

## EXPERIENCE Project Newsletter Summer 2022

### Kent



World leading travel industry experts, [Lonely Planet](#), placed Kent's Heritage Coast at number four on their highly anticipated and high profile list of the world's best regions to visit - 'Best in Travel 2022'. The list defines the top ten hottest countries, cities, and regions to visit next year, for the ultimate in must-have travel experiences. The panel of Lonely Planet experts included Roi Ariel, General Manager of the Global Sustainable Tourism Council and Martin Heng, an accessible travel advocate. With EXPERIENCE support, Kent County Council and Visit Kent have established a new partnership with [AccessAble](#) – the UK's largest provider of accessibility information – to create a landmark programme of inclusive visitor support. This programme will be the first of its kind delivered across the UK and will provide practical support to businesses as well as direct engagement with disabled visitors.

Kent County Council has already installed a Changing Places facility at Shorne Country Park. The aim of this is to make the countryside accessible for people with severe disabilities and their family or friends. This facility has been received positively with comments from users including:

"We can take James for longer walks without worrying now" and "I think it looks amazing! All the functional stuff you need is there, and I love they've actually made an effort to decorate it nicely too!"

Visitors to the Garden of England can now experience Cycling UK's new [Cantii Way](#) long distance bike-packers tour. Launched on Kent Day (26 May), the Cantii Way tour can be done at a leisurely pace over several days, stopping off to sample Kent's gastronomic delights. See the video highlights [here](#).

## Cornwall



The fascinating history and breath-taking beauty of the ancient kingdom of Kernow has been unlocked with a newly designed 230km bike-packing route around the tip of Cornwall. The [West Kernow Way](#), managed and launched by Cycling UK, rediscovers Neolithic tracks such as the Tinnars Way and connects existing or out of use bridleways, by ways and lost ways. It spans spectacular coastal scenery, journeys alongside hedgerows bursting with wildflowers and crosses isolated moorland.

In February 2022, Cornwall Council held a formal launch to celebrate the completion of the upgraded Mounts Bay Coast Path as well as the art installation *Gwelen*, by the award-winning artist Emma Smith, including residents of West Penwith.



Mount's Bay in Cornwall is home to an ancient, submerged forest, an enchanting phenomenon that is rarely seen, but occasionally uncovered at very low tides. The arts commission drew on this phenomenon which was developed in consultation with the local community. Each sculpture is based on a local tree form and has been crafted to interpret the poses and measurements of over 600 residents from the local community. A forest of wooden 'seeing sticks' has emerged along the coast path between Penzance and Marazion. Named *Gwelen* – from the Cornish language words *gwel* for 'rod, pole, wand' and *gweles* 'to see' – the artwork celebrates the power of collective and shared imagination.

Listen to these [podcasts](#) which capture the memories and perspectives of people at Mounts Bay, the location of the art trail.

## Norfolk



This year's Love Light Festival in Norwich, supported by EXPERIENCE, was an assault on all the senses! Held in February it embraced the timely theme of 'love' and visitors showed their affection for the outdoors despite the gathering storms! Residents and visitors joined an illuminated Glow Ride with a procession through the love lit streets of this fine city.

Norfolk County Council announced the winning artist concepts for the Norfolk Way Art Trail and the artists now have a dedicated [insta](#) account to share with you a summer of community engagement. Do give them a follow and show your support! In May the county of Norfolk was

celebrated for its wonderful food and coastlines in an EXPERIENCE supported TV programme on the UK national channel **More 4**. The episode was part of a major television series '[The Best of British by the Sea](#)', hosted by national food celebrity Ainsley Harriott MBE and high profile journalist, Grace Dent. With plans to repeat the airing of this show, it will inspire hundreds of thousands of viewers by giving them a taste of experiential and immersive tourism in Norfolk. It can be watched on More 4 [catch up](#) in the UK.

## Compiègne



Explore what the third largest forest in France has to offer on our project website! Celebrating the experiential approach, the forest has become a stage for a series of theatrical events which were attended by over 400 members of the public.

In a recent [article](#) written by Marjorie Levasseur at the Office national des forêts (National Forest Office) we discover the art of forest bathing. This unique experience, available in **Compiègne** forest, draws on the Japanese art of 'Sylvotherapy' (the practice of immersing oneself in the forest).

The heritage of the Saint-Corneille cloister has been spotlighted drawing visitors in with a new way to practice yoga. Véronique, a yoga teacher teaches how to explore all the benefits of Hatha



Yoga in a very grand setting. This kind of yoga is perfect to improve energy and vitality with the added benefit of being in such a special place.

A brand-new experience is to be launched in Compiègne which will blend sophrology (a relaxation method involving movement and exercise) and the horse heritage of the Imperial city. Tourists can discover this relaxing practice and have an experience with the friendly and calm horses in the magical atmosphere of the Compiègne Forest.

## Brittany



The regional treasure hunt '[Mystère Abgrall](#)' was officially launched on June 13th 2022 in Guerlesquin, along with seven other towns in Brittany. This game, designed by l'Équipe Ludique, allows visitors to discover local heritage while solving a dozen enigmas. They will be helped by the architectural features around them to find their way to the next point on the treasure hunt. The game is free to use, available all year round and is accessible to all. The most adventurous visitors will be challenged to complete the game across 24 participating towns in the region by 2023! Visitors can collect their "investigator kit" in Guerlesquin's tourist office or town hall or download it online to print at home.

This project was initiated by the Brittany Regional Committee of Tourism and the Petites Cités de Caractère de Bretagne association and was co-funded by Morlaix Communauté as part of the FCE Interreg project "EXPERIENCE".

With the public increasingly keen to decrease their carbon footprint when they take their holidays, Brittany Ferries has been able to firmly anchor travel by sea as an EXPERIENCE in itself!! Its dynamic [marketing](#) campaign, which has responded to both the effects of the pandemic as well as the demand for alternative 'slow travel', has risen to the occasion making 'Le voyage par la mer, un confort inégalé'. By choosing to travel by sea, travellers can enter the holiday mood as soon as they set sail. Unlike flying, sea travel affords the luxury of space, and freedom from long airport security queues and strict baggage limits. Check out the new article on our project website about the [Brittany Ferries](#) experience!

Once in Brittany, visitors from across the Channel and from the region itself will have a multitude of opportunities to immerse themselves in Breton culture, heritage, and arts.

Do not miss listening to the magnificent soundscape collection that is available on [SoundCloud](#), produced by the tourism team at Côtes-d'Armor!

## Pas de Calais



*Terre de sport,  
terre de nature*

Bienvenue sur ESCAPADE 62   Actualités   Infos tourisme   En savoir plus   FR

Recherche

### À découvrir



Déc

Équihen-Plage, Saint-Etienne-au-Mont

**Dunes d'Ecault**

Côte d'Opale   Faune   Flore



Déc

Blendecques, Campagne-lès-Wardrecques, Helfaut, Heuringhem, Racquinghem, Roquetaire, Wardrecques, Wizernes

**RNR du Plateau des Landes**

Faune   Flore



Déc

Bruay-la-Bulsière, Hallicourt, Hesdigneul-lès-Béthune, Maisnil-lès-Ruitz, Ruitz

**Terrils des Falandes et du Pays à Part**

Bassin Minier UNESCO   Faune

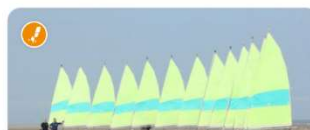
Flore



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The EXPERIENCE team in Pas de Calais have been developing an innovative and appealing inspirational phone app called 'Escapade 62'. The app will feature the most beautiful spots to practice outdoor sports (<https://www.escapade62.fr/>).

Discovering the wide-open spaces and the epic landscapes of Pas-de-Calais while getting active outdoors is now very simple with ESCAPADE62! This application, developed to showcase a full range of experiences, offers a selection of outdoor activities and opportunities to explore the region.

With this new mobile app, the Department of Pas-de-Calais enables visitors to the region to easily search and find spaces, sites and itineraries to explore and get away from it all. Residents will benefit too and can seek out activities in nature close to home!

With the new app tourists will be able to enjoy the lesser known and most beautiful landscapes of Pas-de-Calais.

The app provides useful information to prepare for a visit, including news, practical advice, points of tourist interest, cultural and natural heritage, useful services such as bike repair and equestrian lodges. The app launched in summer 2022

ESCAPADE62! is a gateway to the outdoors ... and so much more!