

ARTS, CRAFTS AND MEDIA EXPERIENCE DEVELOPMENT WORKSHOP



Interreg 
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Experience Travel Trends that resonate with the Kent Arts, craft and media offer

Pop Culture – Whatever’s trending right now on Film, TV and social media is increasingly influencing our leisure choices. The audience is looking for an immersive experience that links them to their pop culture loves. Screen tourism used to focus on just visiting the actual destinations where a drama or film was shot, but now consumers want to feel like they are in it.

Local and Authentic – People like to meet people, so there is nothing better than to be guided by a local artist

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

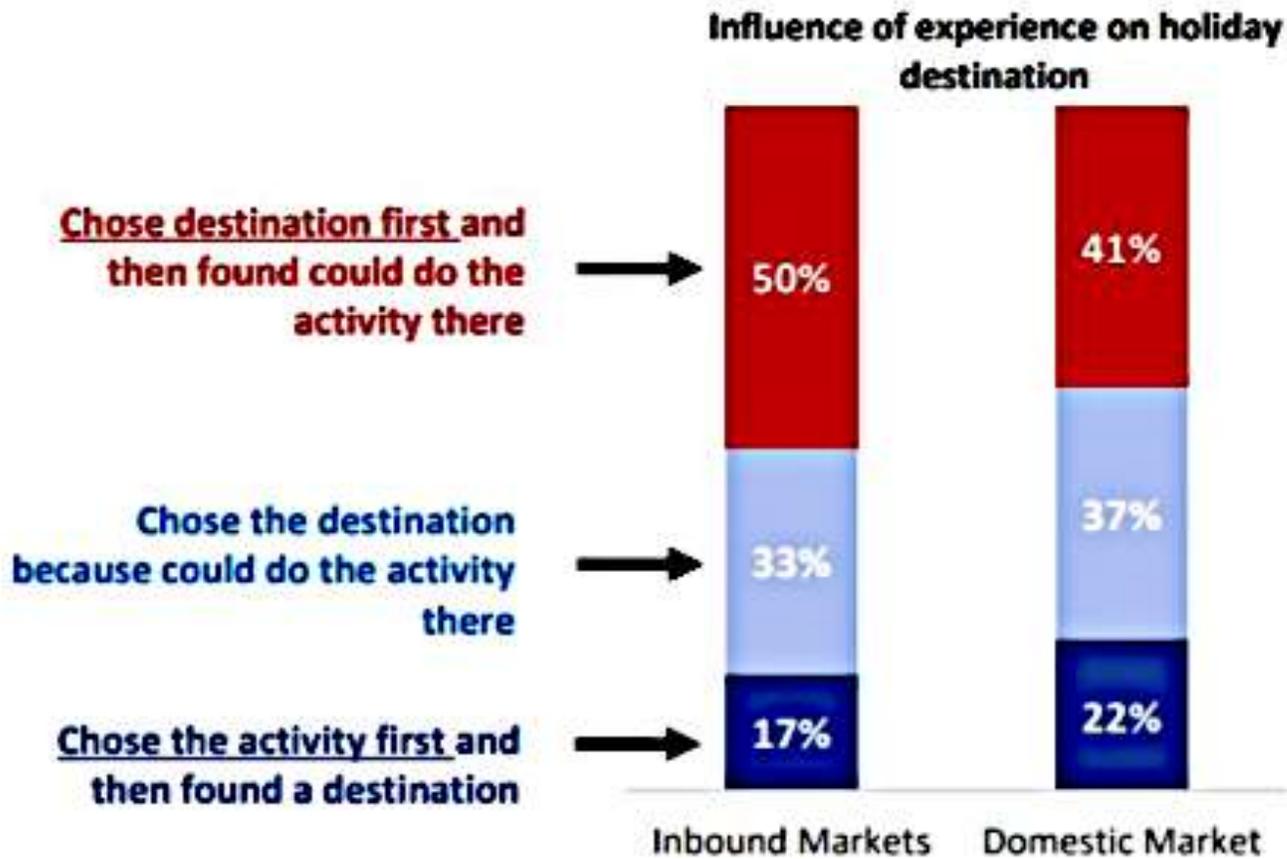
Reconnect – We want to reconnect with our families and friends through shared experiences.

Multigenerational Travel and bubble bookings – Covid has given rise to the ‘bubble booking’ trend. Perfect for a creative experience

Improving wellbeing – By definition, wellbeing is – being comfortable, healthy and happy. Creativity has been shown to help wellbeing.



The Benefits of experience tourism for Kent

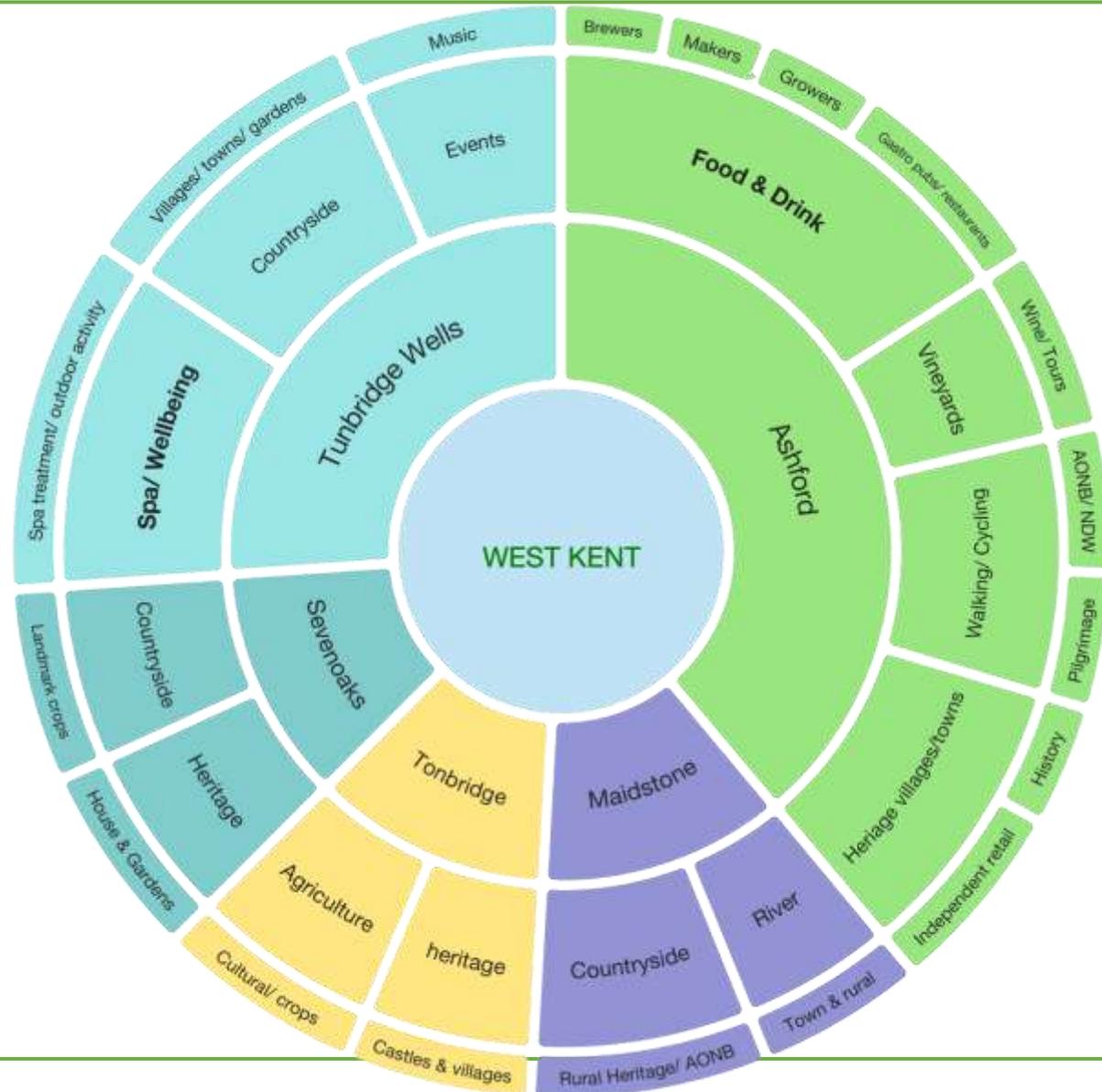


Developing travel experiences, is an effective way for a destination to reach and influence customers. From recent VisitBritain research, we already know that:

- ✓ **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 West Kent – Core Strengths

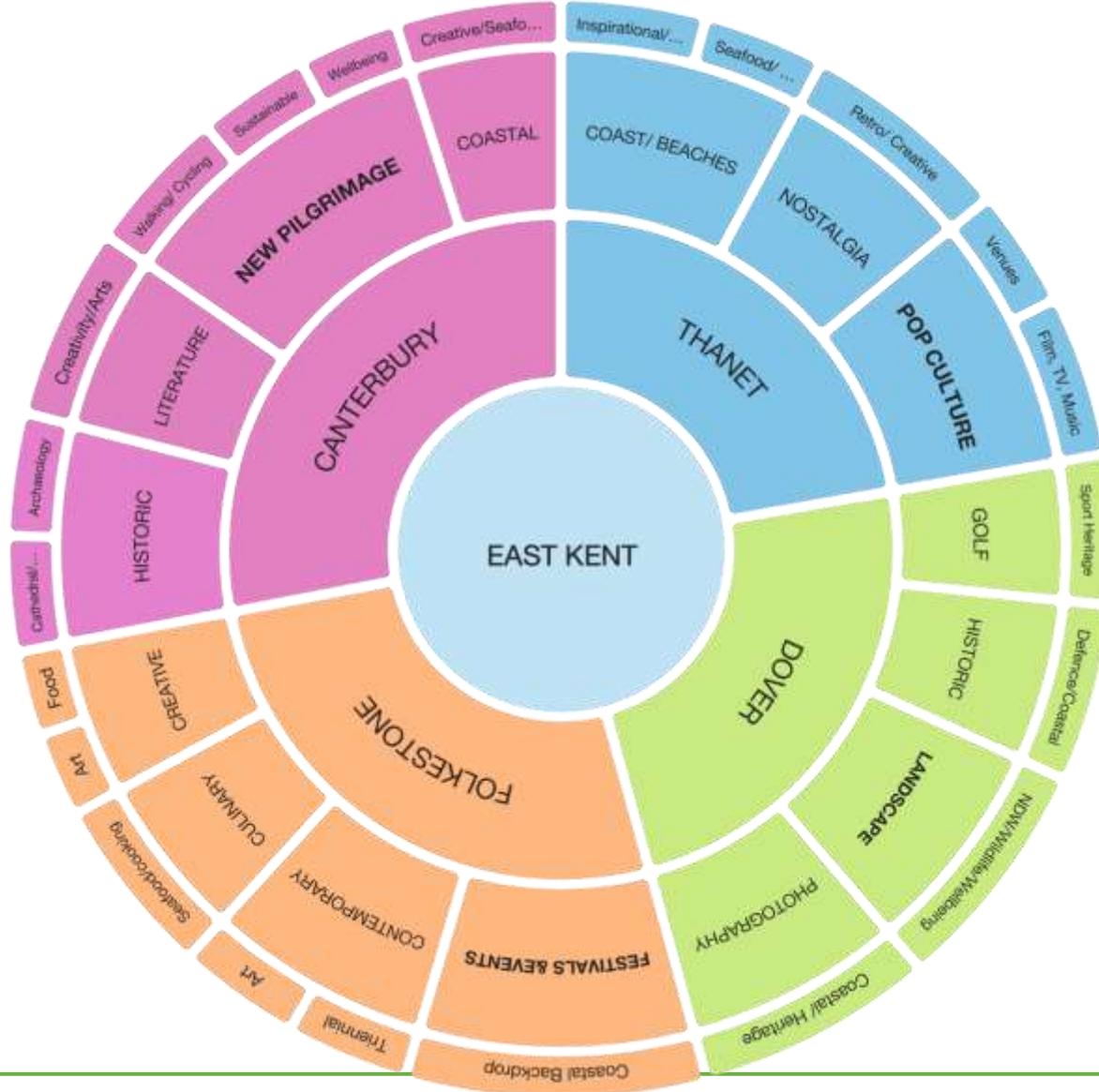


Arts, craft and media product gaps and opportunities:

- ✓ Rural landscapes – Photography
- ✓ Music events
- ✓ Independent retail
- ✓ Traditional crafts
- ✓ Interior design



Options Analysis for East Kent – Core Strengths



Art, craft and Media product gaps and opportunities:

- ✓ Creative classes
- ✓ Coastal photography
- ✓ Pop Culture – Film, TV and Music
- ✓ Retro and nostalgia
- ✓ Contemporary art – walking tours
- ✓ Home Grown Creativity



Options Analysis for North Kent – Core Strengths



Arts, craft and media product gaps and opportunities:

- ✓ Culture – City of Culture
- ✓ Gaming and escape rooms
- ✓ Literary heritage – Creative writing
- ✓ Hands on maritime – rope making
- ✓ Photography – Industrial / Seascape



Building on the current product for Thanet District

Pop Culture – This is a strength across the board for Thanet with the potential to raise the profile of the retail experience and unique performance venues such as Tom Thumb theatre. There is also the opportunity to partner on niche areas e.g. Geek appeal around gaming events linking to the Micro museum and panic rooms. Or, the art of afternoon tea in unique locations such as Bleak House or the Italianate Glasshouse.

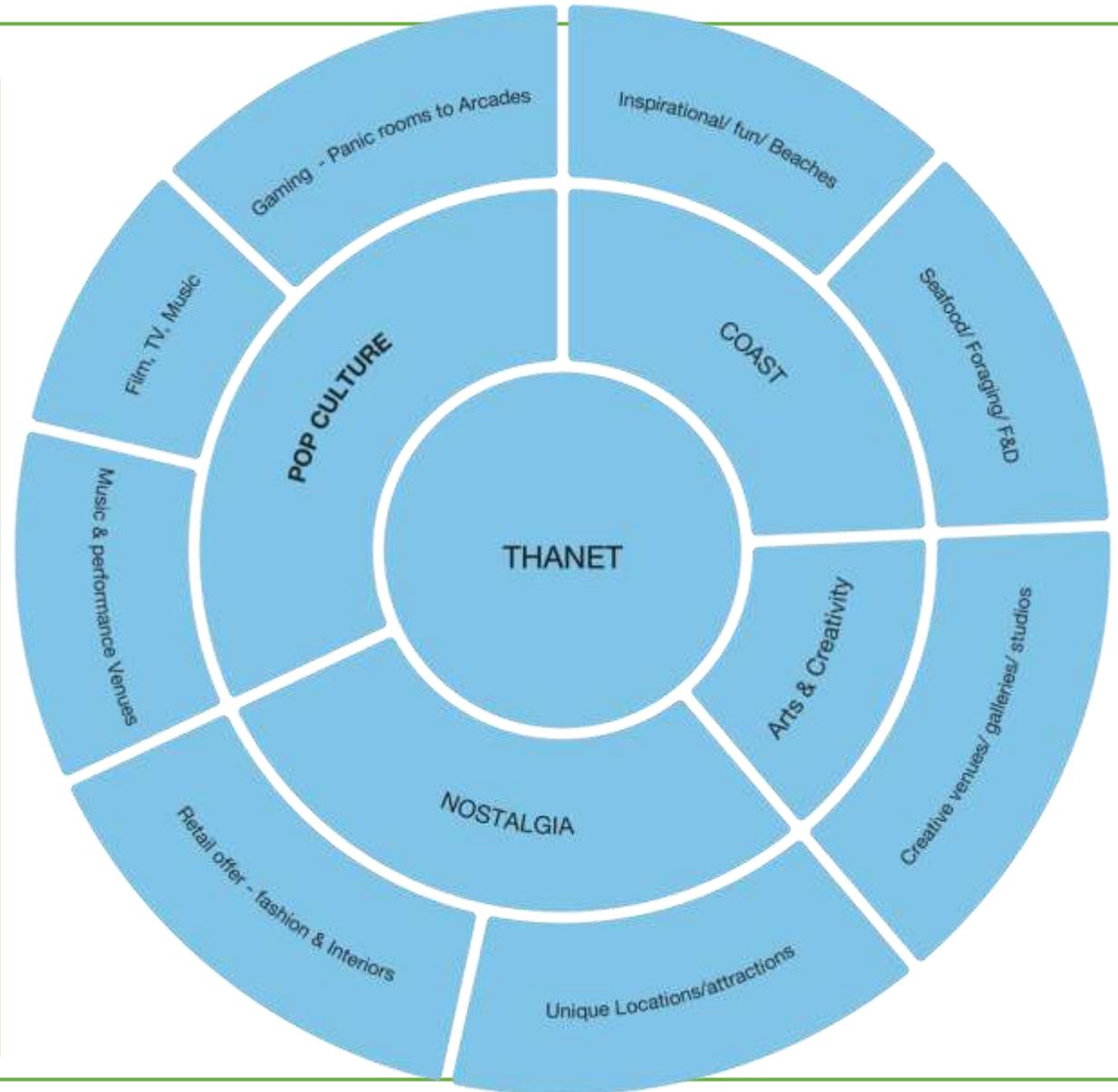
A nostalgic Experience – due to the heritage and architecture of the seaside towns – events and experiences could even reflect different time periods from Sea bathing Edwardian style, Victorian high Tea at Quex House – lessons in etiquette. Or a retro bike hire and fashion styling for 40 somethings wanting to relive their childhood favourite films such as The Goonies/ reaching out to the new Gen Z, Stranger Things following.

Getting more from the coast – organised experiences to get the visitors off the popular beaches to learn about local wildlife, hunt for fossils and areas where licenced beach cooking can take place.

Niche Experiences – The area has a phenomenal creative community who are poised to offer a number of unique experiences – Art, pottery, foraging, creative writing, how to be a mermaid! all have the potential to drive off season visits and also overnight stays.

Transformative and wellbeing: A great niche proposition around activity such as wild swimming and beach yoga.

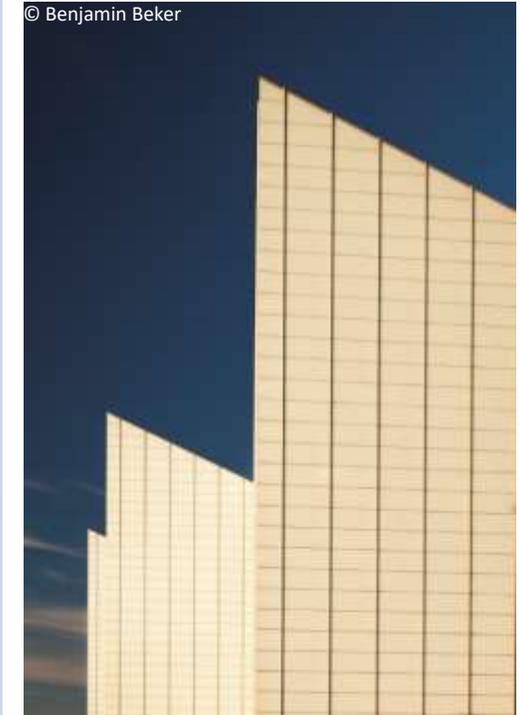
Strengthened and enhanced via a sustainable commitment





Thanet Product Priorities – Opportunities & Gaps

	Primary Themes	Gaps analysis for selected themes
Thanet	Music, Pop Culture and film	<p>There is no doubt that screen tourism can be an overnight success story for any destination, however the destination must be a leading star of the drama or film, whether it is the lead location or named destination.</p> <p>For example - Peaky Blinders was predominantly shot in Yorkshire with additional locations in Liverpool and just outside of Birmingham. However, the audience were repeatedly told in the storyline that this was Birmingham... as a result 'The Real Peaky Blinders' tour developed, telling the true but sometimes gruesome history of Birmingham's backstreets, using the TV drama as the bait. Equally 'Call the Midwife' is set in SE London in the 50's/60's but is predominantly shot on location at the Historic Dockyard – Due to the repeated use of key locations, the dockyard has a successful 'Midwife' tour based on audience location recall, due to its popularity in the UK and with anglophile audiences.</p> <p>Thanet still needs to land a key drama series in either name or location to reasonably activate its screen tourism appeal. To date the district has made numerous appearances in film and TV series, but possibly not enough for clear audience recall.</p> <p>The district is however brimming with potential to capitalise on the current popular culture revival for the 80's. Thanet's strengths are its nostalgic authenticity, its retro style and the strength of the creative community.</p> <p>The gap is the collective partnership that's needed to glue together SME's such as costume hire, retro shops, themed museums, bike hire, not to mention 5 escape rooms, to potentially deliver a coordinated experience offer.</p> <p>Music is another hidden strength, from resident artists to exclusive locations, all have potential to offer a great experience.</p> <p>Finally, hands on creativity... Thanet not only has the Turner as an artistic anchor, but a creative and inclusive community whose imagination seems to know no bounds... offering extensive opportunity to offer creative courses and experiences to the visitor. The gap is bringing this creative community one step closer to the destination story, rather than delivering alongside.</p> <p>For smaller attractions, there is the possibility to partner with other businesses to deliver 'pop up pop culture' experiences to raise awareness – e.g. the Micro Museum delivering a pop up arcade in a central location.</p>



Pop Culture



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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



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APPLICATIONS

125 places available on the programme

70 + applications received in the first round

Deadline to apply 31st December 2020

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**