

# LEARNING TO ADAPT

## AND DIVERSIFY YOUR PRODUCT

### THE SESSION

This webinar is dedicated to helping businesses tilt their product offering for a Post COVID-19 world.

Reverting to the DTTT's five phase recovery model, we will explore what the the new normal will look like, where future customers will come from, their needs and motivations. Some businesses will need to tilt a little, whilst others will need to completely redesign, in order to be relevant as we come out of lockdown.

### AGENDA

Welcome from Visit Kent Chief Executive Deirdre Wells **15 mins**

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#### Collaborative Learning Session

**75 mins**

- Looking at 5 Phases of Recovery
  - Dipping into data, forecasts and projections
  - Making the shift for the new normal in tourism
    - Why purpose will define the next chapter for business
    - How to redesign your product, experiences and services
    - Diversifying product to reflect the new visitor needs
    - Tilting towards sustainable business post-recovery
  - Creative exploration of new product strategies
- 

#### Business Ideation Session

**30 mins**

Ideation session with businesses about the strategic tilt they are considering in their business. We will discuss their concerns, individual projections and thoughts on new models to test and where synergies might exist between businesses.

# Today's Facilitators



**Nick Hall,**  
Founder & CEO



**Romy Cywie**  
Operations Director

# LEARNING TO ADAPT

## AND DIVERSIFY YOUR PRODUCT



[bit.ly/kent-covid](https://bit.ly/kent-covid)

REMOTE  
DESIGN  
REBUILD

### IDEATING

10 minutes

Write your ideas to solve your key challenge



REMOTE  
DESIGN  
REBUILD

### Developing Themed Recovery Experience Sets

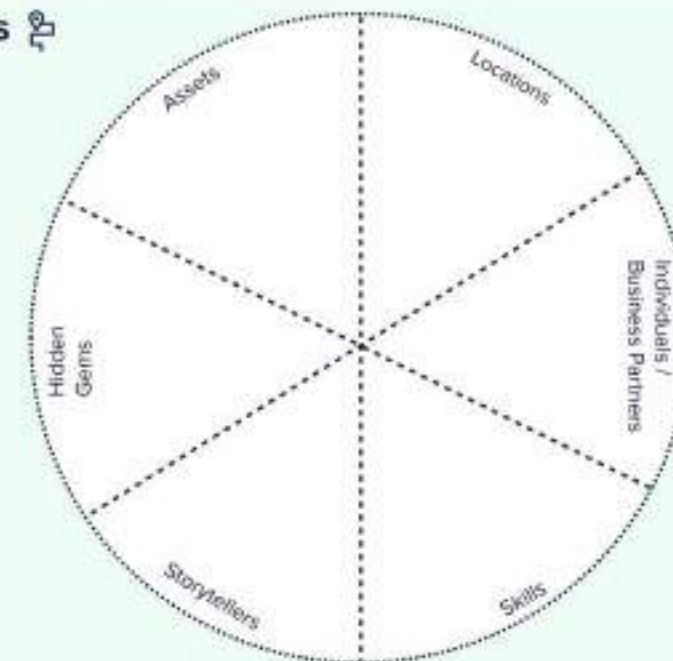
20 minutes

THEMES: 🧠	VALUES: ✨	TOP 3 USPs: 🏆	STORIES: 📖
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EMPATHY DRIVERS 🧠

Excitement	Empowerment	Cleanliness
○	○	○
○	○	○

KNOW YOUR BUSINESS 🧠



EXPERIENCE PLANNING

1. Location	2. Engagement	3. Learning	4. Experience
5. Delivery	6. Uniqueness	7. Surprise	8. Souvenir
9. Sustainability	10. Time	11. Transportation	12. Permission

PARTNERSHIPS  
EXPERIENCE PAIRING

PARTNERSHIPS/ COLLABORATION

COACHING / TESTING

AFFORDABILITY & POSITIONING

AFFORDABILITY

POSITIONING



# 5 PHASES OF TOURISM RECOVERY

Here at the DTTT we've mapped out five phases for tourism recovery, which every tourism business in the Digital Skills Academy is invited to develop their own strategic response for.

**COVID-19  
TOURISM  
RESPONSE**

<b>1</b> <b>Remote Travel</b>	<b>2</b> <b>Hyper Local</b>	<b>3</b> <b>Stay- cation</b>	<b>4</b> <b>Travel Closer to Home</b>	<b>5</b> <b>A New Normal</b>
<b>PHASE 1</b>  This is focused on 'Dream Now, Visit Later' and innovative digital solutions.	<b>PHASE 2</b>  Supporting the Hyper-Local visitor with 'Discover your Neighbourhood'	<b>PHASE 3</b>  The Healing power of staycations and tilting to domestic.	<b>PHASE 4</b>  Gradually restarting travel with neighbouring destinations.	<b>PHASE 5</b>  This is focused on the 'New Normal' with a gradual restart of global travel.

# 1

## Remote Travel

Remote Experiences,  
Remote Dreaming

The first stage in **rebuilding the link with your customers** whilst everything is still closed. Whilst some will have already passed this stage, others will be entering it and it's likely that future lockdowns will re-emerge.

How can we make that connection between dreaming and taking action now that people are online more than ever?



# 1

## Remote Travel

Remote Experiences,  
Remote Dreaming

REMOTE TOUR  
LIVESTREAMS

EXPERIENCE PREVIEWS

EXPERIENCES  
FROM HOME

DREAM NOW TRAVEL  
LATER CAMPAIGNS

DREAM NOW  
TRAVEL LATER





# 2 Hyper-Local

## Discover your Neighbourhood

As the first signs of relaxing the rules start to show, we have to ensure that we act responsibly. It is important that our activity is not part of spreading the disease.

This leads us to the hyper-local strategy. This is also a great strategy to restart activities.

What better than ensuring locals appreciate what they have and become the ambassadors you always wanted them to be?



# 2 Hyper-Local

Discover your  
Neighbourhood

THEMED LOCAL-HOOD  
DISCOVERY TRAILS

RESPONSIBLE SPACE  
MANAGEMENT

VISIT, EXPERIENCE AND  
BUY LOCAL

HYPER-LOCAL  
DISCOVERY PASSES

INNOVATION IN  
PRODUCT PAIRINGS

SUMMER PICNIC  
BASKETS & HAMPERS

INNOVATE AROUND  
RESTRICTED ACTIVITIES

PODCASTS & AUDIO  
TOURS





# 3 Staycation

## The Healing Power of Staycations

In the third phase of opening up, the nearby regional and domestic markets will be the ones to lean on. This is the time for healing, whilst we are all adjusting to the new normal at home, can our destination create some escape?

It's widely agreed that staycations are widely understated, so how can we design the right strategy so that the staycation also becomes the vacation of choice later on? For many, this will require a different product adapted for a more familiar market.



# 3 Staycation

## The Healing Power of Staycations

INCORPORATE  
MINDFULNESS &  
EMPATHY

BECOME A SOCIAL  
ENTERPRISE

EXPERIENCES FOR  
'TRAVEL BUBBLES'

SOCIAL DISTANCE  
TRAVEL ITINERARIES

TRAVEL DRIVEN BY  
PURPOSE

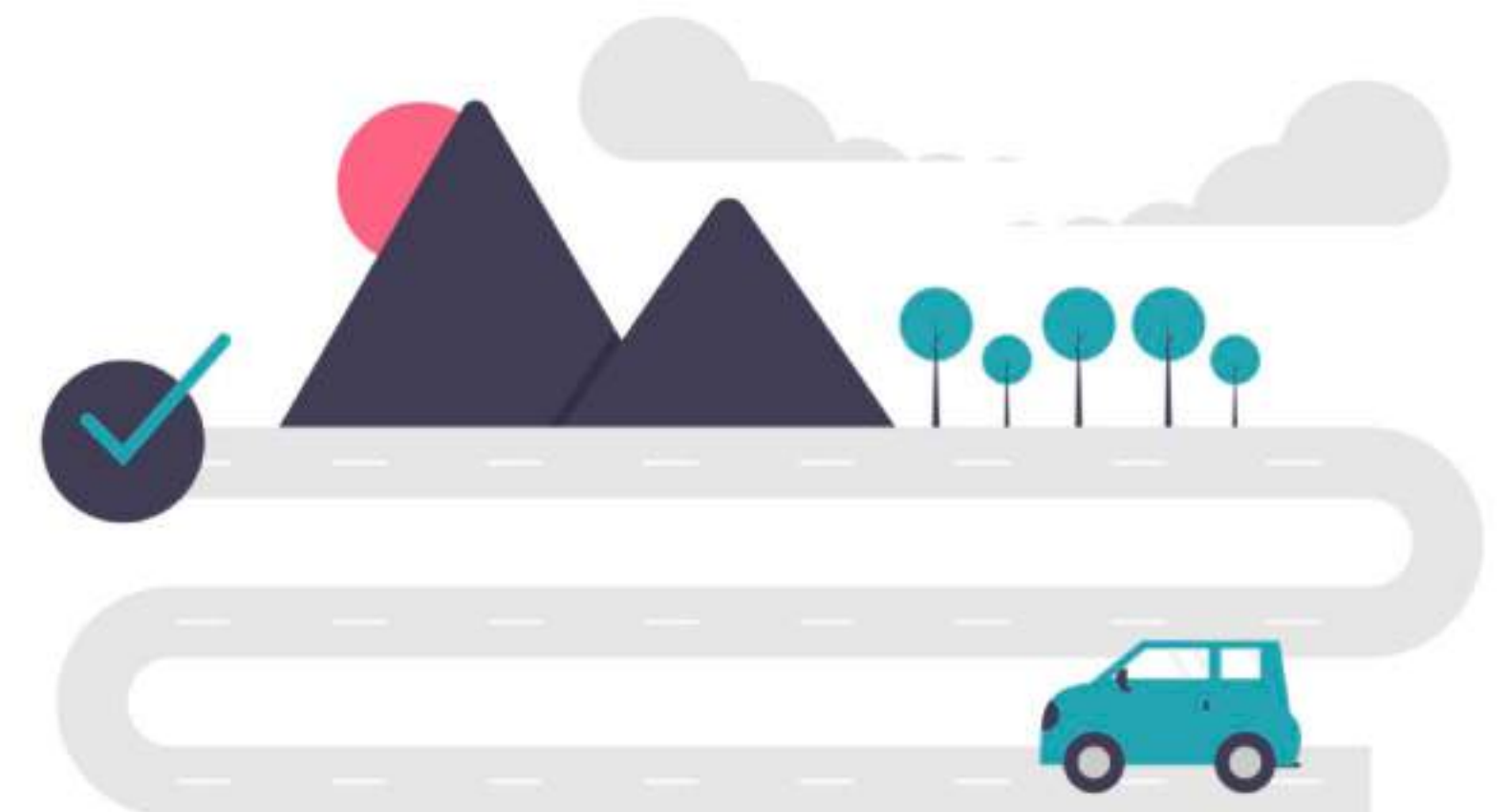


# 4 Closer to Home

## Travelling Again with Cautious Confidence

When will we be finally opening our borders and telling others to come visit again? Nobody really knows, but when the time is right, we should be ready for that.

This starts with welcoming our nearest neighbours, many of whom will have overlooked the beauty and amazement there is to offer. This is an opportunity to provide a different welcome, one that is more heartfelt, more rewarding and driven by purpose and values, not the transaction.





# 4 Closer to Home

## Travelling Again with Cautious Confidence

SAFETY-FIRST  
BUSINESS STRATEGY

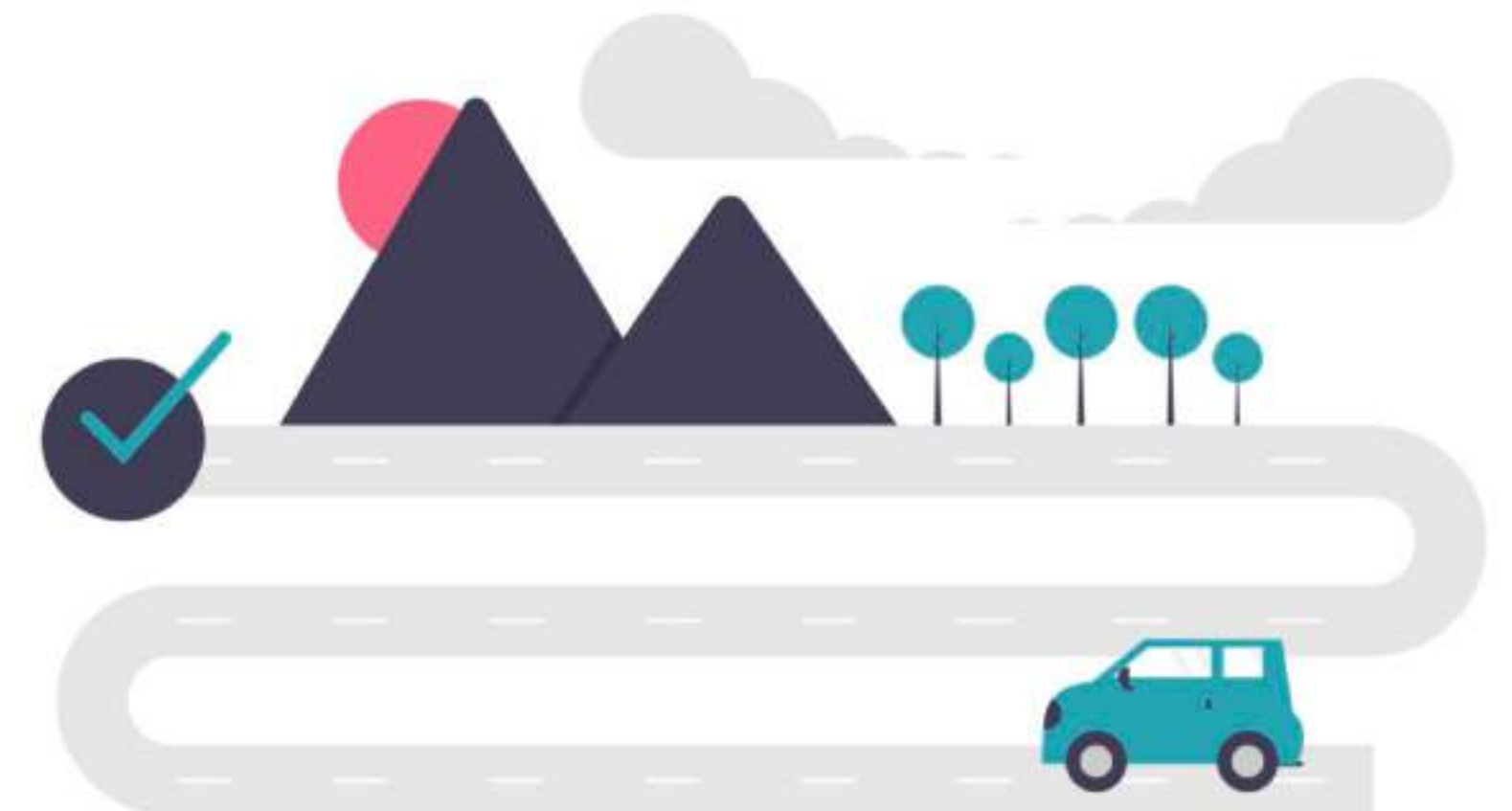
NO MEDIUM-TERM  
RETURN OF GROUP  
TRAVEL

STRENGTHENED  
NEIGHBOURING  
MARKETS

APPEAL TO FAMILY &  
FRIEND 'BUBBLES'

FOCUS ON THE ROAD-  
TRIPPER

CONFIDENCE DEPENDS  
ON NATIONAL POLICY



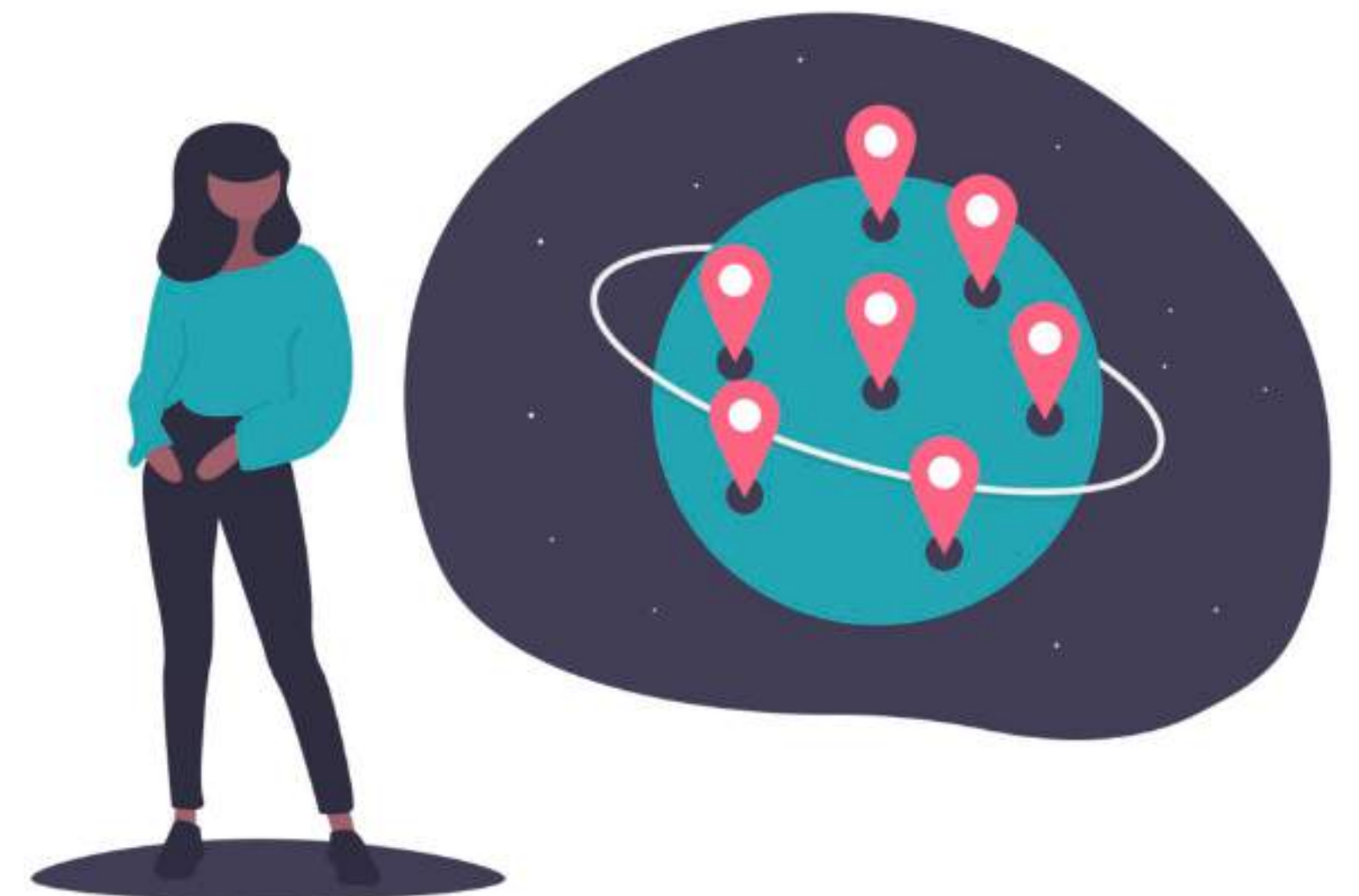
# 5

## New Normal

### Opening of Borders, Gradual Recovery

When will we be finally opening our borders and telling others to come visit again? Nobody really knows, but when the time is right, we should be ready for that.

This starts with welcoming our nearest neighbours, many of whom will have overlooked the beauty and amazement there is to offer. This is an opportunity to provide a different welcome, one that is more heartfelt, more rewarding and driven by purpose and values, not the transaction.



# 5

## New Normal

Opening of Borders,  
Gradual Recovery

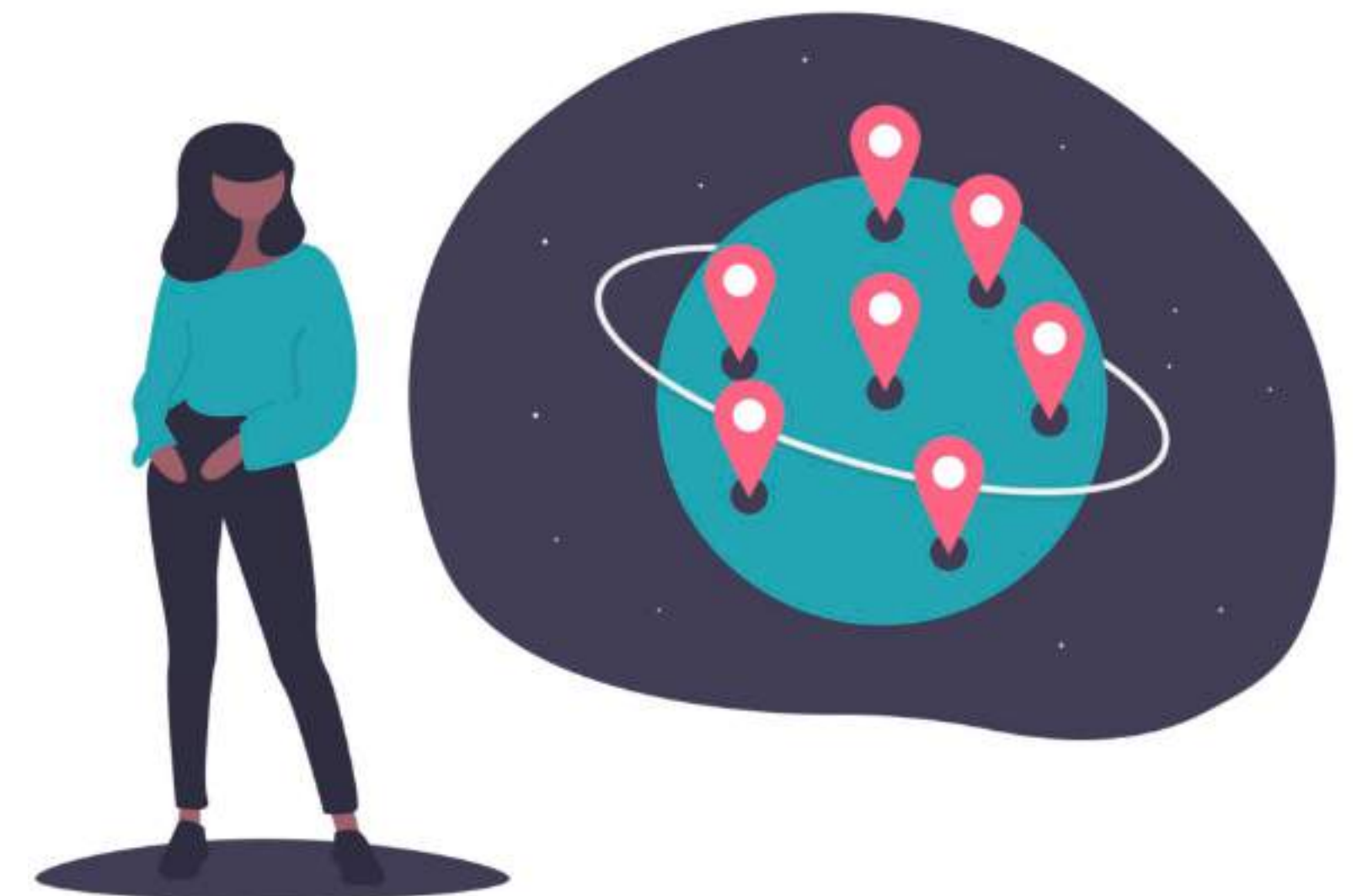
MEDIUM-TERM SLUMP  
IN DEMAND

DEMAND FOR 'ESCAPE'  
FROM URBAN LIFE

NATURE AND SPACE  
WILL BE A BIG DRAW

STRONG DEMAND FOR  
SUSTAINABLE CHOICES

THERE WILL BE NO  
RETURN TO 'NORMAL'

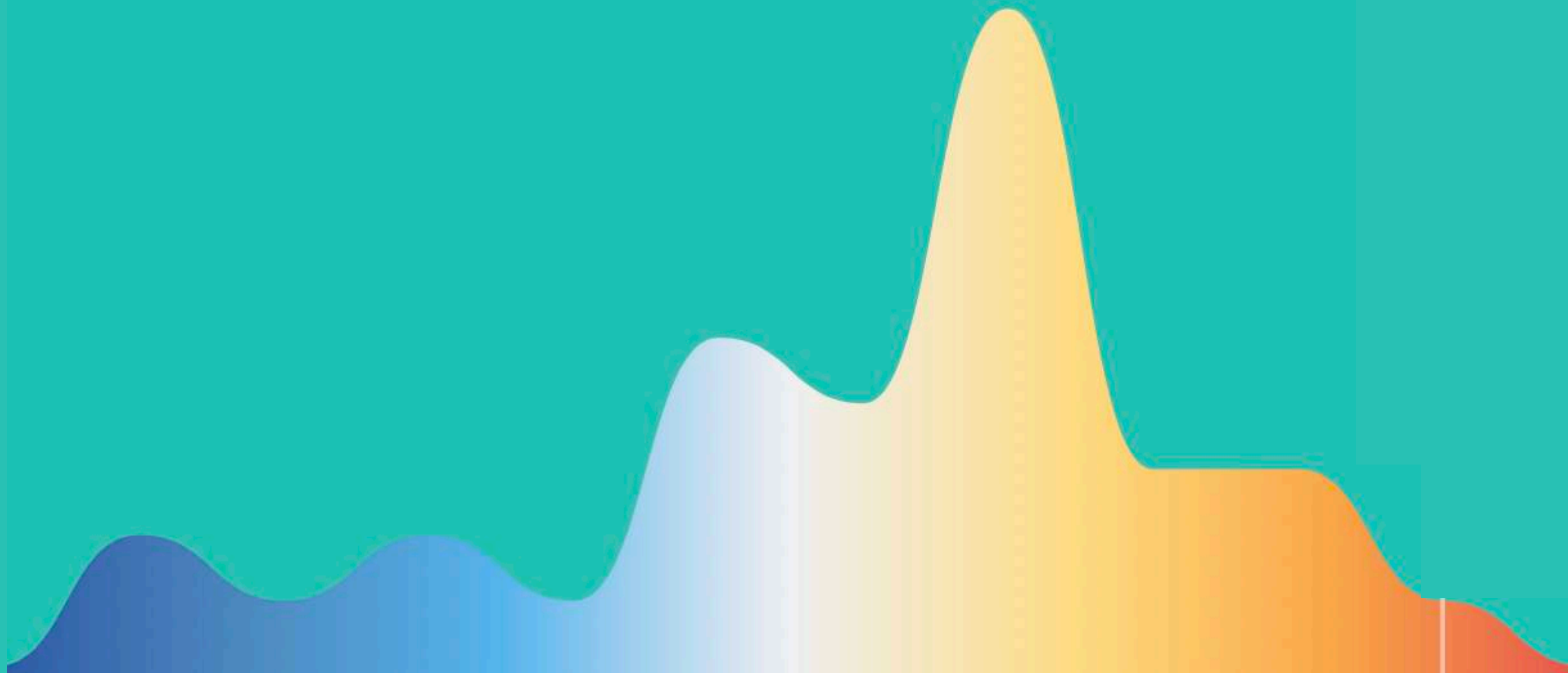




# FORECAST SNAPSHOT

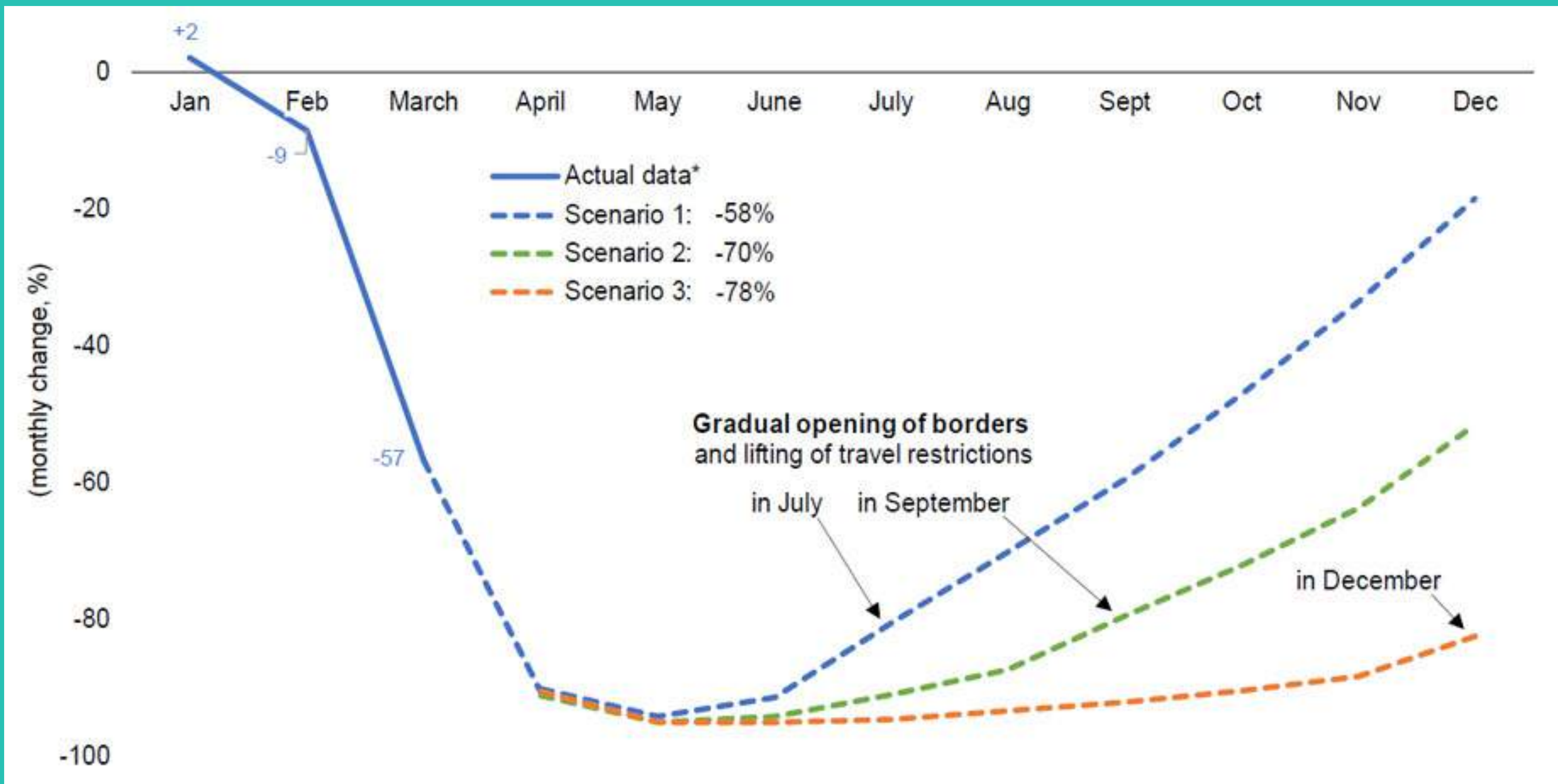
COVID-19  
TOURISM  
RESPONSE

**Do you agree with the early opening of tourism related activities in recovering destinations? Hot -> agree; Cold -> disagree**



Source: DTTT Tourism Impact Network

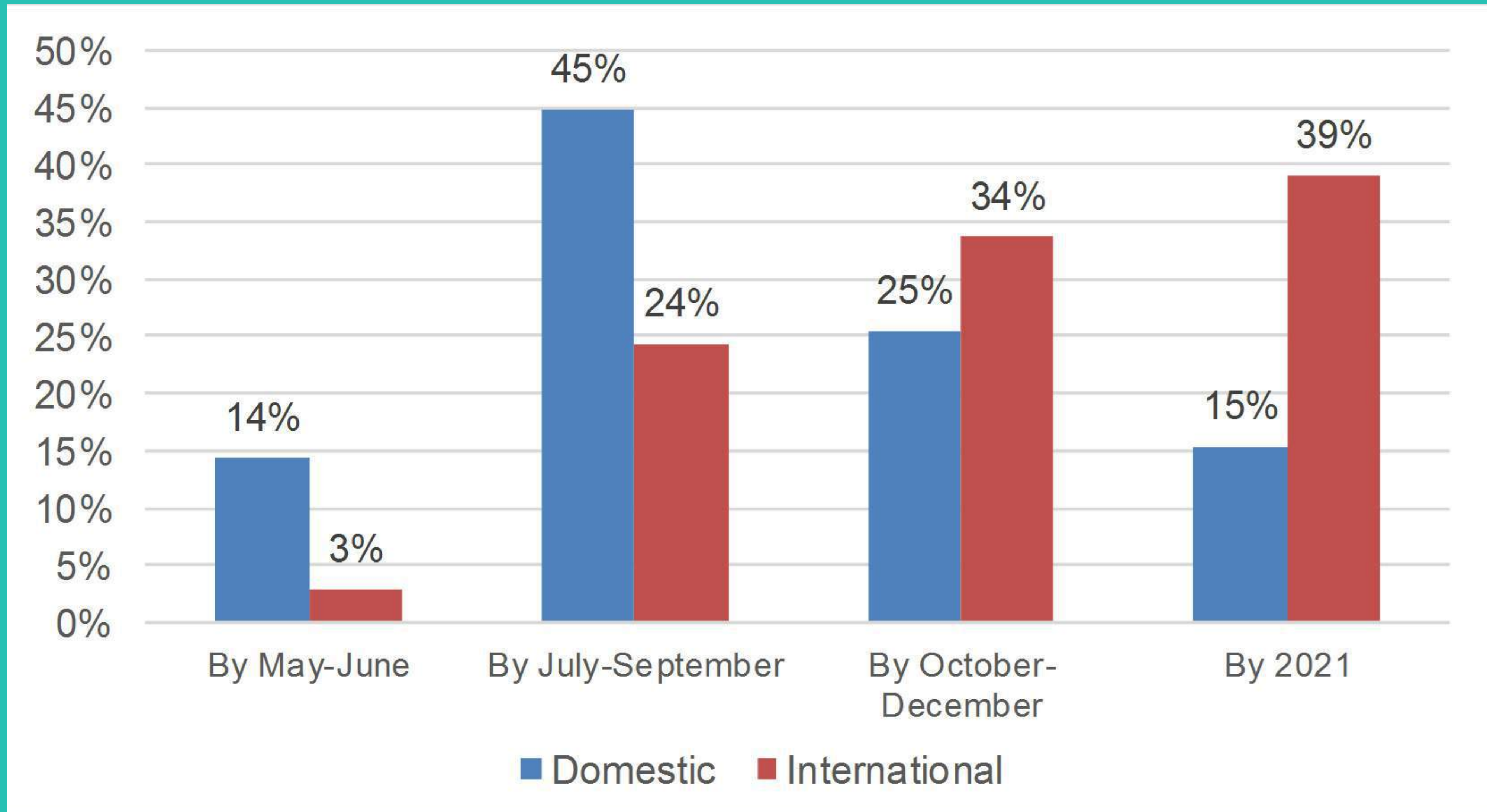
# International tourist arrivals in 2020: three scenarios (YoY monthly change, %)



Source: UNWTO Barometer

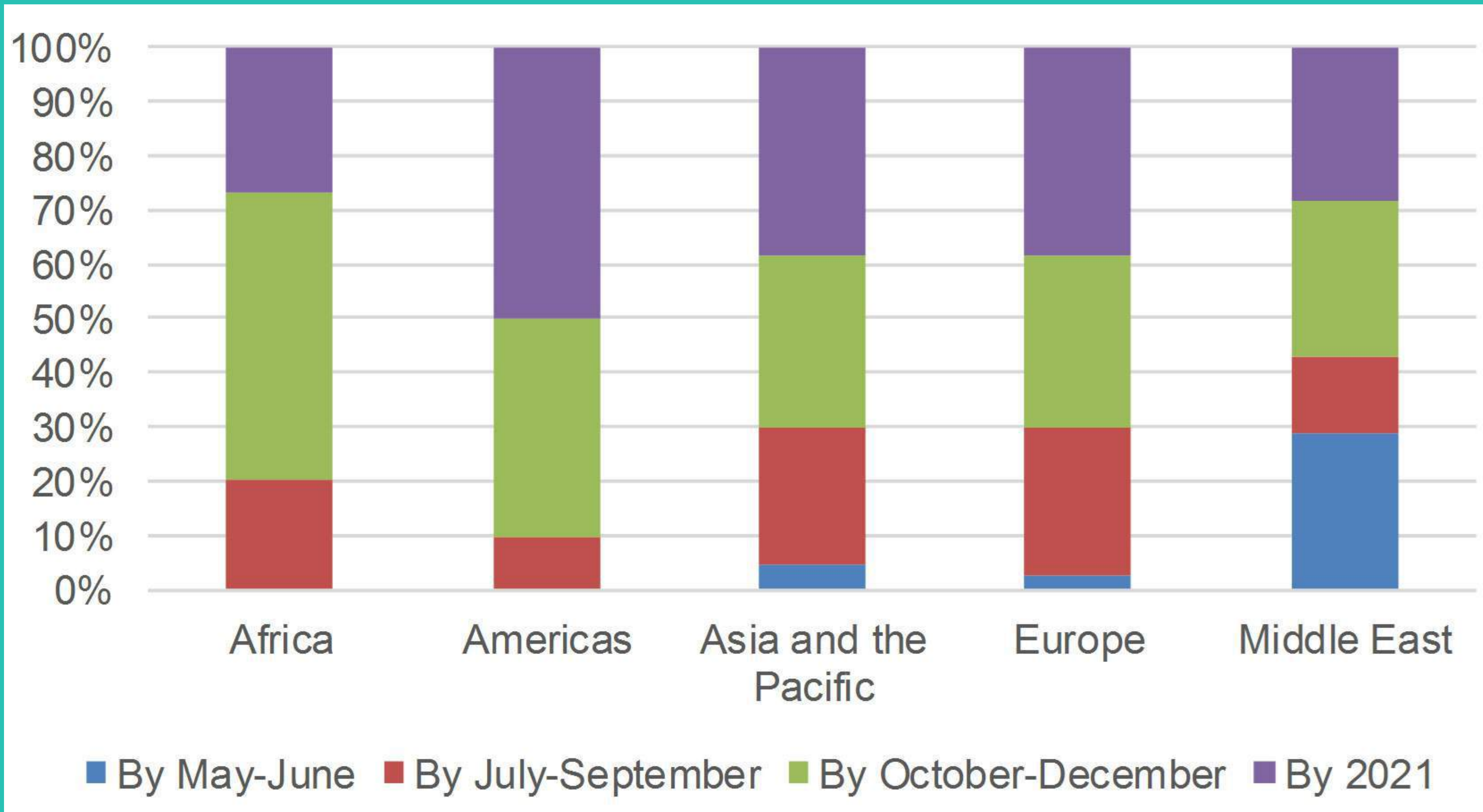


# When do you expect tourism demand in your destination will start to recover?



Source: UNWTO Barometer

# When do you expect international demand for your destination will start to recover?



Source: UNWTO Barometer

# BUSINESS REALITIES

COVID-19  
TOURISM  
RESPONSE



# GETTING STARTED FOR THE NEW NORMAL

## REASSURE

Provide confidence to visitors on safety.

## RETAIN

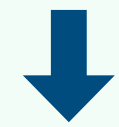
Keep visitors engaged, inspired and assured.

## REINVENT

Use innovation to meet your turnover gap.

# GETTING STARTED FOR THE NEW NORMAL

REASSURE



PRACTICAL  
CHANGES

RETAIN



COMMUNICATION  
CHANGES

REINVENT



BUSINESS MODEL  
CHANGES

# WHAT IS THE COST OF IMPLEMENTING SOCIAL DISTANCING IN YOUR BUSINESS?

Identify your 'turnover gap'

This is where we need to use innovation to make up the income shortfall.



# WHAT ARE YOUR CUSTOMERS NEEDS RIGHT NOW?

“My customers need \_\_\_\_\_ right now...”

REASSURE

MAKING OPERATIONAL CHANGES

COVID-19  
TOURISM  
RESPONSE



# Think Maximum Capacity

- ▶ Beaches
- ▶ Gardens
- ▶ Woodlands
- ▶ Parks
- ▶ AONB

- ▶ Entrance Stewards
- ▶ Monitoring & Dispersion
- ▶ Ticketed or Timed Entries
- ▶ Social Code of Conduct
- ▶ Use of Mobile Technology



# Provide Reassurance

- ▶ Hotels & Venues
  - ▶ B&Bs & Guesthouses
  - ▶ Restaurants, Pubs & Bars
  - ▶ Visitor Attractions
  - ▶ General Hospitality
- ▶ Intense disinfectant protocols
  - ▶ Social distancing measures
  - ▶ Reductions or change to service
  - ▶ Staff safety measures
  - ▶ Maximum visitor capacity audits



**RETAIN**

**CHANGE HOW YOUR  
COMMUNICATE**

**COVID-19  
TOURISM  
RESPONSE**



# Retain Visitors

## Destinations

- ▶ Dream now travel later for international market
- ▶ Champion stories of individual triumph
- ▶ Provide a destination-wide narrative
- ▶ Provide confidence with clear guidelines

## Businesses

- ▶ Create virtual experiences for visitors at home
- ▶ Share stories of the real people behind the scenes
- ▶ Build a come-back story around a sense or purpose
- ▶ Provide confidence with absolute transparency



REINVENT

DON'T CHANGE,  
INNOVATE

COVID-19  
TOURISM  
RESPONSE

# START WITH WHAT YOU CAN DO, NOT WHAT YOU CAN'T

"I am only able to offer \_\_\_\_\_ right now, but I  
can't offer \_\_\_\_\_ just yet, so here's what I'm going  
to do:

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# WHAT IS YOUR TRUE PASSION?

"I have a passion for \_\_\_\_\_, it is at the centre of the experience which I try to create for my customers."



# INSPIRATION

WHAT INSPIRATION CAN  
WE TAKE FROM OTHERS?









19 — 65

## Discover our range of Leggera dressings

Shake up your dishes with our range of lighter\* Leggera dressings. If you're looking for inspiration, here is a delicious salad recipe using our tasty Leggera Fat Free Vinaigrette:

### Feta and olive mixed salad

Serves 2

#### Ingredients:

- A drizzle of PizzaExpress Leggera Fat Free Vinaigrette
- 4 salad tomatoes
- 1 red onion
- ½ cucumber
- 8 olives
- ½ block of feta
- Black pepper, to season

1. Cut the salad tomatoes into quarters and put them in a bowl.
2. Finely slice red onion and olives, then dice the cucumber before adding to the tomatoes.
3. Drizzle with PizzaExpress Leggera Fat Free Vinaigrette.
4. Finish with the crumbled feta and black pepper and serve.

Enjoy!

Good times. Together

\*At least 30% less saturated fat than the PizzaExpress standard range of dressings.

# Homemade FAVOURITES

## Funghi di Bosco Pizza from a PizzaExpress Romana Margherita Speciale



19 — 65

Prep time: 10 mins

Cooking time: 8-10 mins Makes: 1 pizza

### Ingredients:

- 1 PizzaExpress Romana Margherita Speciale Pizza
- 2 thinly sliced portobello mushrooms
- 15gms shaved Gran Milano cheese (or Parmesan)
- 10ml garlic oil (or olive oil will do)
- Double pinch of black pepper
- Pinch of rosemary
- Pinch parsley

### Method:

1. Preheat your oven to 180°C
2. Open your PizzaExpress Romana Margherita Speciale pizza
3. Thinly slice 2 portobello mushrooms
4. Add the portobello mushrooms around the pizza in a spiral pattern all the way to the centre
5. Sprinkle with rosemary and black pepper
6. Drizzle with garlic oil
7. Cook in the oven for 8-10 minutes until golden brown
8. Top the hot pizza with shaved Gran Milano cheese
9. Top with chopped parsley

Serve. Eat. Enjoy.... and share with us @pizzaexpress.







Our restaurants may be closed, but you can still enjoy a taste of McDonald's for breakfast. Follow the steps below and rustle up your own version of the iconic Sausage and Egg McMuffin® at home\*.

### What you'll need...



#### English Muffin

Toast until golden brown.

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#### 75g Sausage meat

Season with a pinch of salt and pepper then shape into balls. Flatten into patty shapes and cook under a pre-heated grill for 6-7 minutes on each side (or as per instructions on packaging).

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#### 1 Egg

Brush the inside of a metal ring with a little oil and place in a small frying pan. Pour in just enough water to cover the base then bring to the boil. Crack the egg into the ring, cover the pan and cook for 2-3 minutes.

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#### 1 American Cheese Slice

Assemble your McMuffin® by layering the patty and egg on top of a slice of cheese... and enjoy!





● Live

## Pay it Forward for the future of London businesses

We are offering 100% free fundraising to help businesses to secure trade by pre-selling vouchers, goods and services.

[Start crowdfunding](#)



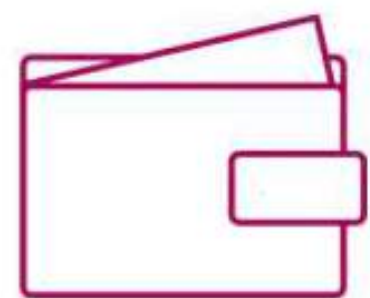
**1.** First things first, tell us the name of your business



**2.** What makes your business so special? Tell your story for your page



**3.** What can you pre-sell and deliver after the crisis? We call these rewards



**4.** Next add your payment details so that you can receive the money you need



**5.** Now spread the word. Rally your supporters behind your business



**6.** We're all in this together so share Pay it Forward with other businesses





Help Lizzy's On The Green Survive Covid-19 so we can re-open and enjoy the community of Newington Green together again.

**£16,819**

raised of £20,000 stretch target

**383**

supporters

84%

12 days left


[Support Us](#)

This project will only be funded if at least £10,000 is pledged by 23rd May 2020 at 12:30pm

Share





Featured 

**£30** or more

**Pay forward 10x NHS Coffees**  
Pay forward 10 coffees for any worker of the NHS to come and enjoy for FREE!

Select reward

**£5** or more 2 of 500 claimed

**Postcard & Coffee**  
Collect a Lizzy's On The Green Postcard with any Coffee

Select reward

**£10** or more 40 of 500 claimed

**Postcard, Coffee & Cake**  
Collect a Lizzy's On The Green Postcard with any Coffee and a slice of Cake!

Select reward

**£15** or more 15 of 15 claimed

**Totes Amaze Bag and a Coffee**  
Collect a Lizzy's On The Green Postcard, a Lizzy's On The Green 'Pineapple' Tote Bag and any Coffee!

Reward sold out

**£25** or more 10 of 10 claimed

**Totes Amaze Bag, a Tea Towel and a Coffee**  
Collect your Lizzy's On The Green 'Pineapple' Tote Bag, your Lizzy's In The Kitchen Tea Towel and any coffee

Reward sold out

**£30** or more 2 of 3 claimed

**5x Livestream classes with FOLD London**  
Collect you Lizzy's On The Green Postcard with any coffee plus the lovely people at Fold London bring you 5x Live stream classes

Select reward

**£30** or more 1 of 1 claimed

**1hr French conversation**  
Collect a Lizzy's On The Green Postcard with any Coffee and 1HR of French conversation with native Camille, to help you improve your fluency, to get more vocabulary, knowledge and understanding of the French, the French language and France.

Reward sold out

**£35** or more

**Postcard and 10 Coffees**  
Collect your Lizzy's Postcard and have 10 coffees back.

Select reward

**£35** or more

**10" Whole Cake and a coffee**  
Collect a Lizzy's On The Green Postcard, any Coffee and choose your 10" Whole Cake from our very own delicious recipes.

Select reward

**£40** or more 3 of 3 claimed

**1 Years Supply of CARDS by Bow & Arrow Press (x25)**  
Collect a Lizzy's On The Green Postcard with any Coffee plus 1 years supply of mixed celebration cards (25 cards) by the wonderful Holly our friend at Bow and Arrow Press. Holly designed our Logo, our Totes Amaze Bag and Tea Towel!!

Reward sold out

**£40** or more 26 of 60 claimed

**Ticket to the Survival Celebration Party!**  
Collect a Lizzy's On The Green Postcard with any Coffee plus 1x Ticket to the Survival Celebration Party! Live music, stand up, nibbles and FREE BOOZE! We can't wait to paaartay!

Select reward

**£60** or more 1 of 2 claimed

**1hr Zoom Chat with Jayde Adams & Pudding**  
Collect a Lizzy's On The Green Postcard with any Coffee plus friend of the cafe and television's hilarious Jayde Adams will titilate you and your household alongside her "Pudding" for an hour on Zoom! You lucky ducks!

Select reward

**£50** or more 5 of 5 claimed

**Zawe Ashton signed "Character Breakdown"**  
Collect a Lizzy's On The Green Postcard with any Coffee plus your signed edition of local legend Zawe Ashton's book "Character Breakdown" and a Tote Bag gifted by her!

Reward sold out

**£60** or more

**Pay forward 20x NHS Coffees**  
Collect a Lizzy's On The Green Postcard with any Coffee and pay forward 20 Coffees for any NHS worker to come and enjoy for FREE!

Select reward

**£1,000** or more 0 of 10 claimed

**Sensational Supporter**  
Collect a Lizzy's On The Green Postcard with any Coffee plus 20% discount at Lizzy's for a whole year (from the reopening date). All Inclusive evening at Late Nights at Lizzy's for 2 people. YOUR NAME on the wall. "These people saved LOTG from Covid-19" or Your FAVOURITE dish named after you. 4x Tickets to the survival celebration party!

Select reward

**£60** or more 1 of 1 claimed

**30 min Zoom w/Ed Petrie- BBC Children's Presenter!**  
Collect a Lizzy's On The Green Postcard with any Coffee plus BBC Children's Television Presenter Ed Petrie (All Over The Place) offers a 30 minute Zoom call with you and your children (aged 7-12)

Reward sold out

**£60** or more 0 of 1 claimed

**1hr Online Hypnotherapy Session**  
Collect a Lizzy's On The Green Postcard with any Coffee plus a one hour online Hypnotherapy session with an experienced practitioner, to help with anxiety, confidence or any other personal issue.

Select reward

**£80** or more 24 of 30 claimed

**Gizzi Erksine & Jayde Adams Dinner & Comedy Night**  
Friends of Lizzy's On The Green, chef, restaurateur and food writer Gizzi Erksine and host of Channel 4's 'Crazy Delicious' Jayde Adams bring you an evening of delicious dining and cracking comedy. \*Date & menu to be announced but when we have the thumbs up from the government we will give you a months notice with 7 days to confirm.

Select reward



## Wine Destinations

Intra  
engagement



Focus on  
Strengths and  
opportunities



Local strategies



Virtual experiences  
for international  
markets



Local Tourism

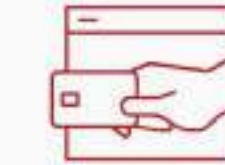


## Wineries

Home  
delivery



E-commerce



3D Tours



Virtual tasting



Change  
experiences



Adapt the  
winery



Local  
tourists





LOCATION

Where are you going?

CHECK IN / CHECK OUT

Add dates

GUESTS

Add guests

Search

# We may be apart, but we'll get through this together.



## Online Experiences

Unique activities we can do together, led by a world of hosts.



## COVID-19 Frontline stays

Learn more about the initiative.



## Latest updates

Learn about our response to COVID-19.



INTRODUCING

# Online Experiences

Unique activities we can do together, led by a world of hosts.



Interests

Dates

Time of day

Price

## Mum-approved for Mother's Day

[Share](#)







Mother's Day Specials

Browse Items

Ramadan Specials

Browse Items

Survival Essentials

Browse Items

Fresh Mart

Browse Items

Fashion

Browse Items

Healthcare

Browse Items

















A large billboard is mounted on the side of a modern airport terminal building. The billboard is divided into two main sections. The upper section shows a man with a shaved head wearing dark sunglasses and a light-colored patterned jacket, standing on an airfield with a runway and a pink and blue airplane in the background. The lower section is a dark purple banner with the text 'AERO KINAS' in large white letters, followed by 'KELIONĖ PRASIDĖDA' in smaller white letters. To the right of the text is the website address 'WWW.AINOFASARIE.LT'. On the left side of the banner, there is a small logo for 'AERO KINAS' and a graphic of orange clouds.











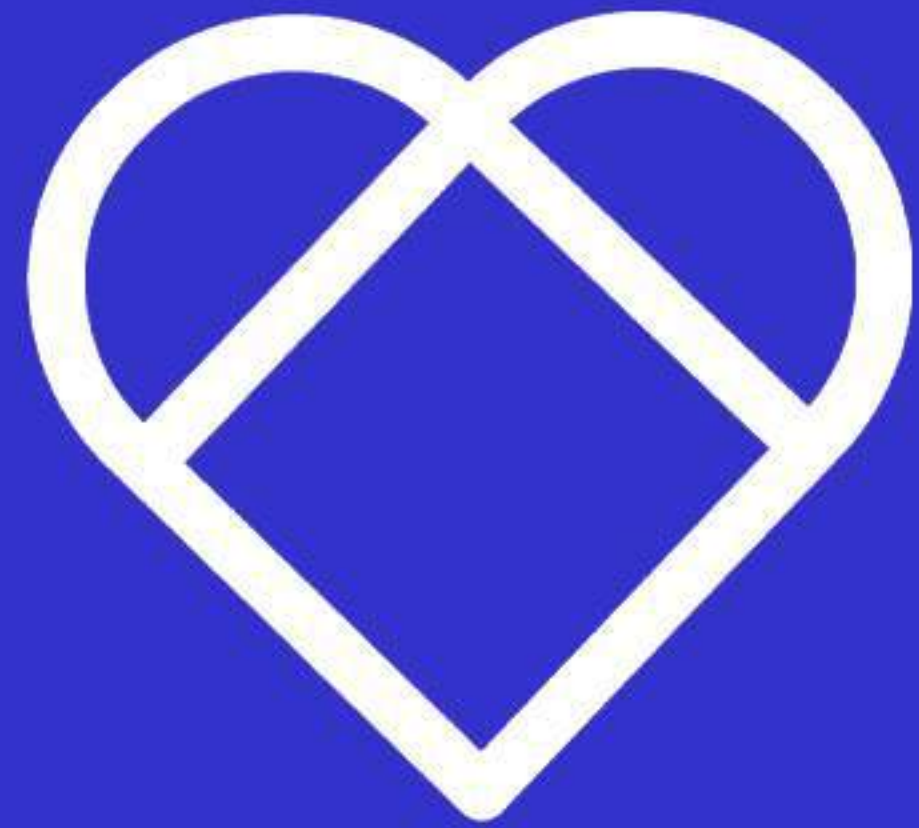
SMÅLAND

# Wallby









Support  
Tourism  
**Impact**  
**Real People**



# Support Tourism. Impact Real People.

This is the message we want the industry to take to the world. As we work our way through the most unprecedented challenge experienced in a generation, we know as an industry, it is people who really matter.

Millions of passionate individuals, couples, families and communities depend on tourism, for their prosperity and even their survival. Behind every incredible experience is someone's personal passion, their livelihood and their culture.

**#withtourism**







## People in Tourism

This initiative is about drawing attention to the importance of people in tourism and the impact every citizen, visitor, business and enterprise can make by showing their commitment to supporting tourism.

Tourism will never be the same, but it will recover. As we emerge out of this global pandemic we want to champion tourism for good, tourism impact, a tourism that impacts real people's lives for greater good of our society, people and planet.

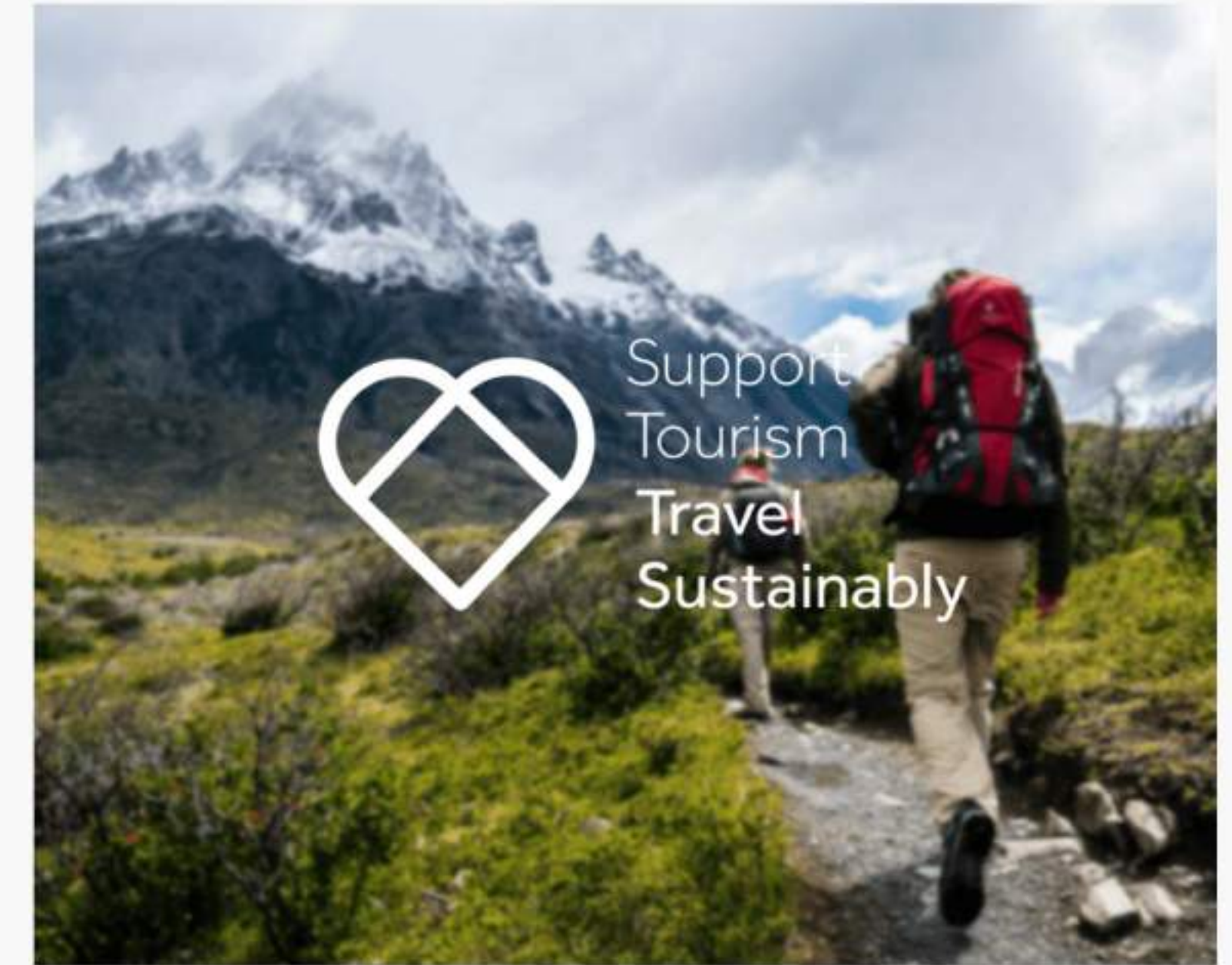


## Support Tourism

Show that you support tourism.

The Impact Heart symbol is your way to show that you support tourism and you're committed to impacting real people's lives.

Wear the Impact Heart online, and when restrictions are lifted, wear it proudly wherever you go.



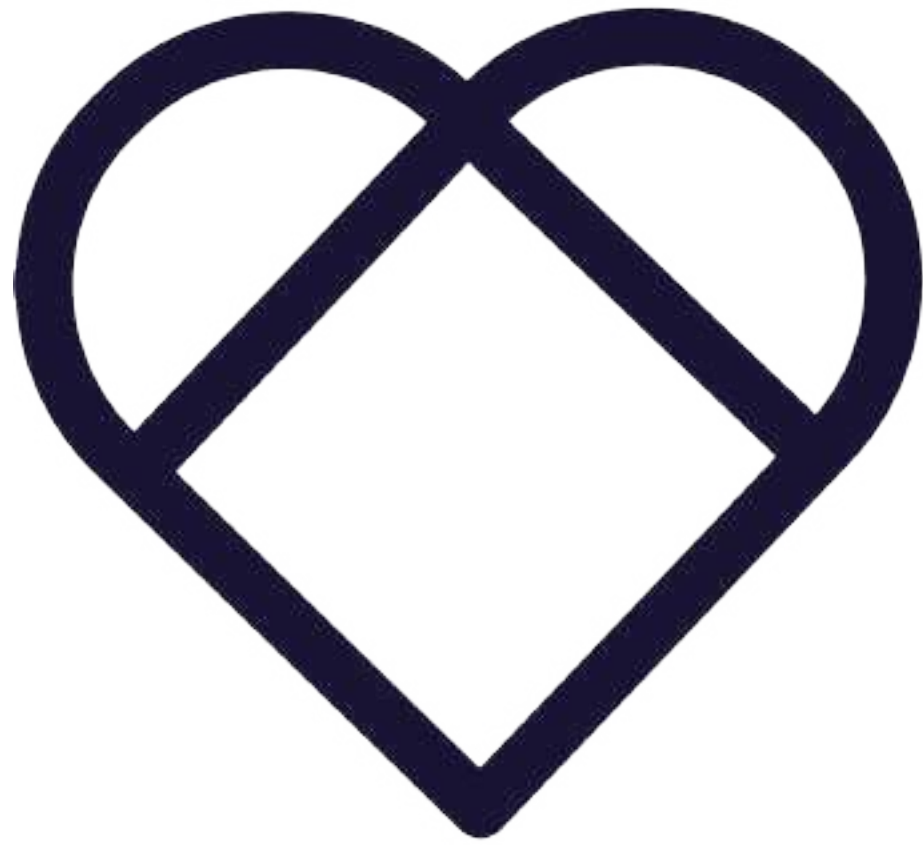
## Impact Real People

Make a pledge to impact real people.

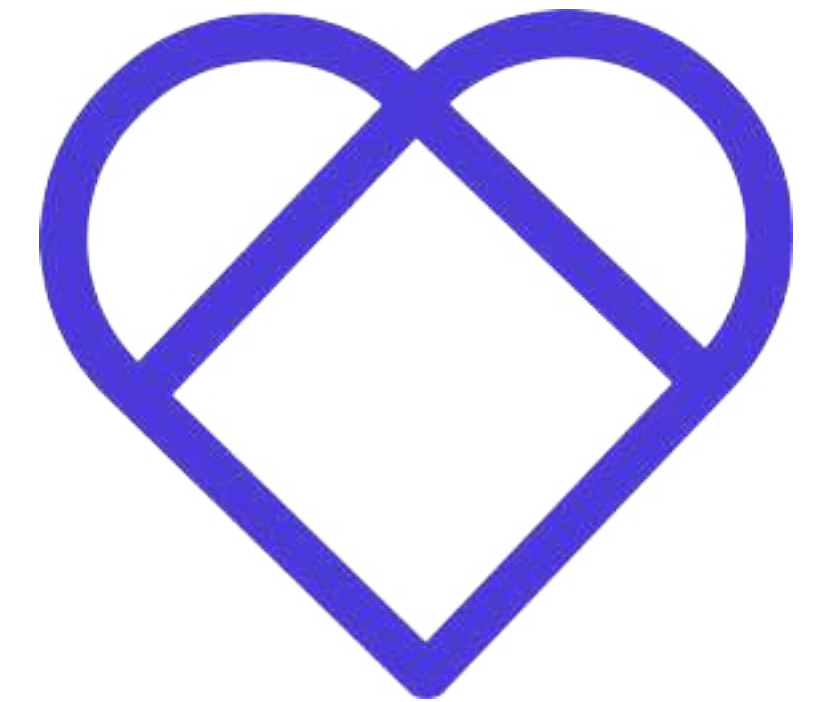
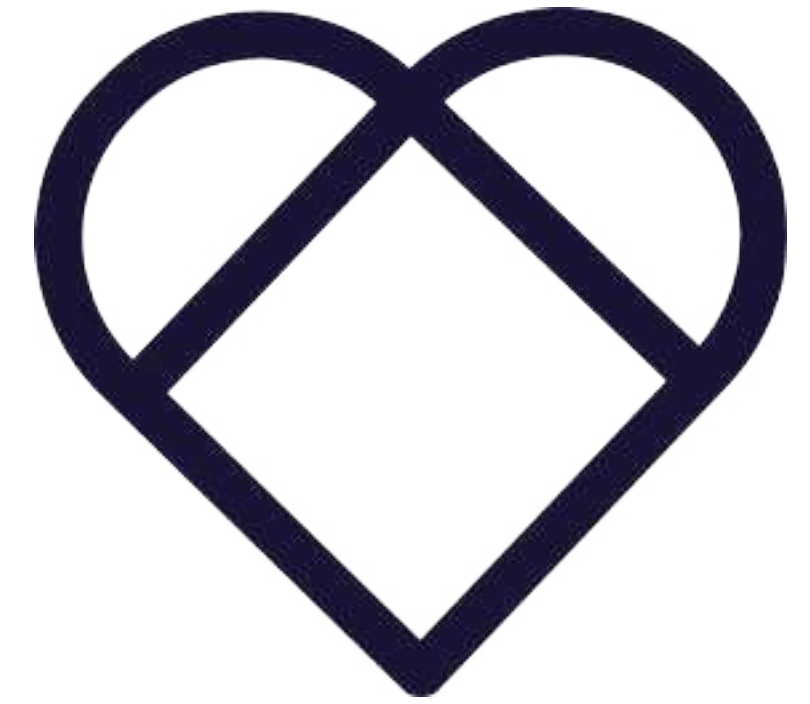
Take the Tourism Impact Pledge and make your commitment stand for something.

Choose a commitment from a series of pledges to support people, communities and sustainable choices. When we can travel again, be sure it makes a difference.





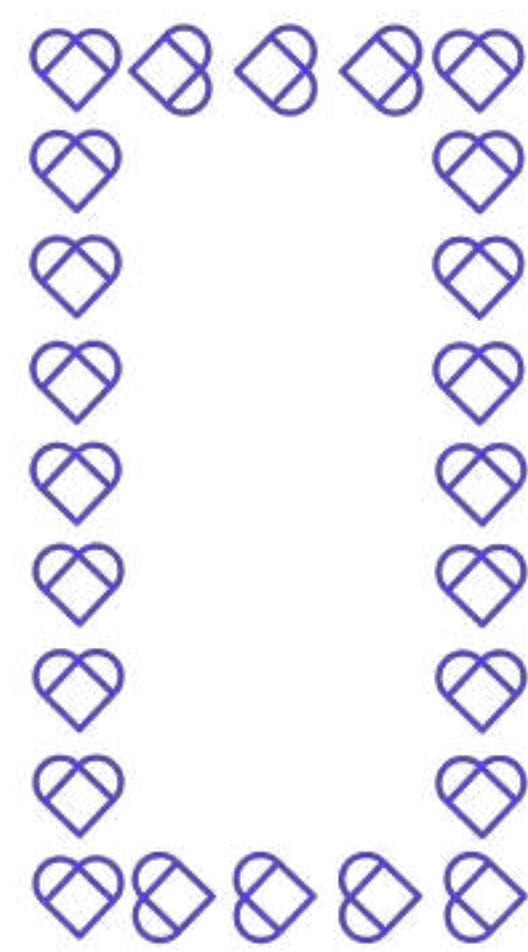
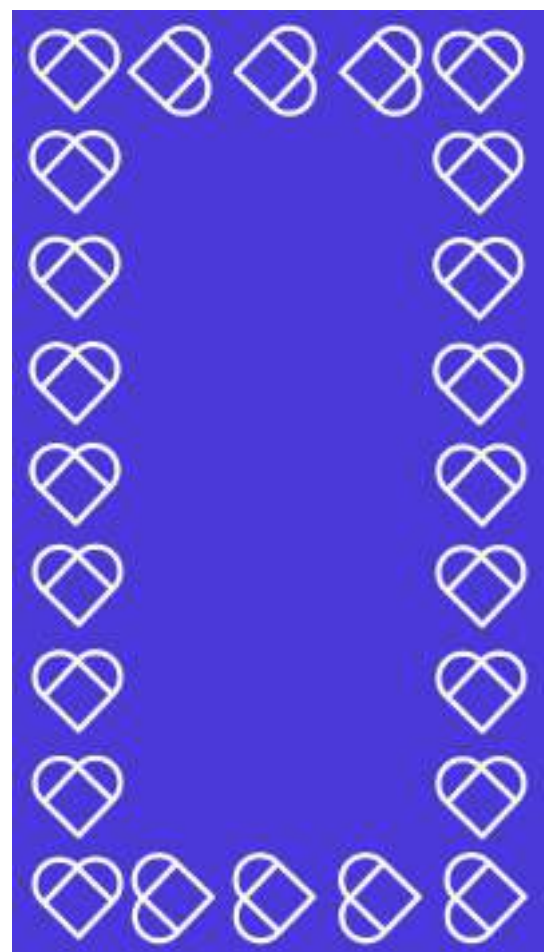
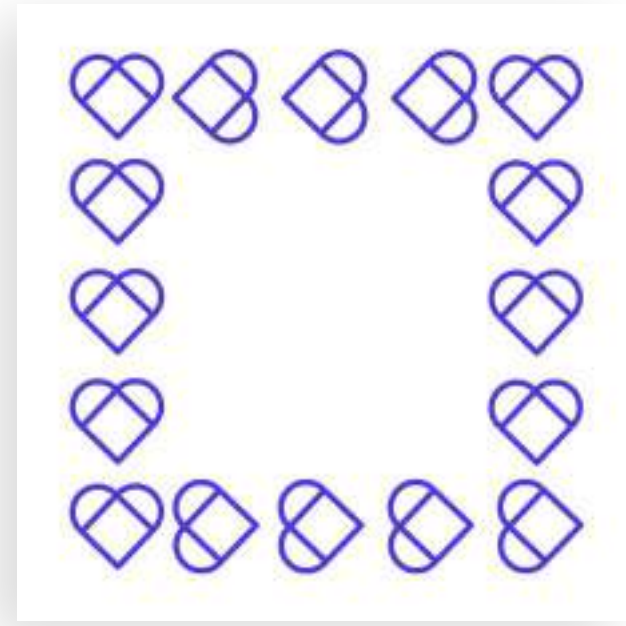
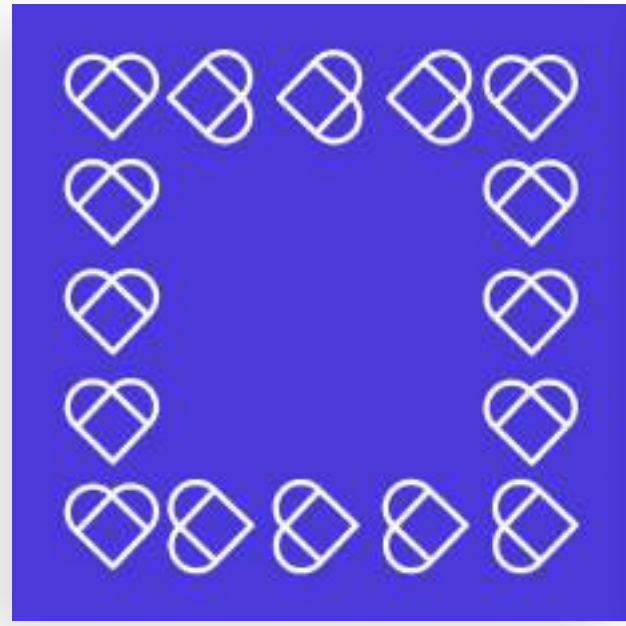
Support  
Tourism  
**Impact**  
**Real People**



Support  
Tourism  
**Impact**  
**Real People**









# Join the Video Campaign

We're collecting video stories from the people impacted by the current crisis.

Share your story, help us spread the message that supporting tourism *really* does impact people's lives.

[Find out more](#)







# Choose the Story

## **People of Tourism**

Your tourism industry is made of amazing, passionate people. Capture their story and share it with the world. A huge heartfelt "we miss you but we'll see you again one day" the people of tourism.

## **The Real Ambassadors**

Key workers are the true heroes. We think destinations should champion their resilience and strength, keeping us all be safe. Share their dreams and passions and just maybe we can help make them come true, when it is safe to do so.

## **Dreaming to Visit**

For the millions of people around the world who are dreaming to travel once again, give them a reason to share their passion for travel by dreaming together. Use the power of community to reach out to yours, inviting followers to share their dreams with the world.



CREATIVE IDEATION

DIVERSIFYING YOUR  
VISITOR EXPERIENCE

COVID-19  
TOURISM  
RESPONSE



# 1 Brand match

## It all starts with the brand

A clearly defined brand should be the starting point to create appealing experiences for visitors. Experiences could reflect the destination brand's pillars and support them by looking back to awareness building.

## Tailored experiences to audiences

Today's travellers seek more and more unique, personalised and "off the shelf" engaging experiences. It is important to have a clear definition of personas and markets to adapt experiences, but also a strategy to reach these audiences.

## A natural extension of the brand

Products should be seen as the natural extension of the brand, offering the opportunity to provide authentic fulfilment to visitors. This is where experience ambassadors and rich storytelling come into play, linking message with fulfilment.

Brand

Audience

Product

# 2 Organising and curating

## Local partners

Local industry is at the core of experience providers needed to craft the signature experiences. They are fundamental to establish strong local partnerships.

## Key places, local people

Local people are able to offer a service but also talk about the destination from a unique and authentic perspective which is deeply rooted in the sense of place they convey.

## Pairing experiences

By curating the offer, DMOs can pair the right experiences which really help lift the brand and offer a unique stand-out experience. Product pairing represents a key opportunity for DMOs.

Trails



Map



Pairings



Themes



# 3 Communicating

## Hero, Hub, Hygiene content strategy

Stories shaped around the brand experience represent a powerful and compelling message for potential visitors. A Hero, Hub, Hygiene content strategy helps lift the brand experience, seeking to build an image for the destination together with true ambassadors, taking their stories further as they become not only brand but experience ambassadors too.

## Signature experience ambassadors

Designing product experiences together with destination ambassadors helps build links between the most authentic voices representing the destination, unique and incredible visitor experiences and curated product pairings.

Hero

**Hero Content**  
A hero video for each signature experience conveying the emotions and senses of the full experience.

Hub

**Hub Content**  
Stories behind the experience, experience providers showing the passion and authenticity they put into their work.

Hygiene

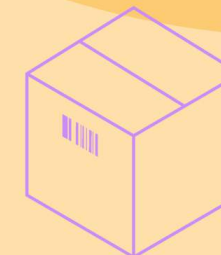
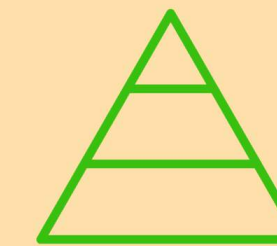
**Hygiene Content**  
Strong product information, review aggregation and strong social and user generated content to support the strategy.

# 4 Packaging and distributing

## Aggregation & Experience Platform

Aggregating destination experiences, packaging them and distributing them is a key strategic question for destinations today. How far you should go, depends on where you see yourself playing in the visitor cycle and where the DMO can create real value.

For some DMOs, packaging and distributing stops at aggregation, where product pairings are developed into signature experiences and distributed through a content strategy. For others, the potential value of creating and supporting a product experience platform is a logical next step and helps industry see commercial value in addition to brand value.





# 1 Brand match

## It all starts with the brand

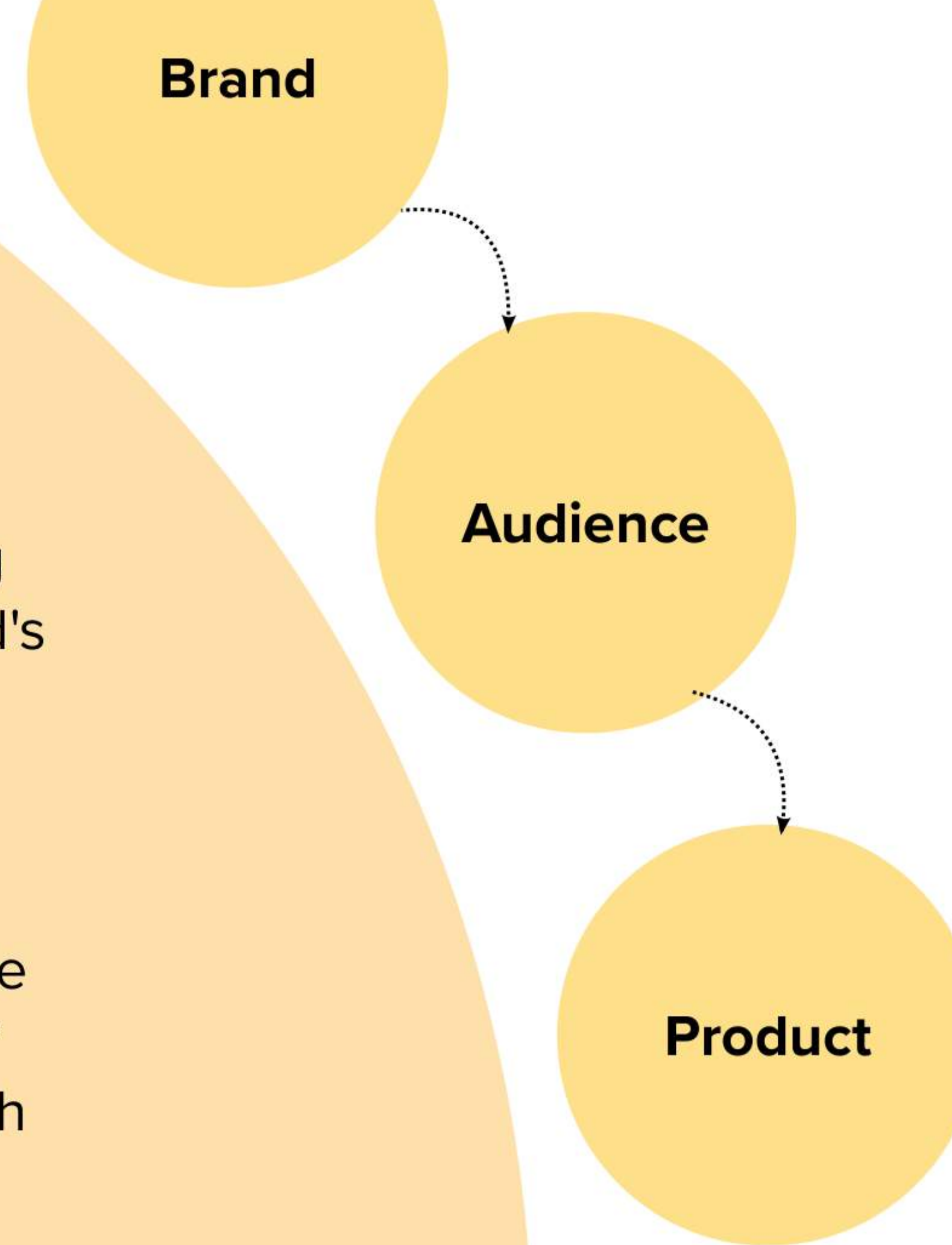
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Trails



Map



Pairings



Themes



2

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4

## Packaging and

Aggregation & Experience



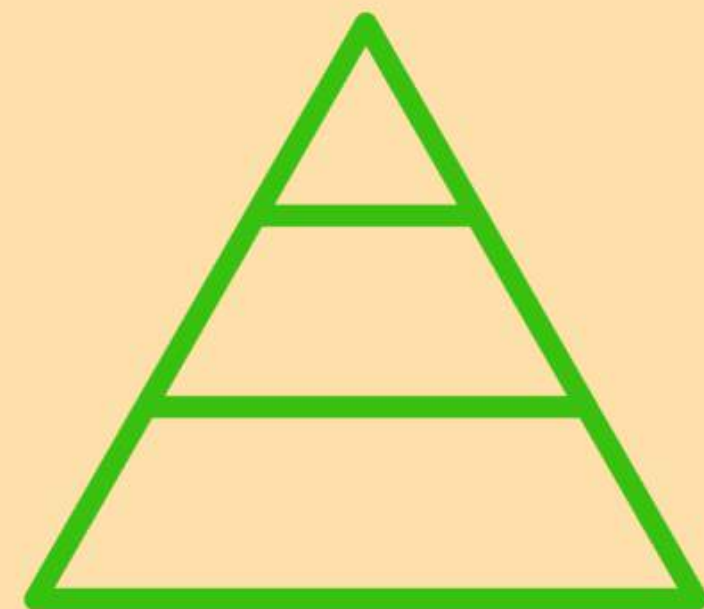
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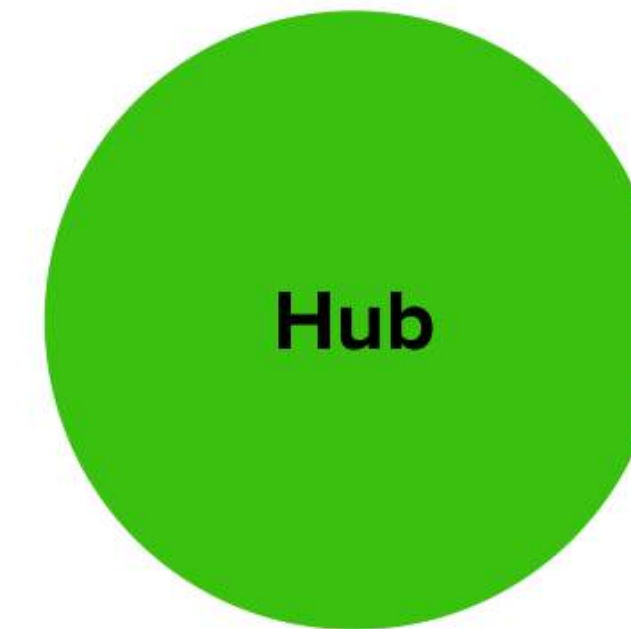
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outing



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A hero video for each signature experience conveying the emotions and senses of the full experience.



**Hub Content**  
Stories behind the experience, experience providers showing the passion and authenticity they put into their work.



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Strong product information, review aggregation and strong social and user generated content to support the strategy.



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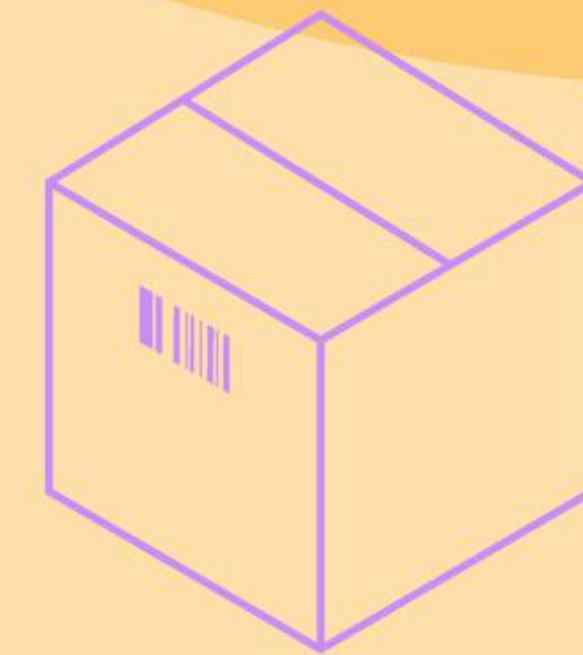
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## Nature & Wilderness

Jersey is a stunning island filled with diverse and untameable wilderness from rocky coast to dense forest. This diverse landscape makes Jersey the perfect island for wilderness seekers of any age. Jersey's wilderness theme is a strong theme to develop as it relies on the natural landscape and related activities Jersey already has to offer. Developing a Nature & Wilderness theme puts Jersey on the map as a place to reconnect with nature.

Focus on niche markets & niche experiences

Experience Description	Itinerary & Signature Pairing	Possible Partners
<p><b>Beauty and Wilderness</b></p> <p>Visitors can explore Jersey's abundant natural beauty through foraging along the coastline with Kazz, and spending the evening enjoying beautiful bioluminescence on Jersey Adventure Walk. Visitors can work with a photographer to learn how to capture Jersey's natural beauty for themselves and make such images of Jersey last forever.</p> <p><b>Challenges:</b> bookability <b>Ambsassadors:</b> Matt or Kazz can become the faces of the experience It is worth providing links and creating packages to book directly with suppliers Partner Agreement: to sell / package - 1 Partner to Lead on Booking and Organizing</p>	<p>1. Visitors forage with Kazz</p> <p>2. Visitors work with Matt to photograph their new food findings</p> <p>3. Visitors join Jersey Adventure Walk on a moonlight bioluminescence walk</p> <p>4. With Matt's help, visitors apply their photography skills to capture the beauty of the night</p> <p>Self-guided 'Discovery Trail' with tips and tricks on photo technique, a route, times of day</p> <p>Identify partner photographers who can deliver the experience</p> <p>The Dating Ambassadors at Jersey to the experiential</p>	<p>- Kazz: Jersey's own business will take visitors around the island and help them learn to forage from the beautiful food Jersey has to offer.</p> <p>- Jersey Adventure Walk: takes people on an amazing boat walk through the night, allowing visitors to experience the beauty of bioluminescence.</p> <p>- Matt Porteous: will find visitors on their adventure and teaches them to photograph the beauty of the nature around them.</p> <p><b>Hub Video</b> - Content to showcase the experience in a rich and appealing way <b>Hub Video</b> going deep on the experience: Foraging tips, detail with Kazz + Photo technique with Matt</p> <p>Re-work / re-use thumbnails Re-work / re-use images / re-edit social content</p>

Experience Description	Itinerary & Signature Pairing	Possible Partners
<p><b>Forage to Fork</b></p> <p>Visitors can forage for food with Kazz, learn about the natural abundance of products Jersey has to offer whilst experiencing the beautiful wilderness. They then try their own foraged items and then take away with them to the chef when they enter the chef will use them in the dining, as the foraging becomes a delicious foraged set menu.</p> <p><b>Challenges:</b> bookability <b>Ambsassadors:</b> V2 can create a list of partners who deal with food foraging</p>	<p>1. Visitors forage for flowers and herbs that can be used to forage a meal</p> <p>2. Bohemia Restaurant offers a set foraged menu, with delicious meals made from foraged food</p> <p>3. Visitors who have been on Kazz's foraged experience can take their foraged flowers to Bohemia and give them to the chef when they enter the chef will use them in the dining, as the foraging becomes a delicious foraged set menu</p> <p>4. Visitors get a special playlist of their meal, along with a story board menu which they get to take home</p> <p>Create 'curated sets' based on the type of food / island experience</p> <p>Food events to provide extensions: Foraging 'Dairy' 'Boys' 'Beetroot'</p> <p>Self-guided 'Discovery Trail' with tips and tricks on photo technique, a route, times of day</p>	<p>- Kazz: Shows visitors on a natural trail and helps them to forage for plants and flowers that can be used to forage a meal</p> <p>- Bohemia: Designs a set menu based off of foraged Jersey produce. Follows guests from Kazz's experience to add their own foraged ingredients to their meals</p> <p><b>Hub Content:</b> 'Quick tips from top chefs' 'how to decorate any dish' - great social snippets <b>Hub Content Extensions:</b> 'What you can forage, how / where to forage, what's safe to eat'</p>

Experience Description	Itinerary & Signature Pairing	Possible Partners
<p><b>Tidal Trail</b></p> <p>Visitors can walk out to sea and explore Jersey's tidal landscape near the Seymour tower with Jersey Adventure Walk.</p> <p>2. Visitors then take a tour of the Oyster beds near Seymour Tower with the Oyster Farmers Walk.</p> <p>3. Visitors then get the chance to sample delicious Jersey oysters with a glass of Champagne.</p> <p><b>Challenges:</b> bookability This can evolve in a thermal and curated event</p>	<p>1. Visitors spend an afternoon exploring Jersey's tidal landscape near the Seymour tower with Jersey Adventure Walk.</p> <p>2. Visitors then take a tour of the Oyster beds near Seymour Tower with the Oyster Farmers Walk.</p> <p>3. Visitors then get the chance to sample delicious Jersey oysters with a glass of Champagne.</p> <p>Self-guided 'Discovery Trail' with tips and tricks on photo technique, a route, times of day</p>	<p>- Oyster Farmers Walk: offers an off-shore tour of authentic Jersey Oyster beds, and the bespoke experience of allowing visitors to taste Jersey's best oysters with refreshing champagnes.</p> <p>- Jersey Adventure Walk: allows visitors to experience Jersey's seascape in a different way with walks out across the tidal beds.</p> <p><b>Hub Content:</b> 'Taste of the Sea' 'Catch your own'</p>

Experience Description	Itinerary & Signature Pairing	Possible Partners
<p><b>Rewild Yourself with The Durrells</b></p> <p>Visitors with a love of wildlife can get a close up experience of Jersey's flora and fauna with an exciting tour of the island guided by Jersey's naturalists, and then learn more about the world around them from Gerald Durrell with a special stay in Durrell's yurt.</p> <p><b>Challenges:</b> bookability <b>Ambsassadors:</b> Seminars - in-house and planning Could be framed with the Jersey National Park / National Trust / Durrells</p>	<p>1. Visitors spend a morning discovering Jersey's wilderness with Gerald the Jersey Naturalist</p> <p>2. Visitors then learn more about the world around them with a trip to Jersey Zoo</p> <p>3. Visitors spend the night as close to nature, with a unique glamping experience at Jersey Zoo in Durrell's Yurt</p> <p>4. Visitors get to discover the world of Gerald Durrell with a special Jersey walk of My Family and Other Animals to take away</p> <p>Match or Triple Fund content / promotions</p> <p><b>Hub Content:</b> Jersey National Park to share knowledge <b>Hub Content:</b> Durrell keepsake shows positions for visitors special and habitat of Jersey</p> <p>Wild Days</p>	<p>- Jandax: 'The Jersey Naturalist' can offer ecological tours around the island, helping visitors to look out for interesting flora and fauna and fascinating species, which are unique to Jersey</p> <p>- Durrell Wildlife Camp Jersey Zoo: allows visitors to experience a world of nature and glamping near fascinating species in a natural park</p> <p><b>Hub Content:</b> 'To show how to have the best / fulfilling experience such as how to enjoy in Jersey videos / Starting Mindfulness in the Forest video'</p> <p>Develop into a series of 'retreats'</p> <p>5 Ways to Recharge in Jersey - link products</p> <p>'Mind, Body &amp; Soul Retreat' 'Self-Improvement Retreat' 'Solitude Retreat'</p>

## Active & Wellbeing

Jersey is a place to come up for air. With beautiful nature and a range of both recharging spots and adrenalin pumping activities, Jersey could sell itself as the perfect retreat for visitors to recharge, reconnect and take a break from the busy lives, as well as a place for adventure and adrenalin on an island shaped by the sea.

Experience Description	Itinerary & Signature Pairing	Possible Partners
<p><b>Forest bath and spa day</b></p> <p>Visitors get back to nature with a Wild Swim Yoke. The forest bath, incorporating the wilderness and being wigs in the forest.</p> <p>2. Visitors forage along the beach with Jersey's Marine for sea harvesting ingredients from the sea at the beach and work with Anna from Mollusks to have a go at creating their own Mollusks natural skin products.</p> <p>3. Visitors can then choose to sample Mollusks massage products with a luxurious massage at the Cottage Garden Spa.</p> <p><b>Challenges:</b> bookability <b>Ambsassadors:</b> Jersey Honey / Lavender / Nerle Tea</p>	<p>1. Visitors spend the morning reconnecting with nature through a Wild Swim Yoke forest bath</p> <p>2. Visitors forage along the beach with Jersey's Marine for sea harvesting ingredients from the sea at the beach and work with Anna from Mollusks to have a go at creating their own Mollusks natural skin products.</p> <p>3. Visitors can then choose to sample Mollusks massage products with a luxurious massage at the Cottage Garden Spa</p> <p>4. Visitors have the chance of experiencing Mollusks massage through a spa treatment at the Cottage Garden Spa</p> <p>Self-guided</p>	<p>- Wild Swim Yoke: takes people on a restorative forest bathing adventure, allowing them to reconnect with the land</p> <p>- Mollusks: leads visitors in finding natural ingredients by the sea and creating their own skin care products</p> <p>- Cottage Garden Health and Beauty: offers luxurious spa treatments using Mollusks massage products</p> <p>Perhaps more in meditation / mindfulness walk</p>

Experience Description	Itinerary & Signature Pairing	Possible Partners
<p><b>Jersey on the Rocks</b></p> <p>Adventure seeking visitors can explore the cliffs and coasts of Jersey with an adrenaline-fueled rock climbing session. After climbing to the top visitors can experience sea, sun and sand by relaxing down into a cove, where Jersey's best restaurants are offering a delicious feast of Jersey 'on the rocks'.</p> <p><b>Challenges:</b> bookability Link it to the 'adrenalin festing'</p>	<p>1. Visitors spend the morning afternoon rock-climbing on Jersey Cliffs</p> <p>2. Visitors take part in an evening stroll down to the pop-up beachside bar</p> <p>3. Visitors get to sample Jersey's largest selection of gin on the rocks and gourmet reology.</p> <p>Self-guided</p>	<p>- Jersey Adventure: provides an incredible and exciting experience through rock climbing and abseiling activities</p> <p>- Robert's Jazz Bar: offers a wide selection of delicious gins, relaxing music and reology experts</p> <p>Profile different partners doing Gin etc. Robert's Jazz Bar at the Seavoy / Gin Flight a Project 52 Beinor at 'hero entry point'</p>

Experience Description	Itinerary & Signature Pairing	Possible Partners
<p><b>Extreme Jersey</b></p> <p>Trek concept involves building a challenge that takes visitors around Jersey. Visitors via various activities. The 24 72 hours of Pigeon, surf, speedboat, boat and rock climbing around Jersey. Visitors taking part in the challenge are also invited to stay in the most extreme place on the island and eat the most extreme thing they can find. The day is split &amp; can be developed as a challenging trail, with visitors looking back experience themselves.</p> <p><b>Challenges:</b> bookability A lot of providers, so can be extended in many ways Focus on clarifying the seafood experience - with some signature highlights in a Champagne Showcase</p>	<p>1. Visitors sign up to the challenge</p> <p>2. Visitors have 24-72 hours to kayak, surf, surf, climb and climb</p> <p>3. Visitors get a stamp each time they finished an extreme activity</p> <p>3. Visitors can also opt into trying to find the most extreme food on the island and to stay in the most extreme space</p> <p>Self-Guided Challenge Trails / co-branded with major events / challenges</p> <p>DO IT ALL YOURSELF</p> <p>Link heavily to Superleague Tradition with 'Challenge Yourself'</p>	<p>- Jersey Sea Sports: provides adrenaline raising extreme ocean sports such as surfing, kitesurfing and speedboarding</p> <p>- Jersey Adventure: provides abseiling experiences</p> <p>- Wild Jersey: can provide beautifully put-together trails and challenge passports to take visitors around the island</p> <p>Sally - Ambassador as hero</p>

Experience Description	Itinerary & Signature Pairing	Possible Partners
<p><b>Recharge Retreat</b></p> <p>Visitors stay for the weekend at the stunning Dink Retreat, looking to surf and soaking to the ocean.</p> <p><b>Challenges:</b> bookability Special Theme: Jersey's Finest Tour From Farm to Fork</p>	<p>1. Visitors stay in the historic Kempel Tower</p> <p>2. Visitors reconnect with themselves with days that will 'soar and surfing and being at one with the sea'</p> <p>3. Visitors clean and nourish their body with delicious whole vegetable food</p> <p>Self-Guided Challenge Trails / co-branded with major events / challenges</p> <p>DO IT ALL YOURSELF</p> <p>Link heavily to Superleague Tradition with 'Challenge Yourself'</p>	<p>- Dink Retreat: organises a divine wellbeing retreat for the weekend with surfing, swimming, yoga and delicious healthy food</p> <p>- Jersey Heritage: provides the beautiful Kempel Tower as a historic getaway</p> <p>Key Partners: Woodlands / Bryony</p> <p>Royals Jersey Beef Daily + Cheese Omelette</p>

## People & Culture

Jersey is an island that is both proud and passionate. With a rich cultural history and authentic agricultural and craft practice, alongside a vibrant, buzzing and colourful urban culture. Jersey can sell itself as an exciting, authentic and unique cultural destination where old meets new.

Experience Description	Itinerary & Signature Pairing	Possible Partners
<p><b>Art Tour of Urban Jersey</b></p> <p>Visitors with an interest in art and culture can take an art tour of Urban Jersey, led by a local photographer. Visitors can learn about Jersey's art and culture, whilst trying hands on photography and getting photography tips and tips as they explore the Link Gallery Museum and other exhibitions at the Link Gallery and the Jersey Arts Centre</p> <p><b>Challenges:</b> bookability <b>Ambsassadors:</b> Jane James Ceramics - more professional</p>	<p>1. Visitors spend the morning exploring the markets and Murels of Jersey with Matt Porteous</p> <p>2. Matt Porteous teaches visitors how to photograph art, architecture and daily life around the city</p> <p>3. Visitors can then experience more of the Art in Jersey through visits to the Link Gallery and the Jersey Arts Centre</p> <p>Self-guided</p>	<p>- Link Gallery: showcases stunning exhibitions by local artists</p> <p>- Jersey Arts Centre: offers exhibitions and art events, all based in Jersey</p> <p>- Matt Porteous Photography: acts as an artistic lens and local guide around St Helier. Teaches visitors how to photograph the art and the city</p> <p>Follow same approach as other experiences, providing a selection of authentic creatives who can lead / curate the trails</p>

Experience Description	Itinerary & Signature Pairing	Possible Partners
<p><b>Spotify Art Trails</b> - each stop / piece has a dedicated track + walk</p> <p>Get all the galleries / exhibitions to curate their own trails and get behind awareness and distribution of the trails</p> <p>Johns World and other creatives to lead again, make this a selection!</p>	<p><b>Art Tour of Urban Jersey</b></p> <p>1. Visitors spend the morning exploring the markets and Murels of Jersey with Matt Porteous</p> <p>2. Matt Porteous teaches visitors how to photograph art, architecture and daily life around the city</p> <p>3. Visitors can then experience more of the Art in Jersey through visits to the Link Gallery and the Jersey Arts Centre</p>	<p>- Link Gallery: showcases stunning exhibitions by local artists</p> <p>- Jersey Arts Centre: offers exhibitions and art events, all based in Jersey</p> <p>- Matt Porteous Photography: acts as an artistic lens and local guide around St Helier. Teaches visitors how to photograph the art and the city</p> <p>Follow same approach as other experiences, providing a selection of authentic creatives who can lead / curate the trails</p>

Experience Description	Itinerary & Signature Pairing	Possible Partners
<p><b>Shaped by the Sea Inspired by Jersey</b></p> <p>Visitors bridge on the beach by creating extensions, more of food to produce and drinks. There is a workshop, they learn how to make sculptures and art out of their findings. They can make their own food and their jewelry inspired by the coast of Jersey and they can see their creations home with them</p> <p><b>Challenges:</b> bookability Keep the 'Self-Guided' theme strong, link with 'workshop / store / retail experience'</p>	<p>1. Visitors spend the morning foraging on the beach for natural materials, such as shells and seaweed that can be used to make art and crafts</p> <p>2. Visitors attend a workshop with Jane James, who teaches them how to turn their findings into art</p> <p>3. Visitors then attend a beachside evening workshop at Fish 'n' Beads, where they learn how to craft beautiful beaded handmade jewellery</p> <p>Self-guided</p>	<p>- Jane James: teaches visitors how to make beautiful beaded artwork, inspired by the marine and coastal surroundings</p> <p>- Fish 'n' Beads: provides beautiful beaded and expert for visitors to make their own beaded jewellery in an authentic seaside setting</p> <p>Challenge: can this be scaled?</p> <p>Harbour Gallery in St Omer - Genuine Jersey Crafts</p>

Experience Description	Itinerary & Signature Pairing	Possible Partners
<p><b>Seafood Discovery</b></p> <p>Visitors are able to follow Jersey's 0000 relationship with the sea, whilst sampling delicious seafood. Visitors can take a trip out to discover the Jersey's marine life and take a tour around the lobster pots</p> <p>2. Visitors are brought back to the shore, near the Seymour Tower, and when the tide is out, they get to experience Jersey's seascape in a different way through a boat walk</p> <p>3. Visitors get to explore more of Jersey's seafood culture with a tour of the oyster beds and a chance to try lobster with a glass of Champagne</p> <p>4. Visitors finish off their day with a delicious meal at a seafood restaurant</p> <p><b>Challenges:</b> bookability A lot of providers, so can be extended in many ways Focus on clarifying the seafood experience - with some signature highlights in a Champagne Showcase</p>	<p>1. Visitors take a trip out on either a Seabel experience or an authentic fishing boat</p> <p>2. Whilst out at sea, visitors are able to discover Jersey's marine life and take a tour around the lobster pots</p> <p>3. Visitors are brought back to the shore, near the Seymour Tower, and when the tide is out, they get to experience Jersey's seascape in a different way through a boat walk</p> <p>4. Visitors get to explore more of Jersey's seafood culture with a tour of the oyster beds and a chance to try lobster with a glass of Champagne</p> <p>5. Visitors finish off their day with a delicious meal at a seafood restaurant</p> <p>Self-Guided Challenge Trails / co-branded with major events / challenges</p> <p>DO IT ALL YOURSELF</p> <p>Link heavily to Superleague Tradition with 'Challenge Yourself'</p>	<p>- Seabel: visitors can get out to sea and see marine life up close</p> <p>- The Catch: allows visitors to experience life and learn about sustainable fishing on an authentic fishing boat</p> <p>- The oyster farmer: gives visitors a tour of the oyster farm and allows visitors to have a bespoke experience, where they sample some of the finest oysters of Jersey, directly on the seawall, with a glass of Champagne</p> <p>- Cook Shack: can provide a delicious seafood dinner made with fresh Jersey produce</p> <p>'By the Shore' 'Taste of the Sea' 'Catch your own'</p> <p>Open everyday / good home empy</p>



## History & Heritage

Jersey has a rich heritage and a deep and interesting history, with war tunnels and ancient forts, the idea behind the History & Heritage theme is to allow Visitors to discover the history of Jersey while experiencing all of the beauty and depth the island has to offer.

Experience Description	Itinerary & Signature Pairing	Possible Partners
<p><b>Gourmet Heritage Afternoon Tea</b></p> <p>Visitors can experience Jersey's cultural history in style, enjoying a Michelin star afternoon tea with the best of Jersey dairy products. In a beautiful heritage site overlooking the sea, this experience can be taken further and visitors can be taken through history by offering themed experiences throughout the year. 1940's wartime afternoon tea could take place in a war heritage site, whilst Victorian style afternoon tea could be held in a beautiful listed building.</p> <p><b>Challenges:</b> bookability <b>Ambsassadors:</b> VR Dating Experience</p>	<p>1. Visitors enjoy a delicious afternoon tea made with real Jersey produce at a beautiful Jersey Heritage site</p> <p>2. The experience can be taken further with themed events that play on the historical period of the chosen heritage building</p> <p>VR Storytelling between each course - very very immersive, your neighbour on the table can tell you the story of the liberation in full immersion</p> <p><b>Seymour - Official Partner</b></p>	<p>- Bohemia: can provide a delicious Michelin star afternoon tea made with real Jersey produce</p> <p>- Jersey Heritage: can provide some stunning historical venues for the event</p> <p>- The National Trust Jersey: can use one of their beautiful historic properties as a venue for an event</p>

Experience Description	Itinerary & Signature Pairing	Possible Partners
<p><b>All around the Island War Tour</b></p> <p>Visitors with a thirst for historical knowledge travel around the island in an authentic vintage bus, visiting key stops in Jersey's WW2 history, such as the Jersey War Tunnels and The Channel Island War Museum. Visitors can also choose to end their day by exploring the bunkers by night or go for an afternoon coffee with a 1940's themed meal at the Granite Cafe</p> <p><b>Challenges:</b> bookability Google Cardboard + All island discovery experience</p>	<p>1. Visitors take a tour around the island on a wonderful vintage bus</p> <p>2. Visitors explore Jersey's wartime history with stops to museums, such as the Jersey War Tunnels and The Channel Island War Museum</p> <p>3. Visitors can choose to go for a night time bunker for an authentic historic experience and their day on a lighter note with the 1940's themed dinner at the historic Granite Cafe</p> <p>Large Scale Projection</p> <p>Boom Box - either an event or a fixed / temporary projection (marketing hook)</p> <p>Limited time activities around the anniversary</p>	<p>- Jersey War Tours: can provide exciting and informative history</p> <p>- Jersey Bus Tours: can provide a beautiful vintage bus for the tour</p> <p>- Jersey War Tunnels / Channel Island War Museum: provides an interactive and informative experience</p> <p>- Bunkers at night: allows visitors to delve deeper into Jersey's wartime history, with an authentic nighttime experience</p> <p>- Granite Cafe: offers great food and a cosy atmosphere inside of a historic WW2 building</p>

Experience Description	Itinerary & Signature Pairing	Possible Partners
<p><b>Back to the Farm Jersey Time Travel</b></p> <p>Visitors who want to learn more about Jersey's rural history can experience centuries of it at the Hampshire Country Life Museum as well as trying their own hand at dairy farming and black butter making. They can even stay overnight in authentic farm property to experience every part of authentic Jersey Farming Life</p> <p><b>Challenges:</b> bookability This can evolve in a thermal and curated event</p>	<p>1. Visitors go to the Hampshire Country Life Museum for an interactive experience of Jersey's rural history</p> <p>2. Visitors then visit the Woodland Farm and try their own hand at dairy farming and black butter making. They can even stay overnight in authentic farm property to experience every part of authentic Jersey Farming Life</p> <p>3. Visitors can then try the option to extend their authentic rural experience by staying overnight in a nearby historic farm property</p> <p>Self-Guided Challenge Trails / co-branded with major events / challenges</p> <p>DO IT ALL YOURSELF</p> <p>Link heavily to Superleague Tradition with 'Challenge Yourself'</p>	<p>- Jersey Heritage: runs Hampshire Country Life Museum and can provide the experience of staying the night in an authentic Jersey farmhouse</p> <p>- Woodland Farm: allows visitors to gain authentic Jersey experience</p> <p>- Jersey National Trust: is in charge of the ERNs, allowing visitors to experience another authentic farming property and try their hand at making black butter preserve</p>

Experience Description	Itinerary & Signature Pairing	Possible Partners
<p><b>Story tour of St Helier</b></p> <p>Visitors are taken on a historic tour of the old centre of St Helier, using a passport system to collect authentic souvenirs and gather authentic stories and new. Make this signature experience more mythical by offering Ghost stories of St Helier, with spooky reenactments, night time tours and special exhibitions of the market and exhibits, offered at Jersey Museum.</p> <p><b>Challenges:</b> bookability Social Partner: Curator (Ask can use to create unique and interesting content with Curator)</p>	<p>1. Visitors are taken on a historic tour of St Helier by a local Jersey Ambassador</p> <p>2. Visitors see their unique Jersey story passports, gathered by Visit Jersey, to gather authentic stories and great souvenirs on route</p> <p>3. This experience can attract more tourists by offering both regular and seasonal themed tours, such as ghost tours of St Helier - something that is popular year-round in cities such as Canterbury and Oxford</p> <p>Self-Guided Challenge Trails / co-branded with major events / challenges</p> <p>DO IT ALL YOURSELF</p> <p>Link heavily to Superleague Tradition with 'Challenge Yourself'</p>	<p>- Jersey Heritage: can provide historical sites and history experts</p> <p>- Jersey Museum and Art Gallery and Marchmont House: often visitors an incredible insight into the art, culture, and history of St Helier and Jersey</p> <p>- Jersey Tourist guides: provide vibrant and interesting guided historical tours around St Helier</p> <p>- Visit Jersey: can create incredible story passports and work with businesses to help them hand out amazing stamps and souvenirs</p>





## The Empathy Map

### A Redesigned Island

Today, Jersey is known as an island shaped by the sea. As part of the product strategy, we believe the island needs to also be shaped by its experiences.

Visitors to Jersey should be able to discover the island through a map which shapes Jersey in different ways.

### The Experience

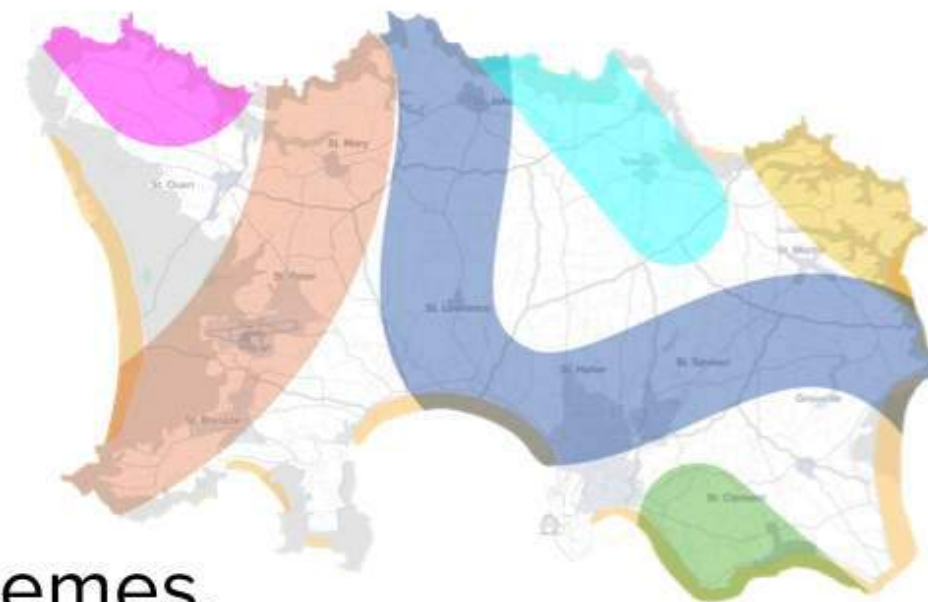
Coast & tidal range make dramatic varied discovery.

### The Feeling

A map defined by what Jersey makes you feel.

### The Interest

A map based on the four themes.



## The Experience Trails

### Unlimited Experience Trails

Starting out with a number of key trails for each theme, 'Experience Trails' are designed especially with the independent traveller in mind and directly compliment the Jersey Experience Passes.

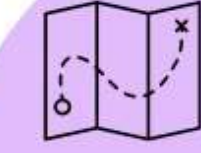
The Experience Trails allow us to curate a range of individual itineraries based on different audience needs and different thematic clusters.

Trails also enable 'informal pairing' and packaging of today's experiences.



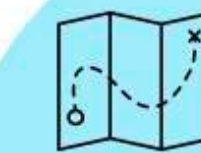
#### Nature Trails

- Durrell Discovery
- Foragers Trail
- Sun & Moon Walk



#### Heritage Trails

- War Stories Walk
- Liberation Trail
- People of Jersey



#### Wellbeing Trails

- Manomara Trail
- Jersey Secret Spa
- Extreme Challenge



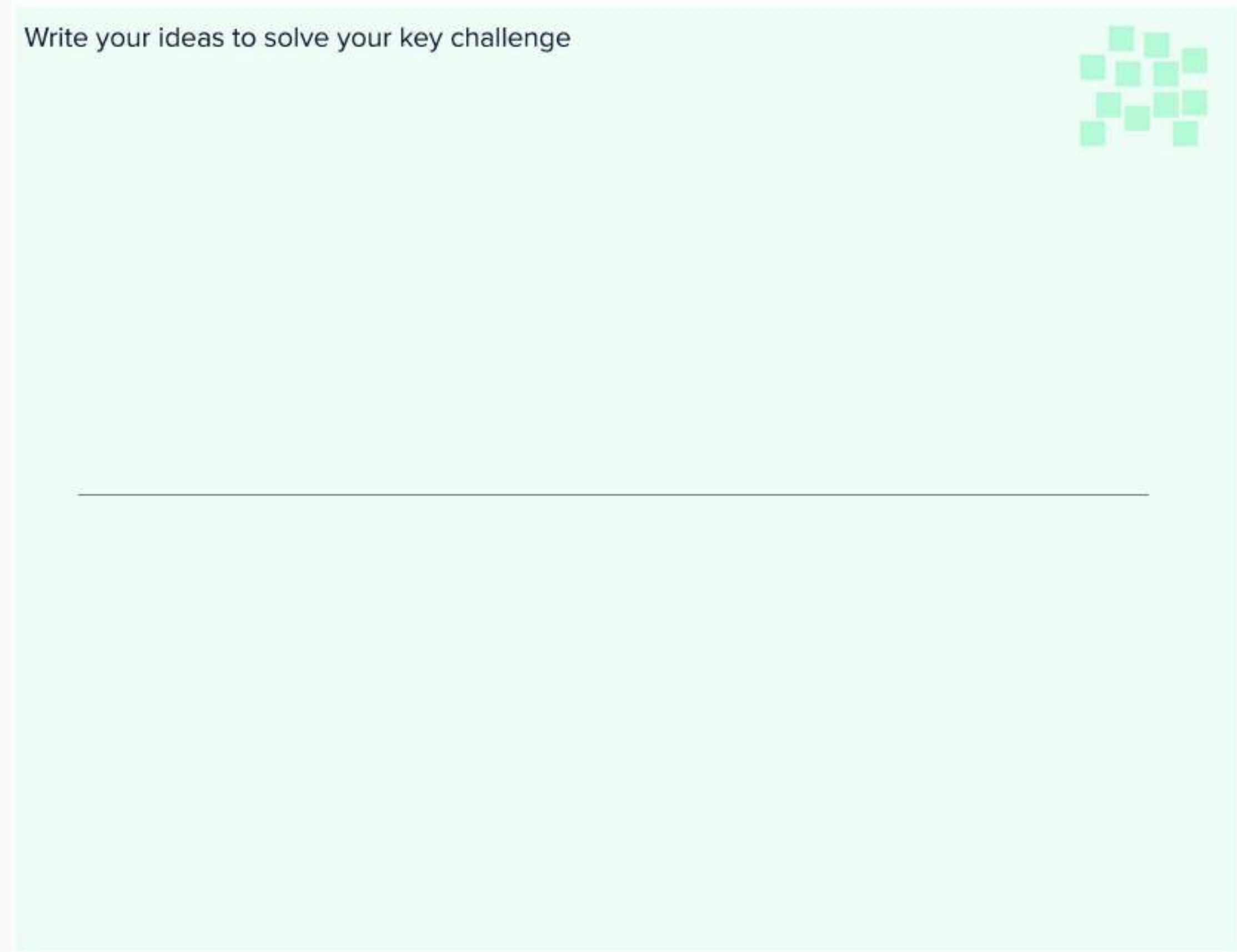
#### Culture Trails

- Grammers Guide
- Mural Walk
- The Locals Guide



**REMOTE DESIGN REBUILD** — **IDEATING** 🕒 10 minutes

Write your ideas to solve your key challenge



**REMOTE DESIGN REBUILD** — **Developing Themed Recovery Experience Sets** 🕒 20 minutes

**THEMES:** 🧠

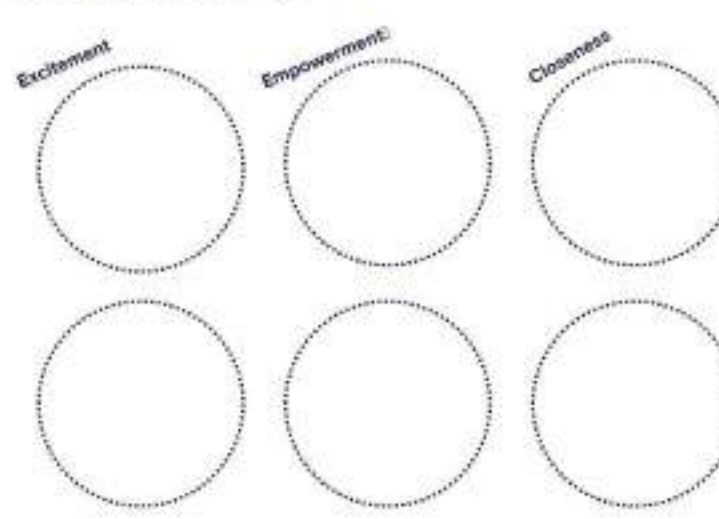
**VALUES:** ✨

**TOP 3 USPs:** 🏆

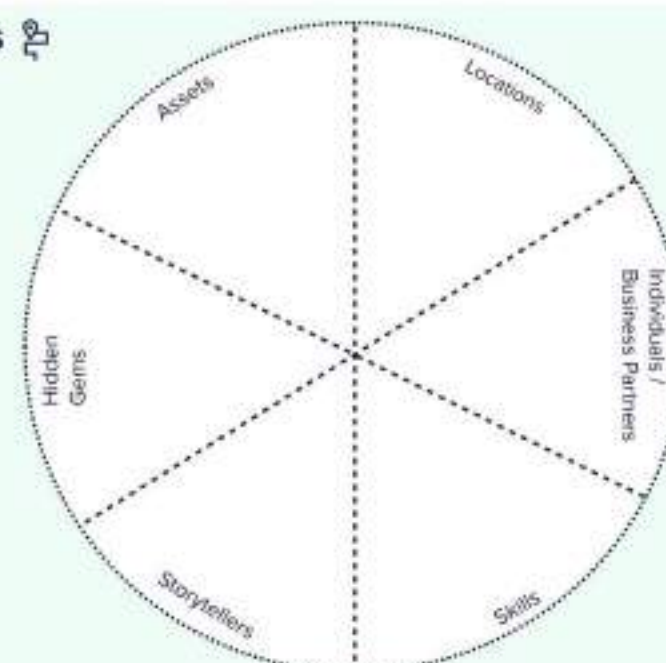
**STORIES:** 📖

**EMPATHY DRIVERS** 🧠

Excitement    Engagement    Cleanse



**KNOW YOUR BUSINESS** 🧠



**EXPERIENCE PLANNING**

1. Location	2. Engagement	3. Learning	4. Experience
5. Delivery	6. Uniqueness	7. Surprise	8. Souvenir
9. Sustainability	10. Time	11. Transportation	12. Permission

**PARTNERSHIPS**

EXPERIENCE PAIRING

PARTNERSHIPS / COLLABORATION

COACHING / TESTING

**AFFORDABILITY & POSITIONING**

AFFORDABILITY

POSITIONING



# CREATING SPACE & PROTECTING SAFETY

SOCIAL DISTANCE  
= EXCLUSIVITY

PRE-ORDER  
PACKAGES / MENUS

MAX CAPACITY  
TICKETED TIMESLOTS

PRIVATE DINING  
CONCEPTS

SECURE EXTRA  
CAPACITY (E.G.  
BOARDED SHOPS)

CONTACT-FREE SELF-  
DINE EXPERIENCES



# INNOVATE SERVICE DELIVERY

E-COMMERCE,  
CLICK & COLLECT

LOYALTY &  
SUBSCRIPTIONS

BECOME A FULLY  
ONLINE BUSINESS

ON-SITE MOBILE  
ORDERING & SERVICES

CREATE POP-UP  
CONCEPTS - REUSING  
BALLROOMS FOR GALLERIES OR  
REGIONAL FARM FOOD CLICK  
AND COLLECT

PURPOSE ORIENTED  
VOUCHER INCENTIVES

RE-IMAGINE HOW  
SPACE IS USED

VIP TREATMENT WITH  
FREE ROOM SERVICE



# COMMUNICATION / REASSURANCE

**QUALITY MARK**  
(VISIT ENGLAND / VISIT BRITAIN)

**SOCIAL MEDIA  
STORYTELLING**

**INTRODUCE FUN  
SYSTEMS & NAVIGATION**

**EDUCATE CUSTOMERS  
TO REASSURE OTHERS**

**CUSTOMER SAFETY  
CHARTER**

**PROVIDING UP-TO-DATE  
BUSINESS INFO  
(GOOGLE etc.)**

**TEAM UP WITH  
PARTNERS &  
COMPETITORS**

**MANAGE THE RISK**

**RESPONSIBLE  
MANAGEMENT**

**WEB CAMS &  
LIVESTREAMS**

**TEAM UP WITH  
PARTNERS &  
COMPETITORS**

**ORGANISE STAFF &  
PROTECT THEM**

**100% TRANSPARENCY &  
COMMUNICATION**



# TURNING PASSION INTO SERVICE

CHEF LED  
COOK-N-STREAM  
NIGHTS

HEAD GARDENER  
LIVESTREAM WITH  
VISITS

SUBSCRIPTIONS

GARDEN VISIT + CREAM  
TEAM @ HOME HAMPER

LOYALTY

PRE-PURCHASE



# RE-PURPOSING VENUES

POP-UP  
GALLERIES

PRIVATE & EXCLUSIVE  
EXPERIENCES

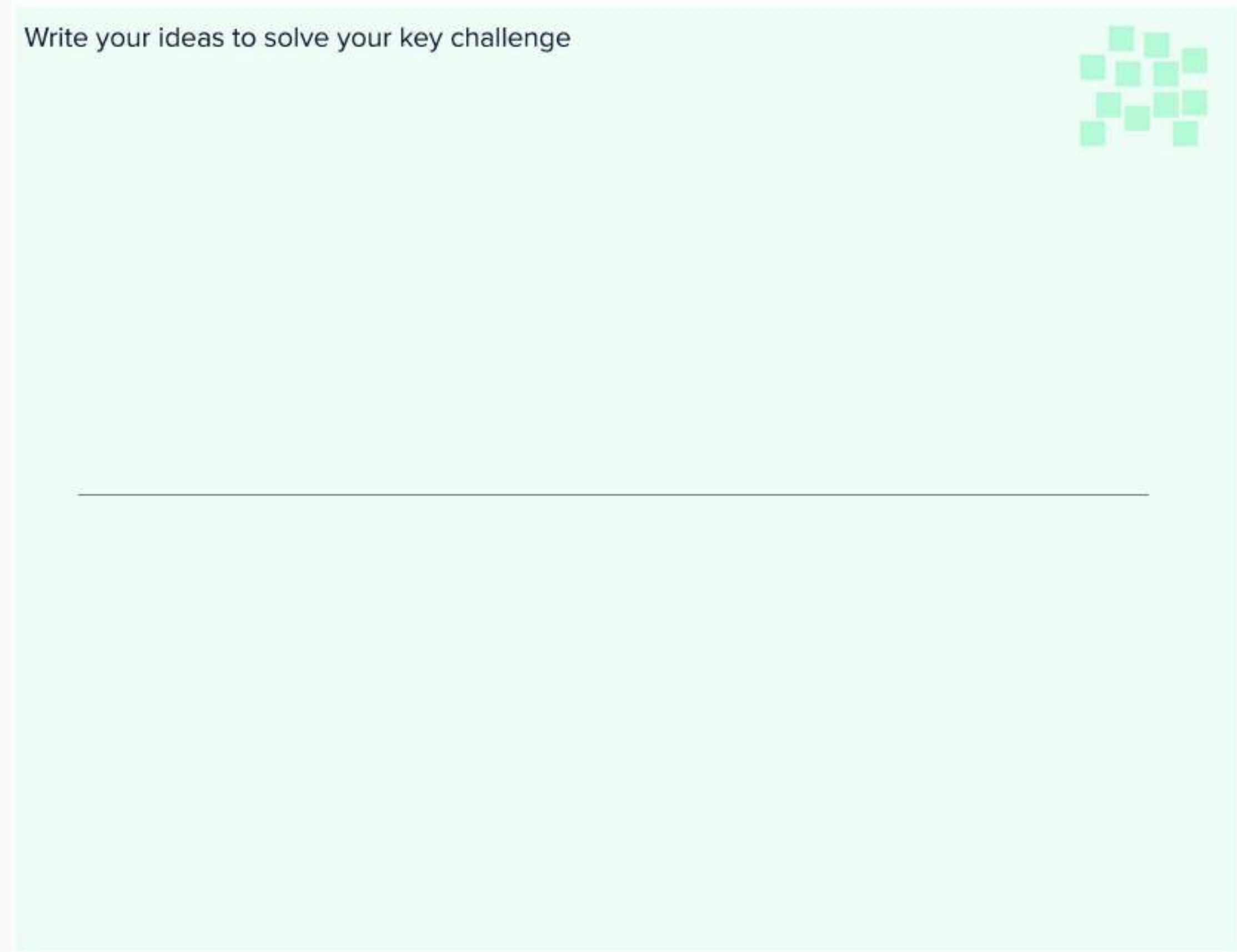
LOCAL PRODUCE FOOD  
HALLS

CONTENT STUDIOS FOR  
ONLINE SUBSCRIBES



**REMOTE DESIGN REBUILD** — **IDEATING** 🕒 10 minutes

Write your ideas to solve your key challenge



**REMOTE DESIGN REBUILD** — **Developing Themed Recovery Experience Sets** 🕒 20 minutes

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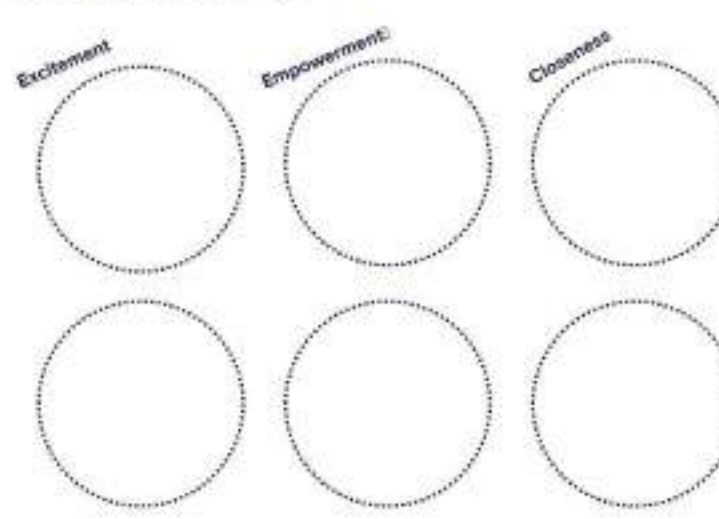
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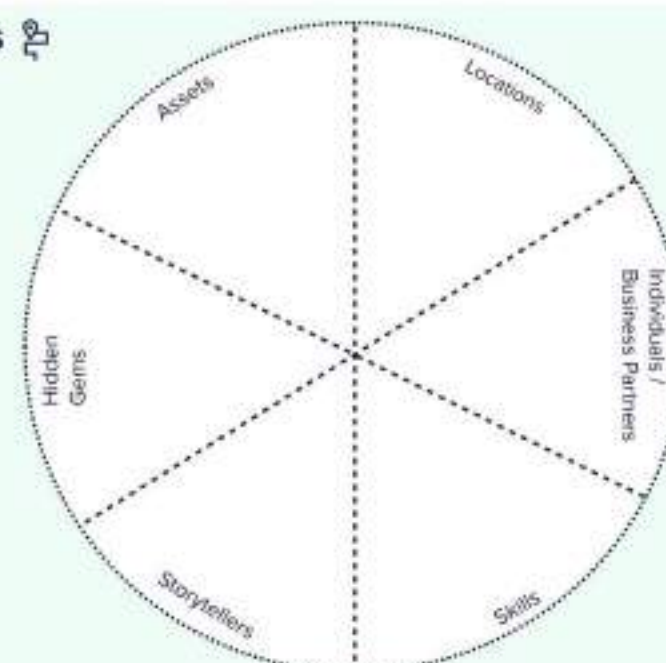
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EXPERIENCE PAIRING

PARTNERSHIPS / COLLABORATION

COACHING / TESTING

**AFFORDABILITY & POSITIONING**

AFFORDABILITY

POSITIONING

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#StaySafe 🙏

Thanks for your attention.

