



## **COOL TOURISM INTERREG PROJECT LEAD PARTNER – ADRT TOURISME**

### **Strategic Objectives**

- 1. To research the rural tourism sector and develop diversification opportunities which will help to maintain the biodiversity and heritage in the partners' areas and develop an understanding of the destination – the place and the people*
- 2. To engage with the business community and to provide support to new and existing networks, developing tools to encourage new businesses to invest and to operate easily.*
- 3. To explore the issues around providing an accessible and easy to use solution for businesses, local communities, professionals and visitors.*
- 4. To modernise and promote a more cohesive way of “packaging” the rural local economy, bringing in a variety of offers from local businesses and other attractions*

### **Project Summary**

**There are four activities which encompass a series of sub actions listed below.**

## ***Activity 1 – Research and Development***

This activity will focus on getting a better knowledge of the rural tourism products, the opportunities, the visitors' motivations and their needs as well as the economic impact of tourism in the rural areas.

### **1.1 – Research**

Norfolk will lead this activity. The following studies will be undertaken to understand

- The rural tourism offer (Quantitative and qualitative information)
- The existing professional tourism networks in each area
- The Visitor's motivations and their needs

Norfolk will lead the above research and will appoint a consultant on behalf of the partnership to set up a common framework and coordinate the research. Each partner will appoint a local consultant and work together in a coordinated and consistent approach. A common methodology will be developed for the COOL toolkit with an online system for recording the best practice and examples of opportunities for businesses

### **1.2- Economic Impact study**

Visit Kent will lead this activity and work with Essex, Norfolk and Somerset (Exmoor) to investigate economic impact and segmentation models which could be used across the partners regions.

They will share their experience with the other partners who will be associated with each stage of the work. French partners will be acting as observers in this particular activity and will learn from the UK partners.

### **Activity 1 deliverables**

- A common framework for the delivery of the toolkit
- One study per region
- An abstract document for each study
- A joint document with comparative results of the partners
- Economic impact studies

## ***Activity 2 – Business Development***

The focus of this activity will be on the engagement with the business community and to provide support on quality and tourism training to new and existing networks in order to encourage cross selling. From the result of the research in activity 1, the partners will agree on the pilot areas where they will concentrate their efforts.

### **Action 2 Deliverables**

- Minimum of two pilots area per region
- Minimum of two networks per region (creation or development)
- One familiarisation trip per region
- Presence of the networks at the partners' forum (one per year)
- Two business exchanges per year (one on the French side and one on the English side)

- One training program per region targeting up to 50 businesses
- Tools to recruit new businesses (website, brochures...)
- Tools to promote networks (website, brochures, press trip, exhibitions...)

### **ACTIVITY 3 – Development of ICT tools**

This activity will explore the issues around providing an accessible and easy to use solution for businesses, local communities, professionals and visitors. It will identify the right equipment and application for specific situations. It will help to develop intuitive products which are a pleasure to use. The sub activities are:

- Audit on the digital divide and high speed internet connection access and the needs of the businesses located in the Transmanche rural area
- Innovative communication tools for better engagement with businesses and for providing a better access to information to the visitors.
- Development of a common methodology to understand the testing and selection of these ICT tools
- Testing the ICT tools with various users (visitors, businesses, ..)
- ICT business training

#### **Activity 3 deliverables**

- One ICT report per region
- Workshops focused on the use of ICT and partners' experience sharing
- One users' feedback report and their experiences using the ICT tools
- Guides for "dummies" to help businesses to use the ICT tools
- ICT tools training for 50 businesses per area
- Online ICT tools such as online booking, QR codes, Smartphone applications and others as appropriate

### **ACTIVITY 4: Marketing and Promotion**

The focus of this activity will be to modernise and promote a more cohesive way of "packaging" the rural / local economy, bringing in a variety of offers from local businesses and other attractions so a visitor can view the offerings of the area in a more holistic way. This will encourage people to stay longer thereby supporting the local economy and enhancing of the distinctive landscape. The marketing activities will be achieved by:

#### **4.1 Developing promotional tools**

One of the major challenges of the partners in the rural area is the high cost of the communication channels. Part of the partners' role in this project is to support the businesses either by providing support an advice or by the setup of new and innovative promotional tools.

## **4.2 Marketing Campaign**

Marketing campaigns will be developed jointly using themed packages identified from the research in activity 1. The campaign will cover the Transmanche region and the triangle Paris/London/Brussels

### **Action 4 deliverables**

- The development of a photo and video library for each region
- Various new cross border rural packages
- The creation of one common and one regional press pack
- One graphic charter dedicated to the rural tourism for each region
- The creation of websites and/or apps and / or brochures for identified target markets
- Marketing campaigns - press and PR, exhibitions, marketing activities, media etc...

### ***COOL Project Steering Group***

- ADRT Tourisme – LP
- KCC (538,782.00 €)
- Visit Kent (610,162.00 €)
- Norfolk County Council
- Somerset County Council
- West Somerset Council
- Sedgemoor District Council
- Exmoor National Park
- Visit Essex
- La Somme
- Gite de France

***Total budget including ERDF 3.7m €***