



idea
SENSORY DISCOVERY PROGRAMME
 PROTOTYPE WITH INTEGRATED ACTION PLAN

1. WHAT?

A programme of discovery across the Côte d'Opale using all 5 senses.
 Example: taste/cuisine, sight/photography, hearing/animals, touch/discovery, smell/nature.

This product concept is good news for local tourism professionals because it will attract more clients who love the region outside school holidays and weekends.

For visitors who love the area, this offer represents original and unexpected ways of discovering the region



project submitted by:
 PROFIT

more info:
WWW.PROFITTOURISM.EU



2. ASSETS & PROFITABILITY

- Our promise to our clients
- ▶ To ensure that there are always activities on offer even outside the main tourist season, weekends and holidays
 - ▶ To help them expand their knowledge of the region
 - ▶ To help them experience the region in a new way
 - ▶ To give them photos and memories of their holiday to share with family and friends

- Gains for regional companies:
- ▶ Better knowledge of their region
 - ▶ An offer that aims to prolong the holiday season
 - ▶ An offer that allows them to distribute customer flow among less-visited places
 - ▶ Close collaboration with other regional players

3. SUCCESS FACTORS

- The secrets to success:
- ▶ Surprise guests with an unusual offering
 - ▶ Create a strong content and marketing editorial strategy
 - ▶ Advertise the offer in a coherent and cohesive way
 - ▶ Provide our visitors with a feast for the senses using marketing tools.



4. PARTNERS

- Project partners:
- ▶ Network leaders: Pas-de-Calais Tourism and Littoral Hauts-de-France Chamber of Industry and Commerce
 - ▶ Tourist sites and facilities
 - ▶ Nature guides, Regional Nature Park, Eden62
 - ▶ Hotels and restaurants
 - ▶ Farmers, artisans; artists, guides
 - ▶ Tourism offices

5. COMMUNICATION

Content will be edited magazine-style with anecdotes, portraits...
 The programme will be advertised on the communication supports of all our partners, in accordance with fixed editorial policies.
 Dedicated physical (sales points, signage) and digital (mini-site, newsletter) advertising.
 Press, blogger and Instagrammer visits will add to this campaign.



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6. FOR WHOM?

This product is aimed at mature couples (50 and over) who know the region very well and who live less than 2 hours' drive away. They will want comfortable accommodation and services, simple and functional, but also of high quality. They will enjoy outdoor activities such as hiking, cycling... We must establish a stable and faithful client base.



7. HOW DOES IT WORK?

There will be two sensory visit programmes per year

- ▶ Spring - Summer
- ▶ Autumn - Winter

Each programme will include:

- ▶ Free visits and itineraries with maps, and recommendations for unmissable sites...
- ▶ Regular events
- ▶ One-off events that must be booked in advance

Each new programme will emphasise the NEW RANGE OF SERVICES on offer



8. TIMING

- ▶ This offer can be implemented rapidly, one year maximum. Other than the commitment of stakeholders, it requires little financial investment.



9. CHALLENGES

Challenges for those involved in the project:

- ▶ Collaborating with all our service providers
- ▶ Respecting the sensory universe of the services on offer



10. FINANCIAL

Necessary human resources:

- ▶ A project manager to oversee the creation of services and partner involvement, the collection and follow-up of partner and client feedback, and communication strategies.

Financial resources:

- ▶ The creation of an editorial policy
- ▶ A newsletter
- ▶ A dedicated mini-site or a new section on an existing website



11. MONITORING & MEASURING

- ▶ Number of partners involved in the programme
- ▶ Service provider satisfaction
- ▶ Client satisfaction