

LANDSCAPES AND NATURE EXPERIENCE DEVELOPMENT WORKSHOP



Interreg  EUROPEAN UNION

France (Channel
Manche) England

EXPERIENCE

European Regional Development Fund



UNMISSABLE
England

VISIT KENT

BUSINESS

GARDEN *of* ENGLAND



Experience Travel Trends that resonate with the Kent food and drink offer

Engaging with the countryside – experiencing rural life as well as the landscape going beyond the icons.

Local and Authentic – People like to meet people, so there is nothing better than to be guided by a local photographer to uncover Kent's incredible landscapes and nature offering.

Under Tourism - Getting away from the crowds and the tourism hotspots... discovering more of the rural offer and hidden gems.

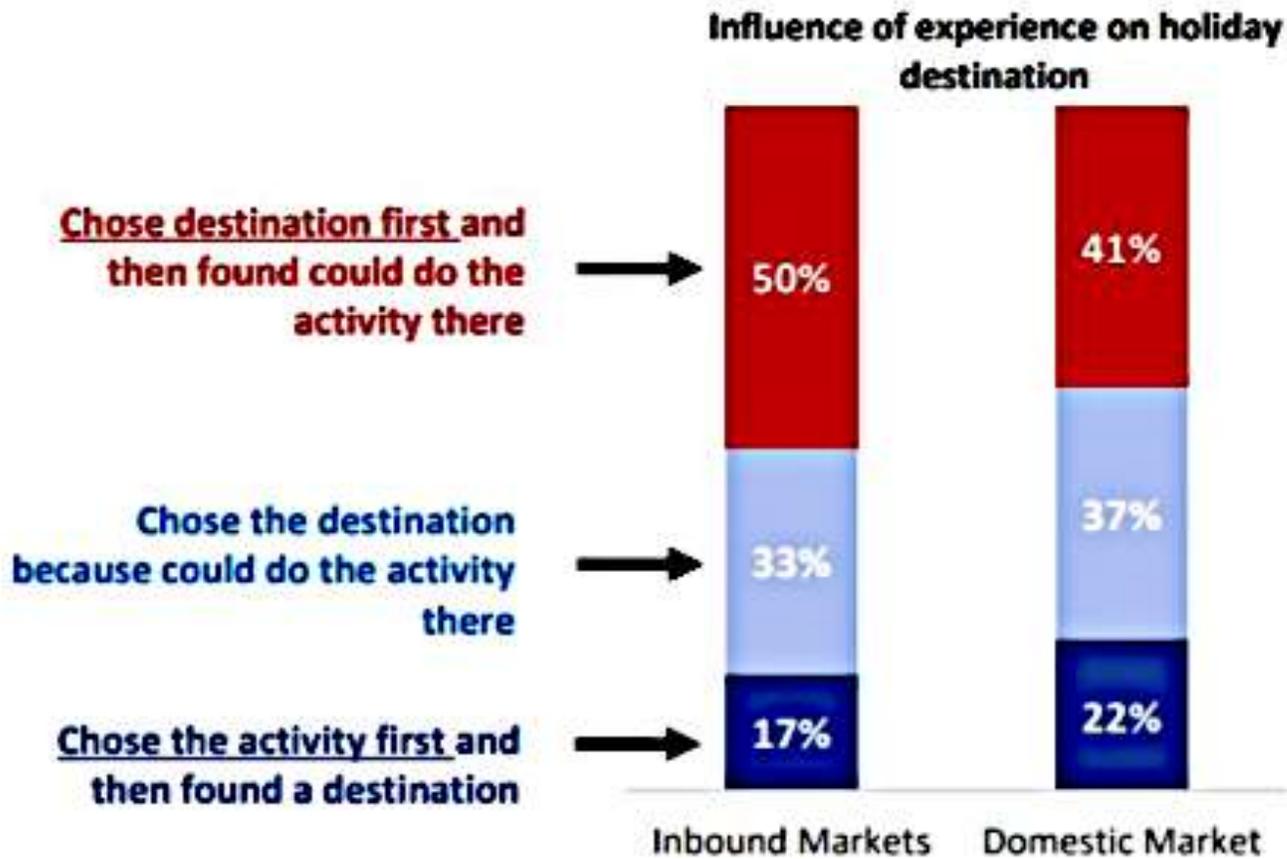
Reconnecting - We want to reconnect with the natural environment

ECO Tourism & the 'Greta Thunberg' Effect- Travellers are becoming increasingly aware of their impact on the planet; questioning as to 'how' we travel and how we can positively contribute and reconnect with nature.

Wellbeing –By definition, wellbeing is – being comfortable, healthy and happy and what better way to improve wellbeing by taking in the stunning views on a walk.



The Benefits of experience tourism for Kent

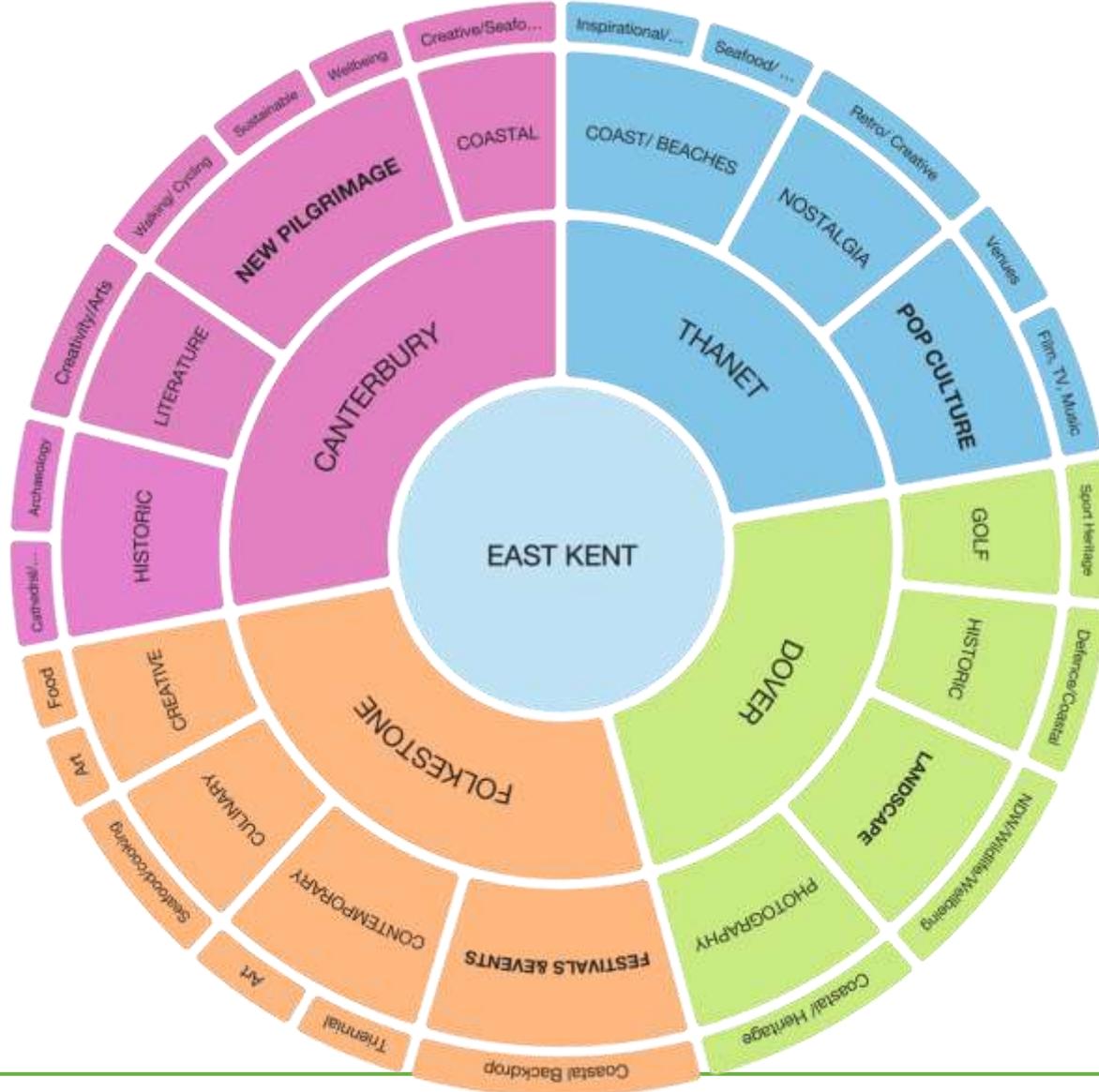


Developing travel experiences, is an effective way for a destination to reach and influence customers. From recent VisitBritain research, we already know that:

- ✓ **BOOK IN ADVANCE** - When booking an experience, 65% of the domestic market book before leaving home.
- ✓ **WILL TRAVEL OUT OF SEASON** – Many experiences are even better out of the main visitor season and can help drive footfall over these periods.
- ✓ **EXPERIENCES INFLUENCE DESTINATION CHOICE** - Nearly 60% of the domestic market are influenced by an experience when selecting a destination



Options Analysis for East Kent – Core Strengths

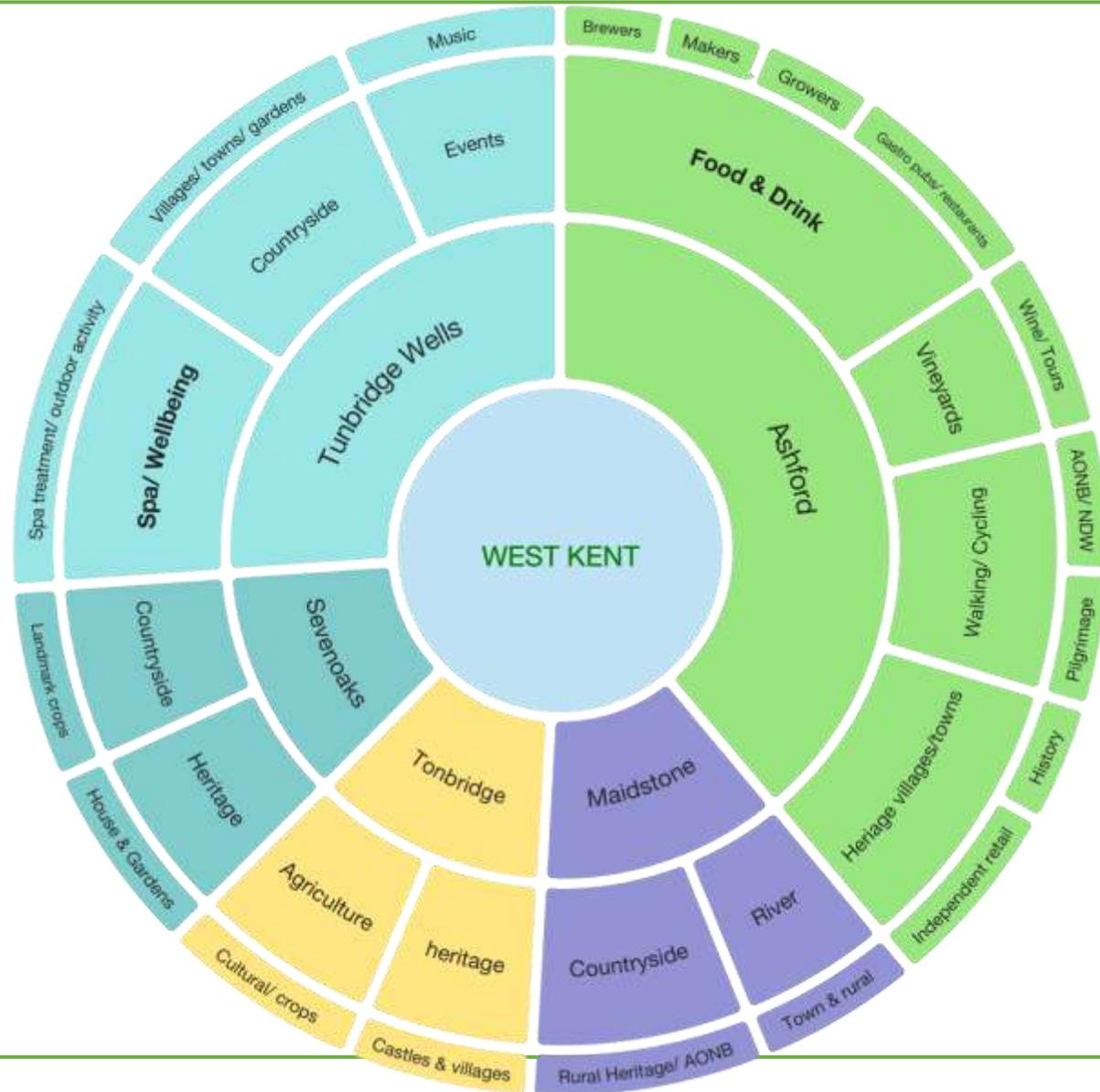


Landscape and Nature product gaps and opportunities:

- ✓ Closer to the coast – engaging with the coastline
- ✓ Getting close with Nature - Seal watching
- ✓ Foraging and wild cooking
- ✓ Nature walks/cycling
- ✓ Nature safari's
- ✓ Photography courses
- ✓ Beach yoga



Options Analysis for West Kent – Core Strengths



Landscape and Nature product gaps and opportunities:

- ✓ Green Fingers
- ✓ The Plant to Plate Revolution
- ✓ The Farming Landscape
- ✓ River and Downs – Pilgrimage, walks and cycling
- ✓ Woodland yoga



Options Analysis for North Kent – Core Strengths



Landscape and Nature product gaps and opportunities:

- ✓ Walking & Views of the Downs
- ✓ At one with Nature – Wildlife experiences
- ✓ Gardening courses
- ✓ Landscape and wildlife photography courses



Landscapes and Nature

Landscape – As one of the most iconic British images, the White Cliffs have become a 'tick off list' pit stop for visitors and groups. The opportunity here is 2-fold; To work with local enthusiasts to offer walking tour experiences to incorporate unique views and other points of interest via platforms such as Airbnb Ex. Working with group operators to potentially incorporate some of the environmental and heritage management messages into their tours, to raise visitor awareness of biodiversity, wildlife and sensitivities.

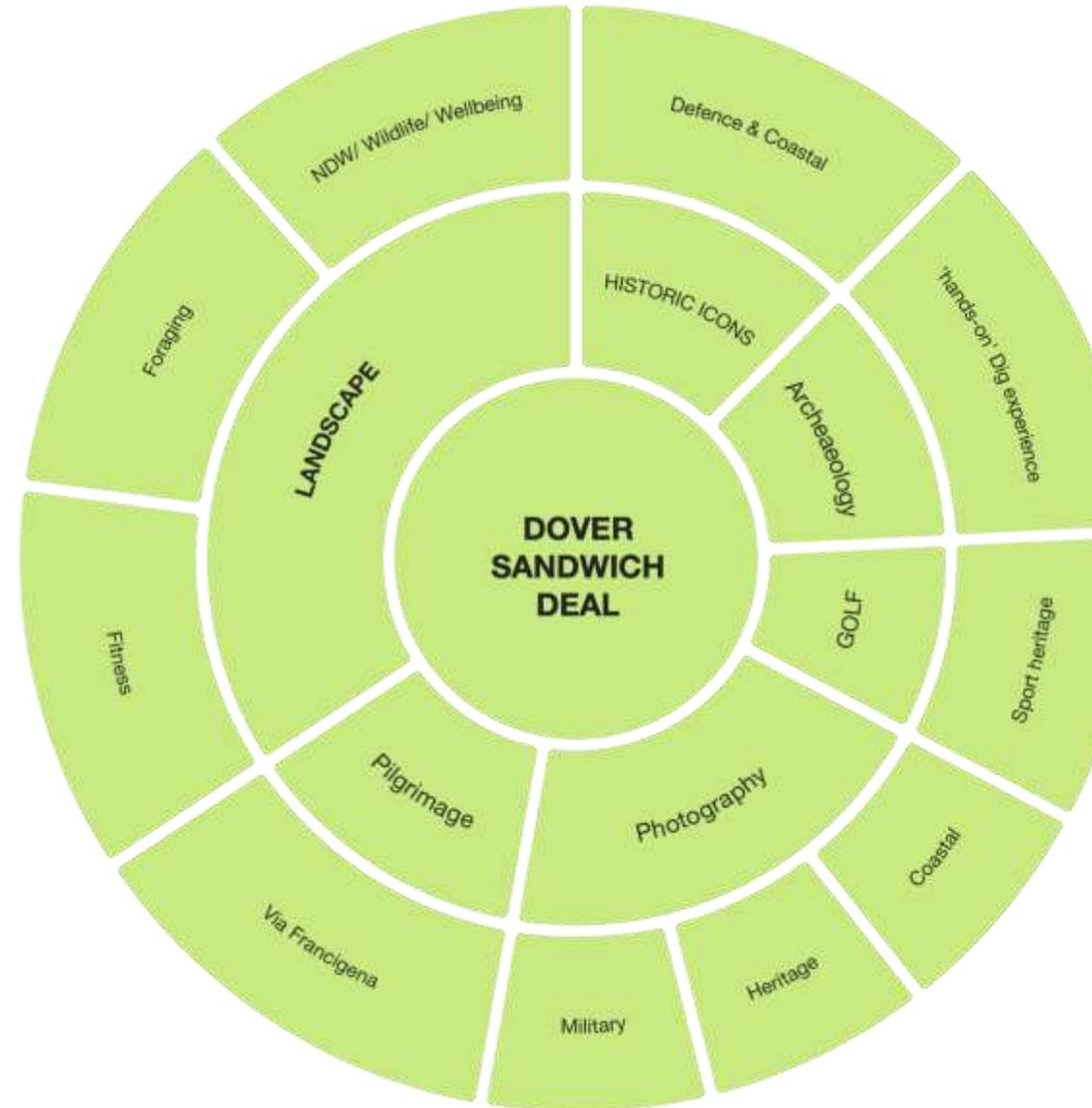
Getting more from the coast – organised experiences to get the visitors away from hot spot areas on the white cliffs to engage with the wider coastal/ countryside offer - combine other interests such as fitness foraging and photography.

Transformative and wellbeing focus: the **new pilgrimage** to find yourself and to reconnect using the resource of the NDW/ Via Francigena.

Golf – Extending the product beyond the major events is crucial for Sandwich. As Kent's premier golf destination there is an opportunity for the town to be used as a golfing base for operators looking to develop a multi course experience package.



Strengthened and enhanced via a sustainable commitment





District Product Priorities – Opportunities & Gaps

Core District Themes

District	Primary Themes	Gaps analysis for District themes
Dover	Landscape and nature	<p>The recent survey conducted by Natural England to monitor engagement with the natural environment (Sept 2019) highlighted, that the number one engagement with green spaces was via the urban park.</p> <p>Urban parks are easy, accessible and convenient however, their experience scored low on positive outcomes (the way they made people feel). The areas that scored high on emotional outcomes were; Mountains/ Hills, Woodland / forests and Farmland. Therefore, the data indicates that the consumer has a high desire to engage with the natural landscape and nature yet perceives it to be difficult. To overcome these hurdles/ plug the gap, experience led activities that take visitors into the countryside would start to dispel these concerns. E.g. ‘Walking the Farm’ farm visits are often based in the farmyard location, however it’s the confidence to get out into the farmland where visitors need the reassurance. Exploring the coast, getting away from the tourist beach and taking a closer look at the coastal wildlife with a guide.</p> <p>A way in which visitors can be encouraged back into the countryside is by combining the experience with another one of their passion, for example:-</p> <ul style="list-style-type: none"> a.) Foodies turned foragers - Moving the love affair they have with the plate to a new relationship with the plants. b.) Fitness – Trading in the Dumbbells for the Downs and the fitness class for the foreshore. c.) Stop scrolling and start shooting – Instagram has made wannabe photographers of us all, but how, when and where we can access the perfect shot is often a best kept secret. d.) And Breathe... - Focusing on the value of the landscape for wellbeing – walking, cycling, nature safaris or just taking in the view. <p>All of these experiences are linked by the fact that you need to get out into the landscape and experience the benefits of the surrounding natural environment... issues over uncertainty and safety can be overcome by joining a group/ having a guide.</p>



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Landscape & Nature

NEXT STEPS AND FURTHER OPPORTUNITIES



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EXPERIENCE DEVELOPMENT PROGRAMME

Develop an all-year round product offer that will not only help your business to grow but also help your business become more resilient to future challenges.



THE PROJECT PERKS

- 1 1:1 Specialist Consultation**
Specialist consultancy to support the development of a business plan for the launch of your new product
- 2 Product Testing**
Market testing of your concept with consumers and travel trade, and feed back to further develop your product
- 3 Content Development**
New photography for your product and inclusion in inspirational content
- 4 Consumer marketing**
Inclusion in targeted off-season consumer campaigns to market your product
- 5 B2B distribution**
Distribution of your product to the travel trade through our established B2B connections and networks

The total estimated value of what you receive is £6,000



APPLICATIONS

125 places available on the programme

70 + applications received in the first round

Deadline to apply 8th January 2021

Collaborative / joint applications encouraged



**Farmers. Producers. Artists. Sailors. Surfers. Chefs. Yoga Instructors.
Vineyards. Distillers. Pubs. Creators. Photographers. Attractions. Hotels.
Foragers. Astronomers. Upcyclers. Historians. Bird Watchers. Actors**