



1

A tourism *product* is what you buy.  
A tourism *experience* is what you remember.



2



3



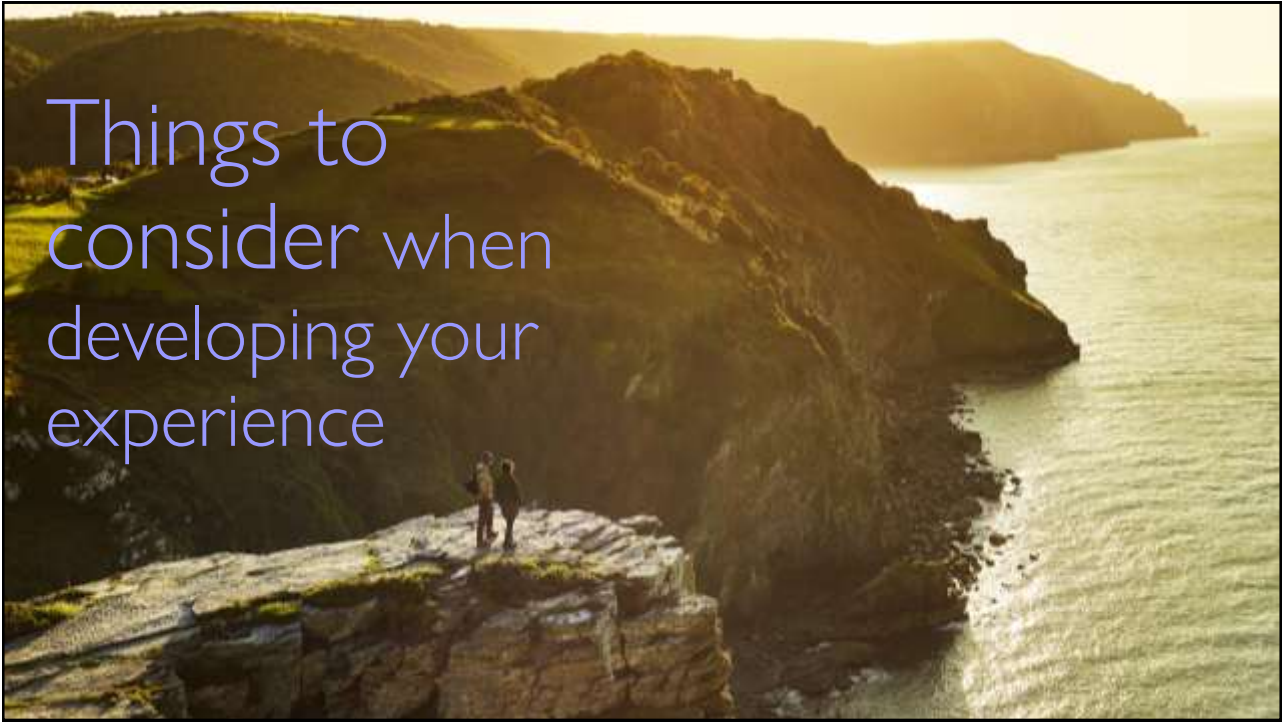
4



5



6



Things to consider when developing your experience

7



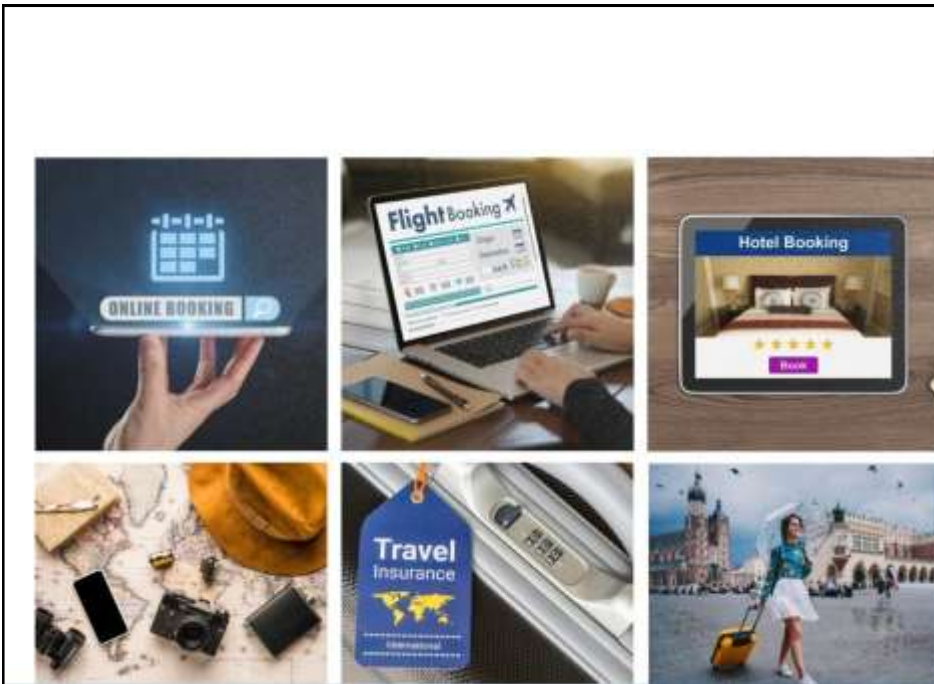
Target Audience

8



‘Exclusive’  
opportunity

9



Online  
bookings

10



# Theme & Story

11



# Name

12



When  
will it be  
offered?

13



Partner  
businesses

14



Price

15



Descriptions  
T & Cs

16



17



18

Market effectively



19

Look at other channels



20

# Feedback and reviews



21



Story



Food



The unexpected



The expected

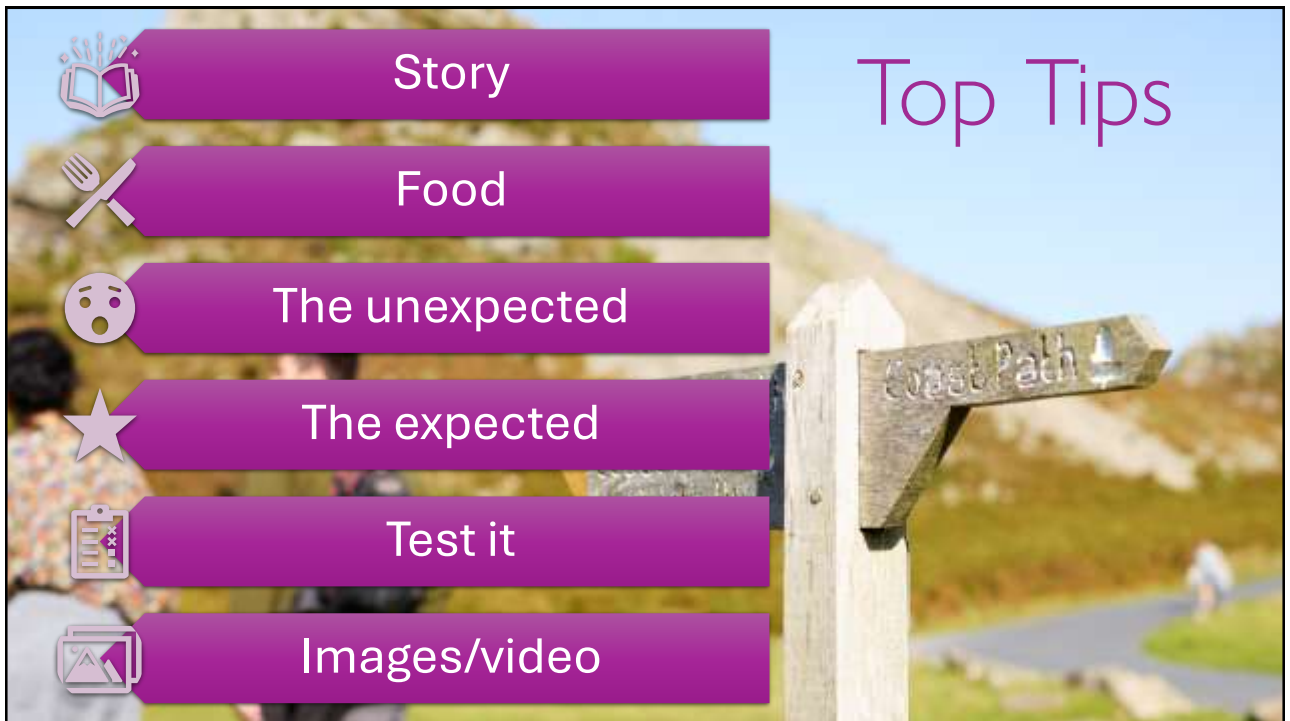


Test it



Images/video

## Top Tips



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## **Over to you!**

**In groups work up a fantastic Exmoor based nature or wildlife experience.**

**This could be a real initiative you want to develop or a fictitious one.**

- What would your experience include, where?
  - Who is it aimed at?
  - Who would be involved?
    - How long?
    - How Much?

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