Introduction to Experiential Tourism
www.chilternsaonb.org

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Restoring Landscapes and Biodiversity after Rail Electrification

MEND the GAP

Railway Action Group
VISION
The outstanding landscape that links the Chilterns and the North Wessex Downs will be enhanced and enriched for wildlife, residents and visitors, helping to heal and soften the scars left by electrification of the Great Western main line.

www.mendthegap.uk

Joanna Watson, MtG Programme Manager
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AUTHENTIC EXPERIENCES
INTRODUCTION TO EXPERIENTIAL TOURISM
EXPERIENTIAL TOURISM

Experiential tourism provides a brand new layer of opportunities well beyond the traditional tourism landscape of products based on goods or services.

EXPERIENCE

An experience actively involves visitors to partake, where they will create lasting memories and have the opportunity to engage with local stories, culture and to connect with the essence of a place and its people.
"A TOURISM PRODUCT IS WHAT YOU BUY; A TOURISM EXPERIENCE IS WHAT YOU REMEMBER"

Canadian Tourism Commission

“Baking bread in one of the oldest ovens in England is a memory I will never forget!”

‘Behind the Scenes of a Stately Home’ experience at Haddon Hall in the Peak District National Park

© National Park Experiences
The four components of an experience

Experiential tourism provides a brand new layer of opportunities well beyond the traditional tourism landscape of products based on goods or services.

An experience actively involves visitors to partake, where they will create lasting memories and have the opportunity to engage with local stories, culture and to connect with the essence of a place and its people.
There are plenty of opportunities beyond delivering traditional tourism products based on goods and services.

The Canadian Tourism Commission refers to this as ‘The Progression of Economic Value’.

This diagram illustrates the process of moving from offering individual commodities, products and services to delivering compelling and engaging experiences.

**EXPERIENCES = GREATER ECONOMIC VALUE**

**Source:** Nancy Arsenault, Caleh Davar and Todd Lucier (2011)
What's the difference to a tour?

AUTHENTIC EXPERIENCES

What's the difference to a tour?

PEOPLE, PLACE & PARTICIPATION
5 STEPS TO CREATE A MEMORABLE EXPERIENCE
ONE
Tell a story

WHAT MAKES A GOOD EXPERIENCE
Include everything

WHAT MAKES A GOOD EXPERIENCE
THREE
The unexpected

WHAT MAKES A GOOD EXPERIENCE
The expected
Keep it simple & flexible

WHAT MAKES A GOOD EXPERIENCE
CASE STUDY EXAMPLES
Enjoy a guided walk through the beautiful Northumberland countryside exploring wild foods, including the culinary delights and medicinal wonders that have been used for generations. Be amazed by the splendid array of edible flora, fauna and fungi offered by the local landscape. Return with your foraged foods and prepare a seasonal lunch, rich with local history and a proud sense of discovery.

✓ Expert-led 2-hour guided walk through the stunning landscape of Northumberland National Park
✓ Forage for wild foods and learn about their medicinal properties
✓ Enjoy a lunch made from the wild foods you forage

3 hours | £60 per person
Go on an inspiring journey, sample incredible organic local produce and learn how to grow your own, all-year-round. Over the day, you’ll discover how our Rebel Farmers ditched their frantic city lives to start a farm from scratch in Kent, discovering the diverse array of produce that can be grown while encouraging biodiversity.

✓ Work on the farm harvesting vegetables or sowing seeds
✓ Tuck into a freshly prepared lunch featuring seasonal, locally-grown produce, both from the plot and from some of Kent’s best producers and makers
✓ Leave inspired by the possibilities of growing your own with a gift to remember the day.

3 hours | £35 per person
HILLS, HOPS AND HAMPERS

Walk in the steps of our ancestors exploring Black Down, the highest point and a hidden heathland treasure within the National Park. With an experienced local guide leading the way, discover the fascinating history and geology of the area while listening to the birdsong. Enjoy stunning views of patchwork fields, rolling hills and ancient woodland. Savour a delicious luxury picnic full of scrumptious local produce at one of the best viewpoints. Complete the experience with a visit to an award-winning independent microbrewery for a fun guided tour and ale tasting session.

✓ Local expert-led guided walk with stunning views of the local landscape – bring your camera!
✓ Reconnect with nature whilst enjoying a locally sourced picnic
✓ Craft ale brewery tour in 18th Century building

4 hours | Cost per person £65
Your guide will take you on a beautiful, scenic route around the area. Wildlife that may be seen is very varied and could include: Kingfishers, wagtails, cormorants, warblers, common terns, swans, geese, goldcrests, firecrests, chaffinches, bullfinches, pheasants, partridge, various tits, as well as deer, foxes. With 5 star reviews across the board, you won’t be disappointed with your wildlife adventure in the Chilterns!

✓ Climb the hill to the top of the beautiful Harts Lock Nature Reserve for an unmissable panorama
✓ Watch the variety of Birds of Prey soar and call overhead; Red Kites, Buzzards, Kestrels... and more
✓ Walk along part of the Thames Path with eyes and ears open for the resident Kingfishers

3 hours | £49 per person
Ignite your creativity with a guided walk in the Breamish Valley in Northumberland National Park, followed by a creative art session with a professional local artist. Let the landscape’s prehistoric features, vast skies, wonderful views and plentiful wildlife inspire you to create an everlasting memory of your experience. Enjoy a delicious lunch made with ingredients from local Northumberland producers, courtesy Ingram Café.

✓ Guided walk through remarkable prehistoric landscape
✓ Walk with a professional guide and work with a professional artist
✓ Create your own artwork to remember the experience

4 hours | £140 per person
Discover a world of adventure onboard our special Ingram Valley Farm Safari Traxter off-road vehicles and travel back through time on this epic journey. Your immersion into the past 12,000 years starts here where the glaciers of the last ice age melted away to reveal a beautiful tundra landscape with deer and wild cattle. In recent times red deer have been re-introduced to the farm and the cattle once again graze the hilltops. Immerse yourself into 6,000 years of farming history as we take you chapter by chapter through myth, legend and the history of England’s largest scheduled ancient monument at Ingram Valley Farm.

✓ Locally sourced lunch in local cafe
✓ Welcome aboard the Ingram Valley Farm Safari Traxter to discover what has shaped this beautiful valley for over a millennia and beyond

3 hours | from £75 per person
Meet an Experience Maker

Patrick Norris,
Footsteps in Northumberland

Established in 2011, Footsteps have led hundreds of experiences and guided walks and led thousands of people around Northumberland, exploring and discovering its many delights, its history, wildlife and sheer beauty across the 12 months of the year.
Experiential Tourism Trends

The building blocks of how visitors would like to feel on their next holiday in the UK

- Escape their town or city
- Learn something new
- Reconnect with nature and outdoors
- Improve their wellbeing
- Feel refreshed
- Go off the beaten track
- Immerse themselves in culture
- Share with friends and family
- Explore freely
- Support local businesses

Source: Unmissable England 2021
## Costs vs. Profits

Create yourself a list of costs, this will help to inform you of what you will need to charge guests.

Don’t be afraid to negotiate with local businesses on your costs.

Include all marketing and distribution costs.

### Costs

<table>
<thead>
<tr>
<th>Time/Cost</th>
<th>Per person</th>
<th>Per group of 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your time &amp; staffing resource in admin prior to experience: (e.g. enquiries and bookings, scheduling dates on OTAs etc)</td>
<td>£10</td>
<td>£10</td>
</tr>
<tr>
<td>7 hours</td>
<td>£70</td>
<td>£70</td>
</tr>
<tr>
<td>Booking system fees, when making booking through distributor</td>
<td>2.5% (£3)</td>
<td>2.5% (£12)</td>
</tr>
<tr>
<td>Commission to OTAs or trade (marketing budget)</td>
<td>20% (£24)</td>
<td>20% (£96)</td>
</tr>
<tr>
<td>Pay entry to venues</td>
<td>50p (£2)</td>
<td></td>
</tr>
<tr>
<td>Equipment hire</td>
<td>£4</td>
<td>£16</td>
</tr>
<tr>
<td>Refreshments and meals</td>
<td>£7</td>
<td>£28</td>
</tr>
<tr>
<td>Local marketing</td>
<td>10p (£0.40)</td>
<td></td>
</tr>
<tr>
<td>Transportation</td>
<td>10p (£0.40)</td>
<td></td>
</tr>
<tr>
<td>Insurances and licensing</td>
<td>5p (£0.20)</td>
<td>20p (£1.00)</td>
</tr>
</tbody>
</table>

### Totals

- Sale: £120
- Costs: £118.75
- Profit*: £1.25 (£118.75 - £117.50)

*It’s good practice to count your time as a cost, especially if you’re a business providing the experience. If you’re an individual you might simply use this as a part of your profit line.
Routes to market and distribution
Bookability

Influence of experience holiday destinations in Britain

Chose destination first and then found experience

- Domestic market: 41%
- Inbound market: 50%

Chose the destination because of the experience

- Domestic market: 37%
- Inbound market: 33%

Chose the experience first and then found the destination

- Domestic market: 22%
- Inbound market: 17%

65% of the domestic market book an experience before leaving home.

Source: VisitBritain Experience travel research 2019
Online Travel Agents (OTAs)
Tourism Distribution Landscape

Key:
- OTA
- Booking System
- Distribution Platform
- DMO
- Direct Web Sales

Onboarding your experience

Experience Provider

Unmissable England

Direct to OTAs

Booking Systems

Expedia

TripAdvisor

Viator

Get Your Guide

Direct Web Sales

TXGB

Expedia

TripAdvisor

Viator

DMO

Direct Web Sales

Direct Web Sales

Customers
CHECK LIST

- Insurance, licences, food hygiene certificates
- Read OTA’s/ distributor’s T&Cs before accepting
- Think about your markets & how visitors will book
- Have a pricing plan that includes service fees
- Have availability
NEXT STEPS

Continue to form your story

Plan and cost out your experience

Register for the Experience Maker Workshop on Thursday 20 January at 1pm
QUESTIONS