

VISIT KENT
BUSINESS
GARDEN of ENGLAND

Interreg 
France (Channel) England
Manche)
EXPERIENCE
European Regional Development Fund



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Travel Trade Product Testing



Why did we product test?



MARKET TESTING WITH TRADE AND DISTRIBUTION CHANNELS

- 125 brand new experiences for Kent
- will these work for the travel trade?
- what do businesses need to develop?
- partnerships and collaboration

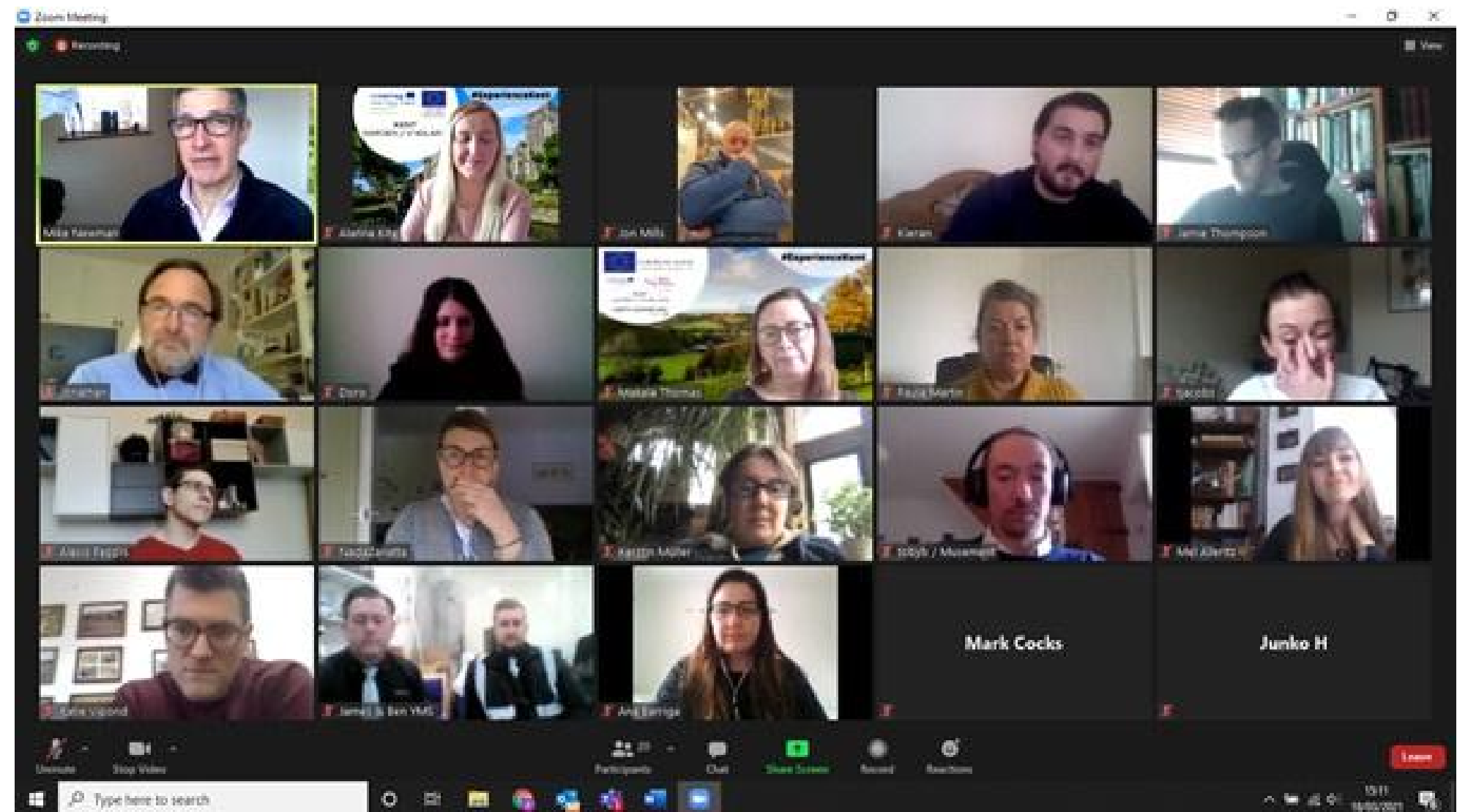
How did we product test?

- September 2020 - re-engagement survey
- 1:2:1 interviews with survey respondents and key contacts
- Virtual familiarisation trip (fam)



Dear trade partners,

In light of the challenges brought by the Covid-19 pandemic, we are keen to support you in rebuilding and recovering your business. We want to know your thoughts on how business is changing and how Kent, as a destination, can help you to meet the changing needs of



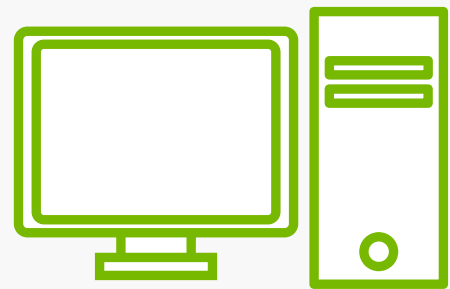
Engagement



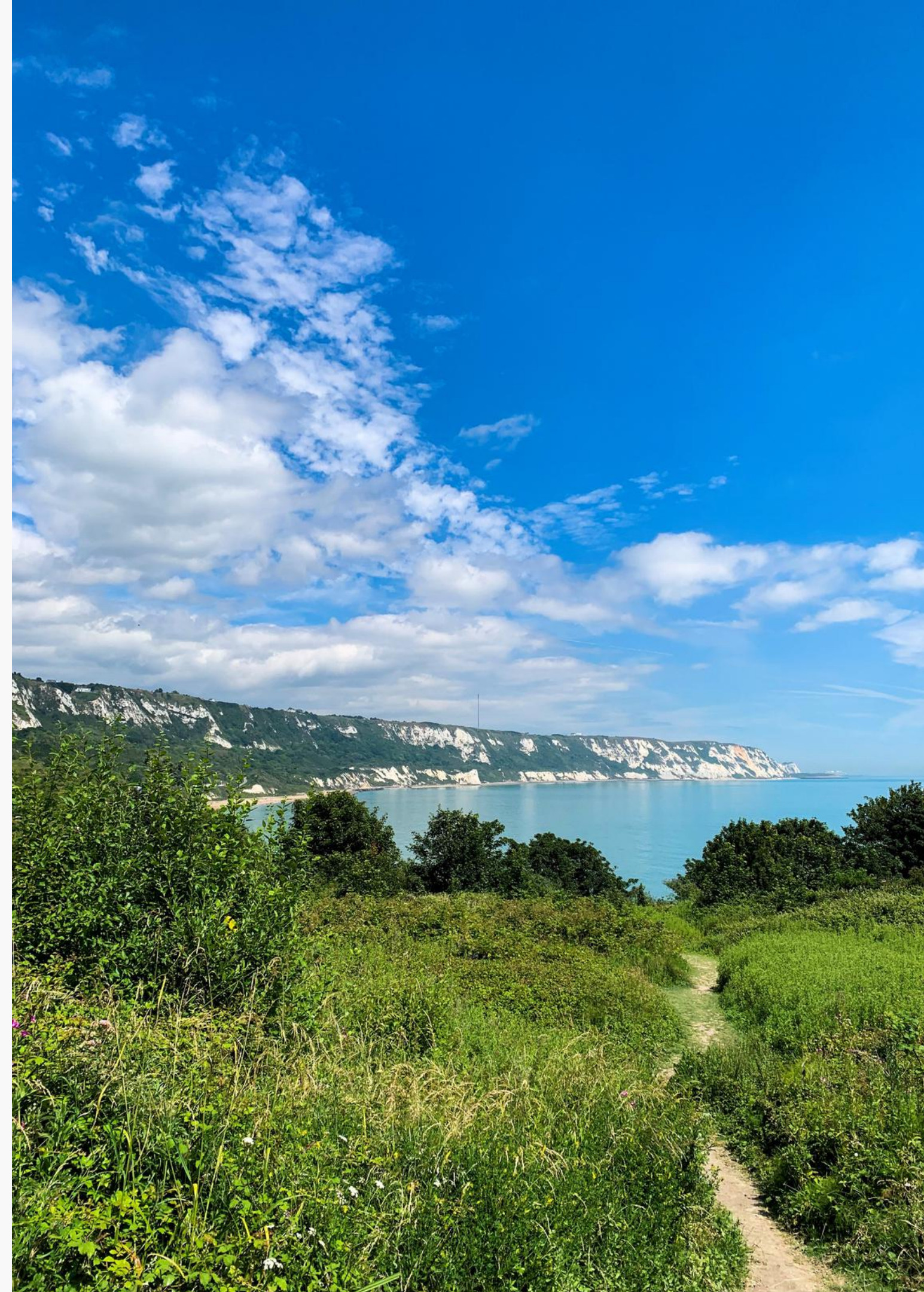
40+ survey respondents



8 x 121 interviews



12+ operators took part in our virtual fam



Key Learnings

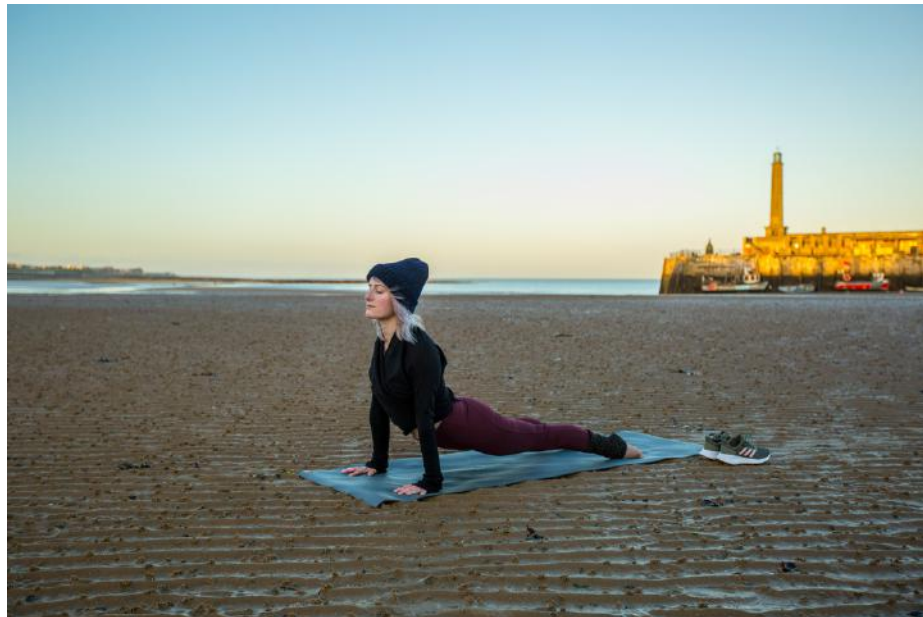
1. Rural experiences outside of London are growing
 - Clear demand and growth from customers for experiential activities
 - Local, authentic, unique experiences - capturing local traditions and something different
 - Personalisation - bespoke, behind the scenes, exclusive will help to stand out



Key Learnings - Themes



- Food and drink experiences popular, especially "meet the maker".
- Foraging and cooking skills interest and alcohol always sells!



- Growing demand for nature and wellness activities, with walking and cycling increasingly packaged into itineraries.
- Sustainability is growing



- Positive reactions to photography, arts and crafts, especially capitalising on interaction with experts
- Targeted approach - younger generation and guided tours

Key Learnings - Other insights

- Businesses should look at add-on options to core experiences
- Some experiences can be standalone, although they would need to last for a few hours to cater for the day trip market
- Some experiences will need to be packaged with existing experiences and well-known sites in order to drive demand and act as a hook for customers
- Accommodation is important, and smaller providers partner with food and drink

Practical top tips

Ensure product is bookable 12-24 months in advance

Have a flexible cancellation policy

Highlight minimum and maximum numbers

Demonstrate value - cost savings or activities where customers can take something away

Invest in digital imagery and videos and share with operators

Be prepared with local transport information and foreign language guides