

Be part of EXPERIENCE

Experiential Tourism to Extend the Visitor Season

Interreg 
France (Channel
Manche) England

EXPERIENCE
European Regional Development Fund

 **Norfolk**
County Council



Calling!

Artists • Cafes • Foresters • Brewers • Storytellers • Pubs •
Accommodation • Foragers • Farmers • Kayak instructors •
Woodworkers • Stately homes • Performers • Restaurants •
Fishermen • Boat hirers • Wellbeing practitioners • Historians •
Astronomers • Literature enthusiasts • Chefs

Be part of EXPERIENCE

EXPERIENCE - Experiential Tourism to Extend the Visitor Season

We're looking for businesses, organisations and individuals in Norfolk whom we can support to attract visitors to Norfolk outside the peak season with appealing autumn and winter 'experiences'.

EXPERIENCE is a sustainable tourism project aimed at driving up the number of visitors or tourists between October and March, boosting local economies and year-round (rather than seasonal) jobs.

This in turn will help protect and maintain Norfolk's natural and cultural attractions in a sustainable way.

EXPERIENCE can also help you explore new opportunities in sustainable tourism during current uncertainties.



Benefit from EXPERIENCE training & networks

We are offering:

- **Training to extend your tourist season into the autumn and winter by targeting experiential travellers who are interested in authentic and exciting 'experiences'**
- **Insights into how to diversify into tourism or start a business to attract off-season visitors**
- **The chance for you to tell us about any training or tools that would help you bounce back from the business impacts of coronavirus**
- **Opportunities to make connections with other organisations in Norfolk to learn from each other, recommend tourists to each other, create joint offers and support development of themed itineraries**
- **Tips on how to become more sustainable and to appeal to visitors who value sustainability**
- **Guidance on how to be more accessible for people with additional physical or sensory requirements**
- **Opportunities to test new experiential tourism products**

Sign up to receive information about our training and sustainable tourism network events at www.norfolk.gov.uk/sustainabletourism. These will be held online for the foreseeable future.

Want to attract visitors in autumn and winter?

We're looking to work with Norfolk businesses, organisations and individuals either with or without experience in tourism. We want to support you to develop and promote unique activities for visitors between October and March.

To achieve this, we're creating varied networks to bring together a range of organisations, from well-established attractions through to off-the-beaten-track experts such as foresters and artists, who may have no previous experience in the tourist trade.




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‘Experiential’ tourism

Traditionally, the marketing approach for tourism has been centred on promoting mass-market locations during peak season, known as ‘destination tourism’.

However, trends show that travellers are increasingly seeking experiences which give them a sense of adventure and discovery by immersing themselves in new cultures and exploring local foods, activities and arts - known as ‘experiential tourism’.

This new demand is the inspiration for EXPERIENCE, which will create a new tourism strategy in order to shift from a ‘destination’ to ‘experiential’ tourism approach in Norfolk and five other areas in the UK and France.



What makes an ‘experience’

When you’re thinking about what makes an experience, anything goes, from the traditional to the quirky! We want to support imaginative ways that visitors can experience our county. Experiences must be sustainable and can be any new or adapted activity that is authentic to Norfolk in the autumn and winter - particularly in:

- Arts & Culture
- Cycling & Sports
- Nature & Wildlife
- Hospitality & Gastronomy

Examples might include a multi-sensory trail, a music performance in a forest under a harvest moon; storytelling kayak adventures through autumnal mists; banquets with seasonal produce; standing on wild shores hearing the calls of geese overhead, a farm diversifying to offer autumn foraging, followed by cooking dinner in a barn - anything at all - be creative!



Sustainable tourism

EXPERIENCE is based on the principle of sustainable tourism, in order to bring benefits to the local economy, environment and society and to mitigate the impact of increased visitor numbers. We encourage participants to focus on low-impact activities, to use local suppliers to reduce food miles, opt for recycled materials and choose renewable energy or low-carbon options such as solar and automated lighting and heating.

Accessibility

At least 33% of EXPERIENCE activities will be suitable for people with additional physical or sensory requirements, so we will offer training on how to achieve good accessibility standards for visitors. We also place great importance on the inclusivity of individuals and communities.



Funding

EXPERIENCE is a €23m project, of which €16m is co-funded by the European Regional Development Fund through the Interreg France (Channel) England Programme. It is led by Norfolk County Council, comprises 14 partners and runs from September 2019 to June 2023.

By March 2023, the aim of the project is for the six areas of England and France - Norfolk, Kent, Cornwall, Pas-de-Calais, Compiègne and Brittany - to have attracted 20 million new visitors in total, spending €1billion - a 5% increase in off-season visitor spend.

Sign up to receive updates about our sustainable tourism networks at www.norfolk.gov.uk/sustainabletourism and we’ll let you know about any news and events.

Contact us:
experience@norfolk.gov.uk

