

Experiential Tourism.

#theislandbreak



Get Involved



Jersey

The experience opportunity

For a small island with big personality at 9x5, Jersey packs a punch. 24 beaches. 150 restaurants. 3 castles. 500 miles of walks.

So, what? Visitors don't just want to tick things off a list, they want life-affirming experiences they'll never forget. They don't just want to see, they want to learn, participate and engage and explore the island work.

What people remember most about their holiday are the experiences that emotionally connect them with authentic people, places and cultures. They are seeking memorable stories that they can connect with and later share with their friends and family.

Everyone loves a good story and it is through stories that we all connect.

Your hard work brings the brand story to life. The experiences you offer and the stories you share are what creates a memorable experience for our visitors.

Storytelling is a powerful tool that uses words and actions to reveal the elements and images of a story while encouraging the listener's imagination. The story you share with your guests should be a memorable one. You want your story to be the first story every visitor tells when they get home or, even better, the story they share on social media.

Incorporating storytelling into your business not only enhances your guest experience but has the potential to increase word of mouth, boost visitation, attract media publicity and innovate your business for little or no cost.

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The role to play

All businesses have a role to play in delivering the visitor 'experience' whether they're accommodation and hospitality establishments, retail, the tourism information centre, attractions, and tour operators.

What persuades a particular visitor to holiday in a specific destination is their ability to engage in unforgettable and inspiring experiences that touch them in an emotional way and connect them with special places, people and cultures.

Experiential travel is about widening horizons for both the tourism business and visitor. It involves taking a basic product or service and transforming it into a compelling and engaging experience.

In an era where global travel is readily available, destinations can no longer compete on a simple product- versus-price basis. Experience development is a creative opportunity that speaks to both first-time guests and repeat visitors but does not necessarily need to be elaborate or costly. It's about delivering memorable moments.

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What is an ‘experience?’

An ‘experience’ is the emotional feeling or personal achievement your visitor gains from a combination of activities, locations and personal interactions in which they participate when they visit your destination. Think about unique, unexpected and exotic things that your guests cannot do anywhere else in the world, or that you can do better than anyone else.

It’s about delivering the kinds of surprises they will post on Facebook or share on Instagram about immediately and still be talking about at parties and social gatherings for months or even years later.

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Who is #theislandbreak visitor?

The visitor seeking #theislandbreak is an experiential traveller who wants to venture beyond the beaten tourist path and dive deeper into authentic local experiences, connecting with people from other cultures in ways that enrich their lives and create lasting memories.

They are travellers looking for 'experiences' that connect them with the essence of a place and its people. For them, simply seeing the sights is no longer enough.

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Key aspirations of the experiential visitor

Today's consumers use experiences to help shape their identity. They create life-long memories and build a sense of community with their peers.

Travel today is less about the mass movement of tourists to the same handful of familiar destinations. Instead, time-pressured travellers seek bespoke experiences.

Our target has an aspirational attitude that is shared by many, irrespective of age. It is more youthful, active, curious and fun - they are experience seekers with a zest for life.

Key aspirations to satisfy include:

- Authentic personal experiences
- Social interactions, including meeting and engaging with the locals

- Experiencing something different from their normal day-to-day life
- Understanding and learning about different lifestyles and cultures
- Participating in the local lifestyle and experiencing it, rather than observing it
- Challenging themselves - physically, emotionally and/or mentally
- Visiting authentic destinations that are not necessarily part of the usual tourist route
- Exposure to unique and compelling experiences
- Aim to deepen their understanding of the world

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How do you move from product to experiences?

- To be market leaders, there is the opportunity to move from just selling a tourism product (e.g. RIB trip) to delivering a genuine tourism experience (e.g. RIB trip paired with a low water forage). This can only be achieved through having a great commodity (e.g. astonishing tides) combined with exceptional products and service.
- A truly world-class experience combines these essential foundation steps and adds that unique touch that will deliver on #theislandbreak promise our target markets are seeking (e.g. to deliver life-changing moments through Jersey's dramatic coastlines).

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The impact on your bottom line

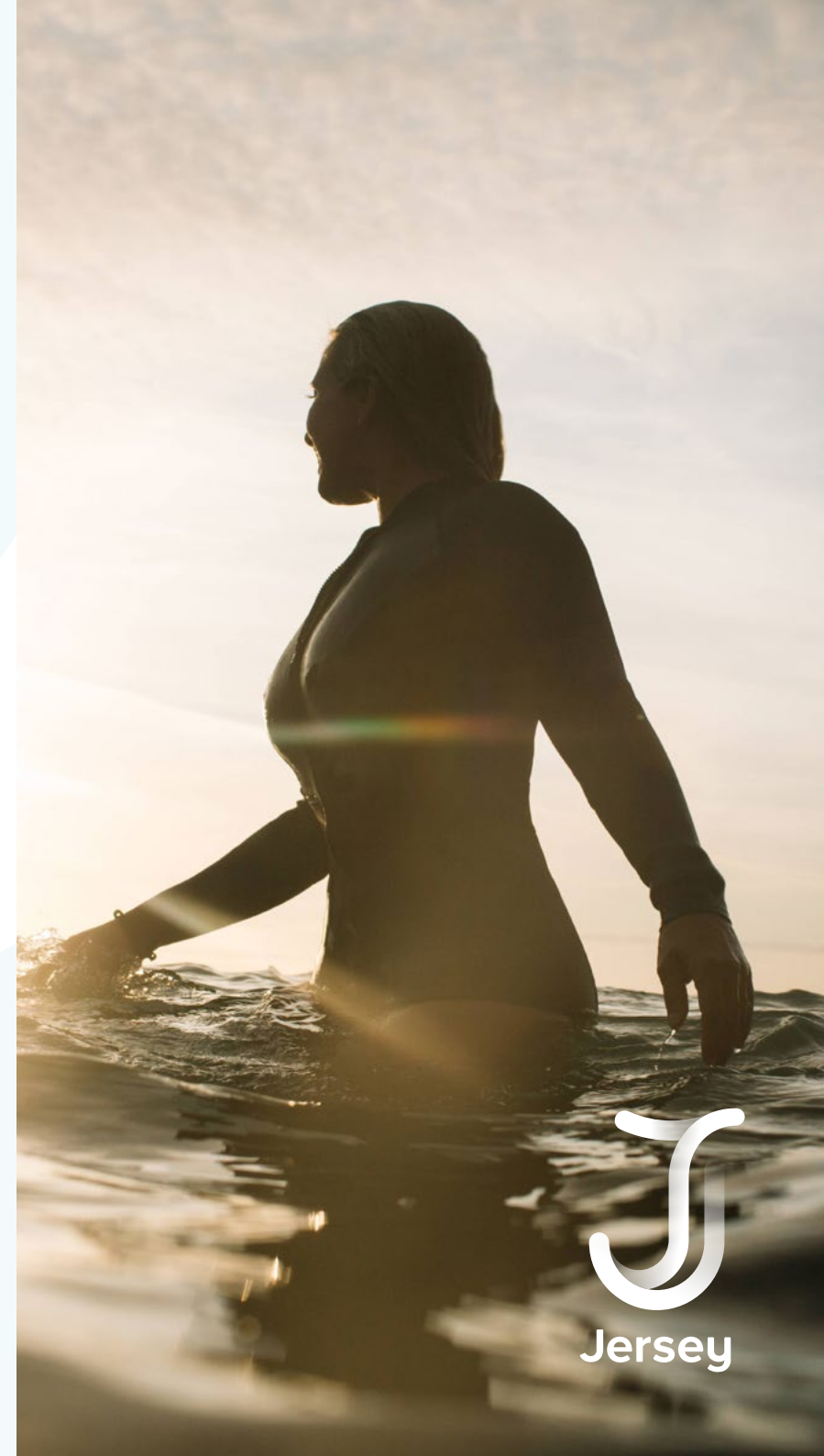
Experiential tourism is a travel trend which can have an impact on your bottom line.

You have opportunity to thrive in tomorrow's travel economy by aligning to visitors' purchase behaviour and travel values.

Ten years of economic research reveals that true experiential tourism is not only a real point-of-difference in a crowded market place, it is also a product for which visitors are prepared to pay a premium.

Experiences can be low-cost because they do not necessarily involve large capital investment or infrastructure upgrades.

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The Experience Advantage

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

Tapping into emotional motivation.

- Jersey offers significant potential of unique, compelling experiences that differentiates us from the competitor set.
- Commodities, goods, services and experiences all offer distinct economic value and appeal to different segments.
- As suppliers progress up the scale, customisations allows the price to increase and delivers productivity gains.

Differentiation



Meet the vintner.
Learn to pair the wine with food.
Pick the grapes.
Share the wine with friends at home.

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Signature Experiences

Signature Experiences celebrate the 'essence' of #theislandbreak:

- World-class iconic experiences that provide us with a real competitive advantage over other destinations
- Experiences that focus on what is truly unique or memorable or engaging about a destination
- Experiences which meet the needs of our target markets

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Why Signature Experiences?

Focussing on our Signature Experiences provides an opportunity to:

- Respond to the demands of our target visitors
- Gain a competitive advantage over other destinations
- Focus the efforts of tourism stakeholders and create partnerships

In conjunction with partners we want to shape Signature Experiences and advocate the following criteria to deliver on the experience economy:

1. Only in #theislandbreak

- Nowhere else on earth
- No one does it better

If travellers want to have this experience, Jersey is the best place in the world for it. This experience makes Jersey truly unique, and inspires visitors to put #theislandbreak on their bucket list.

Contributing factors could include a unique setting, unique wildlife, local customs or food to celebrate the island's sense of place that are available year-round.

2. An inspirational story

Does the experience:

- Feature an inspirational story or theme?
- Tell the story of local characters, customs and culture?
- Get the visitor closer to nature?
- Provide the visitor with an opportunity to interact with and learn about the island break?

3. The visitor in the 'lead role'

- Would visitors want to come to your destination to be part of this experience?

- It is a 'must-do' draw card that will excite and attract your target audience?
- Will the experience exceed visitors' expectations?

4. Touch, smell, taste, sight, sound

Is the experience:

- Multisensory and provokes emotion?
- Interactive with hands-on elements?

5. A 'backstage pass'

Does the experience:

- Provide a special insight into how your business ticks?
- Make your visitors feel truly special?
- Provide an element of surprise or a feeling of exclusivity?
- Deliver a once in a lifetime feel bragging rights?

Why Signature Experiences?

6. Feel like a local

- Does the experience make your visitors feel like they are part of your local way of life?
- Do you make your visitors feel really welcome, like an old friend and not just like another visitor?

7. Authentic and genuine

- The experience is real, does not have a staged mass-market feel and is not commercialised or superficial

8. Celebrate the island break

- Is the experience an embodiment of the island break personality? Is it fresh, bold, spirited and fun?
- Does your experience deliver on the brand values by celebrate individuality, curiosity, togetherness and natural harmony?
- Engage visitors emotionally, adding meaning to their personal lives?

- Allow visitors to take home lasting memories that they will share with families and friends?

9. Scalable

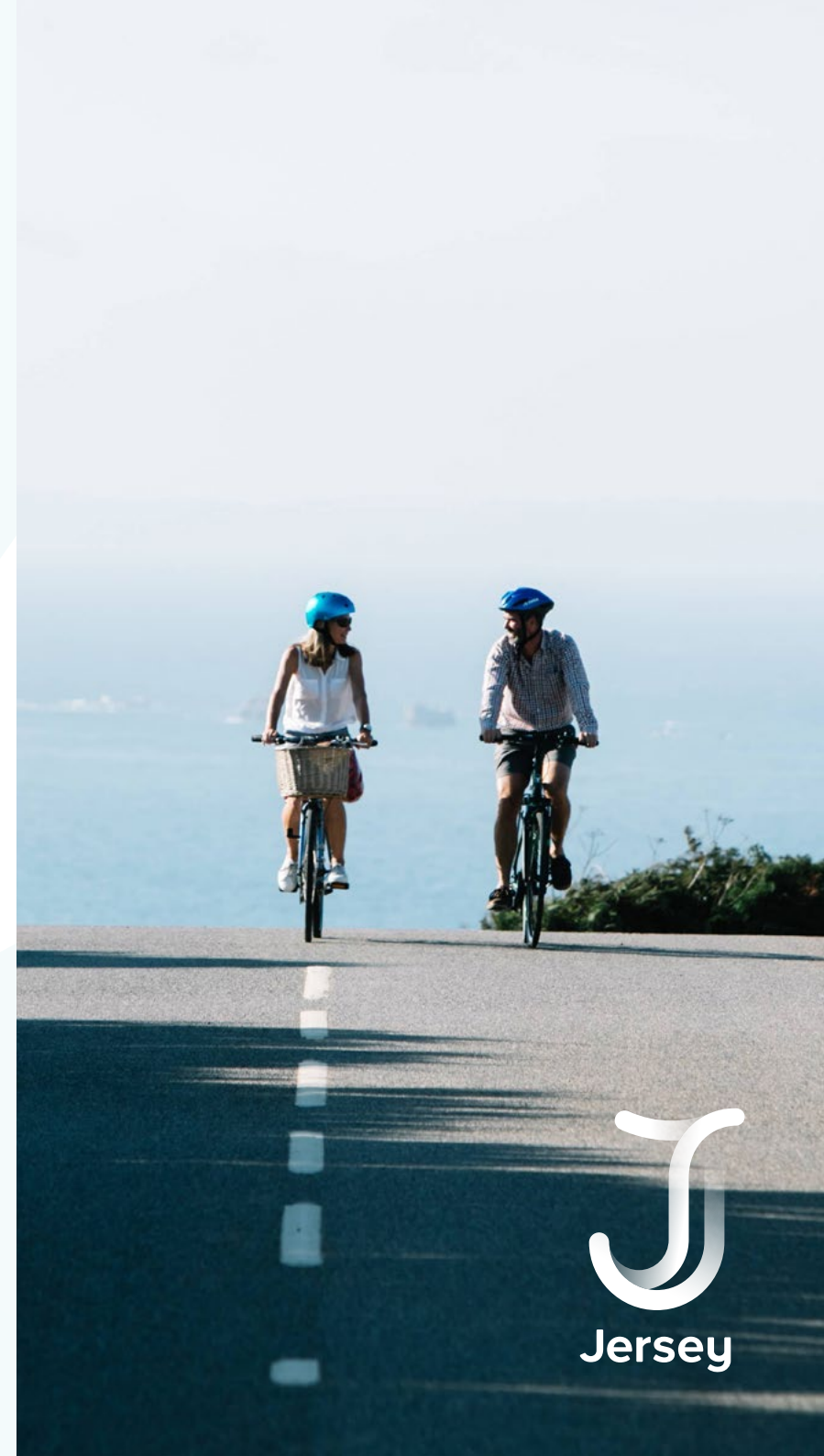
- Can the experience be changed in size or scale, to accommodate individuals to groups i.e. trade, MICE?

10. Bookable

- Quick wins vs. longer term experience development
- Does your product offer visitors an accessible, bookable experience within a professional marketing platform?
- Improved distribution through partnership working

We want to work alongside you to develop world-class bookable product to deliver Signature Experiences aligned to core themes.

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Next steps?

Visit Jersey, in partnership with Digital Tourism Think Tank, is hosting a series of workshops to shape authentic, engaging and immersive experiences.

We want to join the dots to shape Signature Experiences through cluster development across our key assets.

Attend a workshop.

Volunteer to lead a supplier group.

Chat to us product@visitjersey.je

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Who is doing experiential tourism well?

Some case studies...

Combining different themes to create a memorable experience

'Appetite for Adventure', Scotland

To showcase to visitors the heightened experience they can have in Scotland by combining two of the country's most distinctive assets (food & drink and adventure activities) VisitScotland, the national tourism organisation for Scotland, produced a guide, 'Appetite for Adventure', to promote these experiences.

The guide features ten outdoor activities for all abilities across different regions in Scotland and combines them with a range of local food and drink offerings. The experiences also encompass some of Scotland's other key tourism assets, such as whiskey – pulling together a strong, authentic offering that will delight visitors. If we can create inspiring experiences for visitors, it removes the hassle factor for them and may just give them an exciting new reason to come here.

➤ www.visitscotland.com/eatscotland

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Telling stories to bring local culture and heritage alive in an experiential way

The Great Spirit Circle Trail, Canada

The Great Spirit Circle Trail was created by the Canadian Tourism Commission to promote Canada as a destination.

The trail tells the story of the 'Anishinaabe' people from Manitoulin Island in Canada's Sagamok Region. Through offering visitors hands on experiences from staying in a traditional teepee to cooking authentic food to discovering their native land on horseback, the story of the Anishinaabe people's culture, arts and traditions are brought to life – providing visitors with an authentic Aboriginal experience. The trail is a great example of a destination inviting visitors to enjoy their local culture and heritage by providing them with an immersive experience.

➤ www.circletrail.com



Who is doing experiential tourism well?

(continued.)

Using a Linking products around a theme

Ancestral and Literary Tourism in East Midlands

The Renaissance East Midlands Ancestral and Literary Tourism project is another excellent example of a destination linking 'products' to create an engaging experience for visitors.

Started in 2008, the aim of the project was to better understand visitors who came to the area with the purpose of learning more about their family history or to discover their literary connections. By looking into the needs and wants of this type of visitor, the East Midlands team were able to tailor and enhance their product offering to capitalise on this market.

Workshops were developed to inform local businesses about Ancestral and Literary tourism and to provide them with information about what these visitors might be looking for, thus equipping them with the knowledge to provide a quality experience. Leaflets were developed for visitors to help them map out where they should start on their personal ancestral experience.

➤ www.emms.org.uk

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Using an interactive product-based experience to attract visitors

Shediac Bay Cruises, Canada

Shediac Bay Cruises is a fantastic example of a 'product-based' experience. Shediac Bay is known as the 'Lobster Capital of the World', and the town hosts an annual festival in July promoting and celebrating its lobster fishing heritage. Visitors entering the town from the west are greeted by the largest lobster sculpture in the world!

Shediac Bay Cruises hooks into their local theme by offering a full interactive lobster fishing experience. Visitors get a real hands-on experience as they work with the lobster traps, pull on the ropes, enjoy a 20-minute educational presentation, learn to cook and crack open lobsters and are then served a traditional lobster meal. They are then given the recipe to take home and continue their experience. The mix of immersion, learning and post-activity information provides visitors with a long-lasting and unforgettable experience.

➤ www.lobstertales.ca



Who is doing experiential tourism well?

(continued.)

Exploring product pairings to deliver an immersive experience

Exquisite food and a magical setting, New Foundland.

The perfect recipe for what will be one of your most treasured memories. Lighthouse Picnics based at Ferryland Lighthouse (built in 1870) offers distinctive picnic food using the freshest ingredients.

A picnic to be enjoyed while relaxing and enjoying amazing scenery - waves, whales, and seabirds are all part of the vista. But what we offer is so much more than food and it is hard to describe in words. It is a feeling that best describes a Lighthouse Picnics experience. It is a moment to 'be'...

- Be in a magical place enjoying breath-taking scenery
- Be in the company of your friends and family
- Be quiet, away from bustling streets and ringing phones
- Be the most relaxed you have been in years!

Part of your Lighthouse Picnic is the walk to the lighthouse. As you walk along a natural isthmus you are surrounded by the sea on both sides of the path. Smelling the sea, hearing the seabirds and the view that goes on forever just sets the scene for a memory.

After your visit, you can also brag to have eaten at the most easterly restaurant in all of North America. Reservations have become a must!

➤ www.lighthousepicnics.ca

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