities & Gaps

	Primary Themes	Gaps analysis for selected themes
Tunbridge Wells	Wellbeing	<p>Improving personal wellbeing is something we are all seeking, but often find hard to find. The default product offer is often a spa and wellness day/ short-break.</p> <p>Although Tunbridge Wells can offer this product, expanding to include learning in situ experiences offers greater potential.</p> <p>Having the historically recognised spa town of Royal Tunbridge Wells at the heart of the Borough, gives any product proposition based around a spa and wellbeing a level of authenticity.</p> <p>There is a quality spa offer with hotels like The Spa Hotel and centres such as Knowles near Goudhurst however, the Borough does lack a signature spa facility such as the Thermae Spa in Bath. In-order to use this theme and incorporate the spa treatment already on offer, focusing the Tunbridge Wells offer around wellbeing would be a much stronger proposition. Additional product that contributes towards the wellbeing offer are meditation and yoga retreats, alternative therapies, life coaching ,herbalist workshops, education and activities.</p> <p>At present some of the gardens and heritage attractions offer niche gardening courses, these are often targeted at the seasoned gardener. No one really caters for the new gardeners, who are poised to be the next generation of garden lovers/ garden visitors?</p> <p>There is a huge gap in the market, which the independently owned houses could capitalise on to generate income and visitors to the local area out of main season.</p> <p>Accessing rural based activities can however be a challenge and often is to the overseas visitor. This is where transportation companies and small tour operators can offer the links and access to the county's hidden treasures, taking the stress away from the customer by acting as a mobile concierge. At present issues over accessing this type of product from Oct – Mar will hinder product development.</p>



Wellbeing



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NEXT STEPS AND FURTHER OPPORTUNITIES



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EXPERIENCE DEVELOPMENT PROGRAMME

Develop an all-year round product offer that will not only help your business to grow but also help your business become more resilient to future challenges.



THE PROJECT PERKS

- 1 1:1 Specialist Consultation**
Specialist consultancy to support the development of a business plan for the launch of your new product
- 2 Product Testing**
Market testing of your concept with consumers and travel trade, and feed back to further develop your product
- 3 Content Development**
New photography for your product and inclusion in inspirational content
- 4 Consumer marketing**
Inclusion in targeted off-season consumer campaigns to market your product
- 5 B2B distribution**
Distribution of your product to the travel trade through our established B2B connections and networks

The total estimated value of what you receive is £6,000



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APPLICATIONS

125 places available on the programme

70 + applications received in the first round

Deadline to apply 8th January 2021

Collaborative / joint applications encouraged



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