



EXPERIENCE

European Regional Development Fund

WP6 - Breton Partners Report

Assessment of economic, environmental and social performance

Côtes d'Armor Destination - PP7 / Morlaix Tourisme - PP8
Morlaix Communauté - PP13 / Brittany Ferries - PP14



BAIE DE MORLAIX
#PLOUGASNOU #LOCQUIREC #MONTSDARREE
#CARANTEC #MORLAIX
BRETAGNE

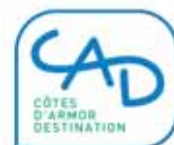
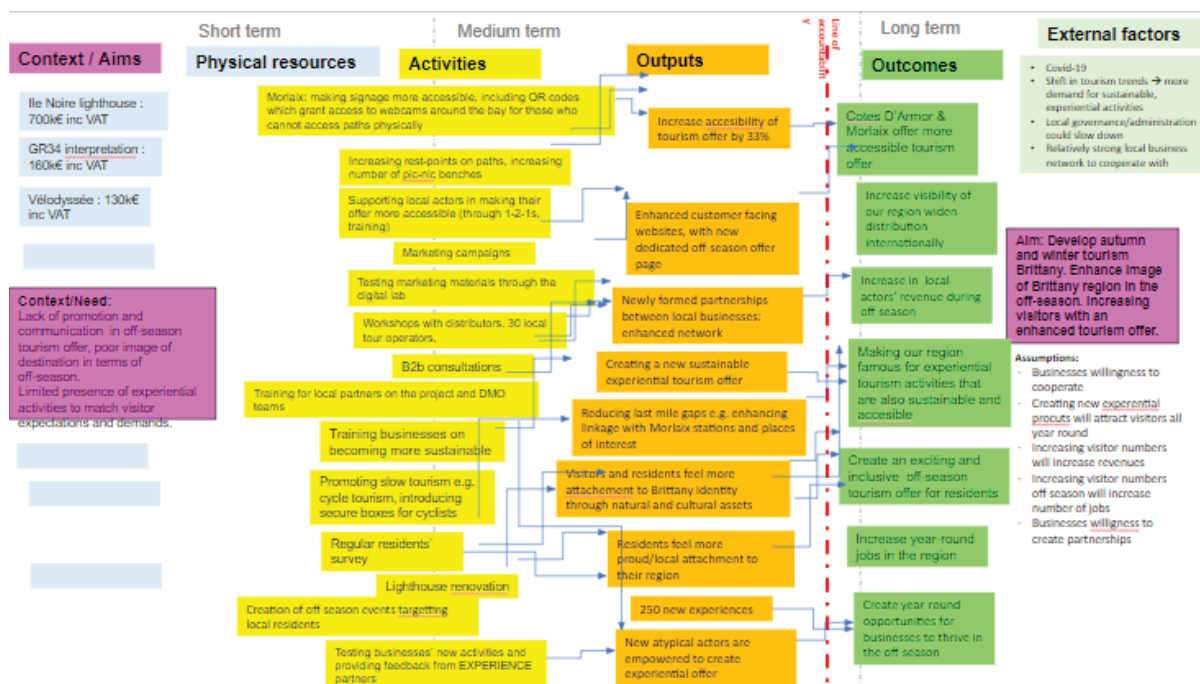


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OUR THEORY OF CHANGE



INTRODUCTION

The EXPERIENCE project aims to increase the value of visitors in the six pilot regions of the project over the autumn-winter period by 5%, or 11,309,368 new visitors during the project period.

With **4 million tourist nights**, the off-season represented around 15% of annual activity in 2017. The COVID crisis, in 2020 and 2021, had a strong impact on activity with a drop of around -30% (a halt in activity for hotels and restaurants in the off-season and on the edge of the season). Over the last analysis period (2021-2022), the efforts made by the tourism players, in particular the Experience project, has helped to bring activity back to a level close to that before the crisis (3.7 million overnight stays) and the dynamic seems to be confirmed in **autumn 2022 with activity 4% higher than in 2016-2017**.



A comparison of off-season customer profiles between 2016 and 2022¹ shows that Brittany has attracted a more family-oriented clientele than in 2016 (59% compared to 45%) **with longer stays** (7 days compared to 5 days in 2016), which **generates a higher expenditure per stay** (793 €/stay compared to 707 € in 2016)

The COVID crisis generated behaviours induced by the periods of confinement in 2020 and 2021 which disrupted tourist activity. However, behaviour has changed, particularly after the confinements and in 2022, with aspirations confirming the interest of the work carried out in the EXPERIENCE project.

¹ Reflet 2022 Study - Experience Project - June 2022

A national study on the aspirations of French tourists carried out at the end of 2021² shows the rise of meaningful tourism, a search for local experiences, the success of "local consumption" and "nature" destinations. Sustainable development plays a significant role in the aspirations of the French (70% wish to travel more responsibly). A very marked trend for tourists visiting Brittany³ in winter 2022 > **92% having indicated that they had taken action to reduce their environmental impact during their stay.** This compares to only 1/3 in the off-season of 2016.

The increase in value can be expressed in two ways:

- ❖ an economic approach, either by increasing the number of visitors or by extending the length of stay,
- ❖ a societal approach, aiming not only at economic value, but also at the development of meaningful tourism, promoting a better understanding of the Channel regions and creating links between visitors and populations.

The approach of the EXPERIENCE project was to be holistic, bringing together tourism actors who are not directly impacted by tourism but who nevertheless carry an image and know-how of the territory. This has enabled us to move from a traditional tourism approach to a multisectoral approach, bringing together actors from different backgrounds in training and in the creation of new offers. The acquisition of data and skills, but also the adaptation of infrastructures to the challenges of autumn-winter are important factors in creating lasting conditions for the development of a new tourism.

The challenge was to create levers of attraction in two seasons that are not very natural for the region, which in 2018 still only represented 16% of annual visitors, by presenting innovative products in line with the expectations of visitors and inhabitants. Important work on communication and marketing has made it possible to create a new image for the region and to compensate for the underdevelopment of online promotion.

This report from the pilot region of Brittany reflects the achievements of the EXPERIENCE project on the territory, but also the working philosophy, guaranteeing a profound change in the tourism offers and working methods in Brittany, for the four Breton structures involved in the project and their local partners.

² French people's aspirations for their holidays - ADN Tourisme - January 2022

³ REFLET 2022 - Off season 2022 - Brittany

WP2 - MOBILISATION AND TRAINING OF TOURISM STAKEHOLDERS

The training courses in Brittany have made it possible to bring together traditional tourism actors, but also more atypical actors outside of tourism.

The Brittany pilot region has four partners, two of which were involved in this work module: Côtes d'Armor Destination (PP7) and the Baie de Morlaix Tourist Office (PP8).

We have built our work on three main axes:

- ❖ presentations of the project to our usual partners and networks, sometimes together (regional level), sometimes on our respective local territories
- ❖ a skills audit, by territory, consisting of evaluating the training needs of our local professionals in the creation of experiential offers but also around sustainable development
- ❖ the design and implementation of training for our local professionals

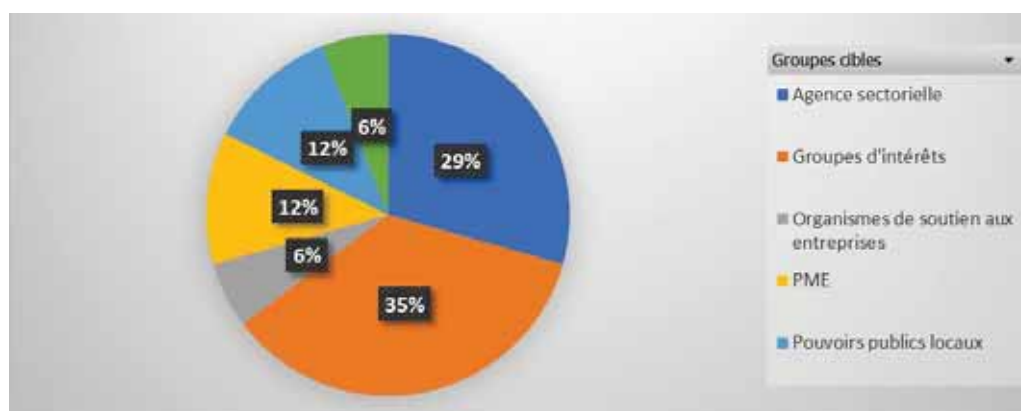
T1.2.1: ENGAGEMENT EVENTS

List of activities (number of local and regional engagement events) T1.2.1

In order to introduce the EXPERIENCE project and to gain the support of local networks, a convincing phase in the form of engagement events was carried out during the first years.

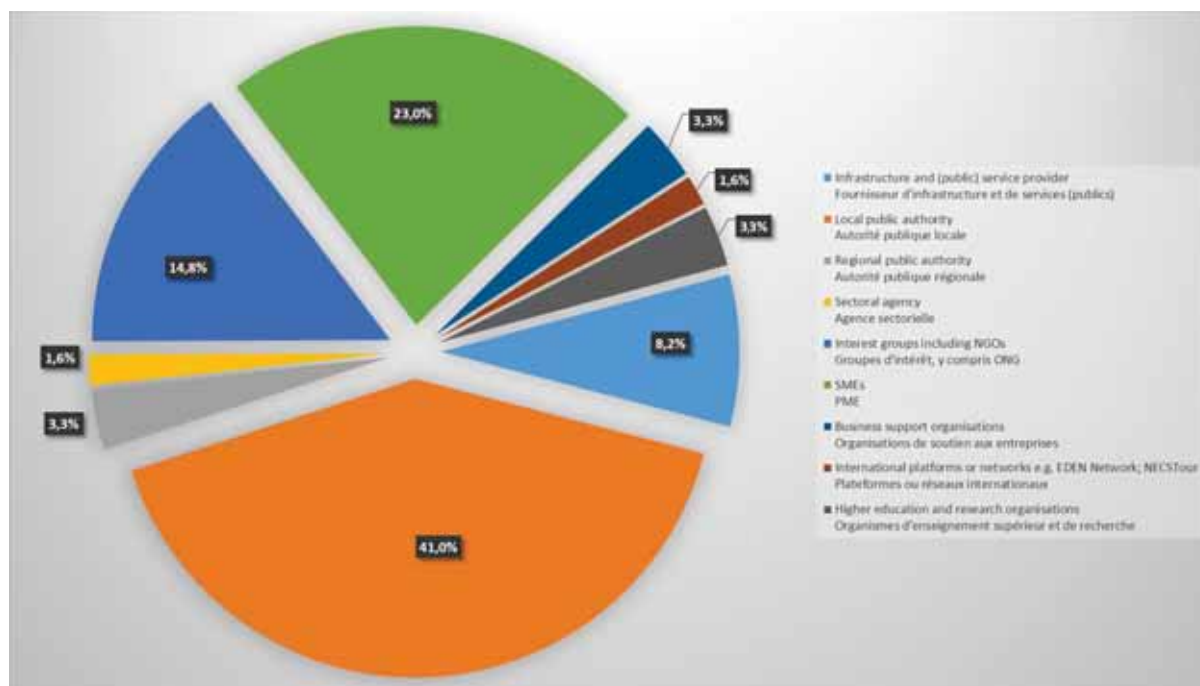
In Côtes d'Armor, 14 structures in the pilot region of Brittany were met, representing various target groups.

Target groups reached at engagement events



The Morlaix Bay Community Tourist Office presented the EXPERIENCE project to 61 organisations throughout Brittany at various engagement events.

Target groups reached during engagement events by the baie de Morlaix tourist office



In addition, we took advantage of the competence audit questionnaire to present the project to our 517 local partners.

At the same time, the needs survey made it possible to compile the expectations of companies, particularly following the COVID crisis.

T1.3.1: AUDIT OF SKILLS AND TRAINING NEEDS

In order to define a training programme, we decided to conduct a skills audit for each of our territories, in the form of a questionnaire sent to the local professionals targeted by the operation.

This step was carried out during 2021. This has enabled us to offer motivating training for our local actors.

The Baie de Morlaix Tourist Office sent out a specific questionnaire to all its professionals.

- Number of service providers contacted: 517
- Complete responses: 94

As Côtes d'Armor Destination was conducting surveys in parallel with the CRT Bretagne, the questionnaire was included in a global mailing.

- Number of respondents in Côtes d'Armor: 712.



Audit findings

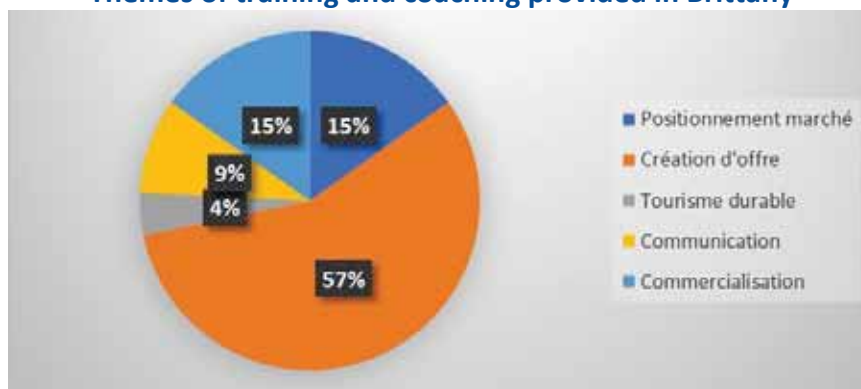
- The majority of structures would like to create an off-season offer to attract new customers
- 58% of respondents would like collective training with a trainer for the Morlaix area. Respondents would like support on better commercial visibility by improving digital skills and internet presence.
- In Côtes d'Armor, In October 2020, tourism professionals above all wanted support to reassure their customers, ahead of :
 - individualised support (digital presence, quality of offer)
 - or distance learning (digital, marketing)
- *The EXPERIENCE training courses on offer therefore covered several topics, and were delivered in several formats allowing greater accessibility to content and a range of subjects in line with local expectations.*

T1.3.2 / T1.3.3 : TRAINING OF PROFESSIONALS

As agreed in the project, a particular effort was made on the training delivered to local professionals and notably through "tailor-made" programmes that improve the professional's know-how for his or her own needs. For example, the "Sustainable Development" training offered by PP8 or PP7 marketing training allowed each participant to define their own action plan.

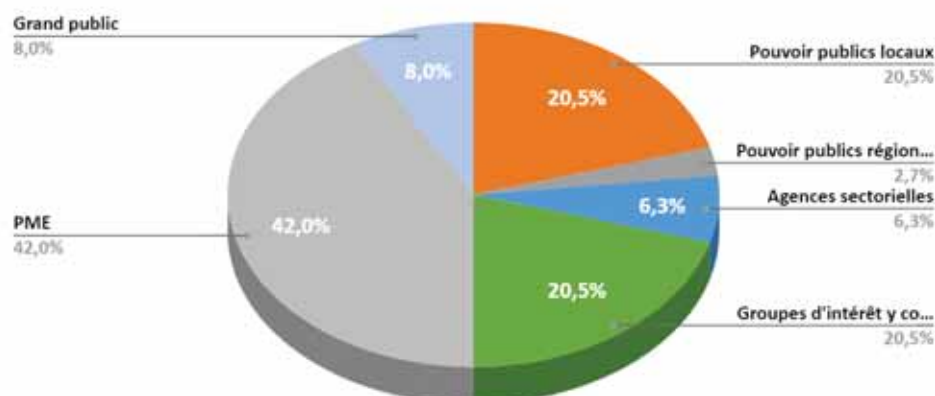
In Brittany, 99 training courses were provided (as at 31 December) out of a target of 60 and 42 training materials were created out of an initial target of 25. The tools were created based on the gaps identified in the needs survey. The innovative, experiential approach was at the heart of the coaching, ensuring a common thread for the project.

Themes of training and coaching provided in Brittany



The target groups reached are varied, with a significant presence of small tourism and non-tourism businesses wishing to expand their activity. But also sectoral agencies, which accompany tourism professionals on a daily basis and which allow the methods to be widely disseminated in their respective networks.

Target groups reached by training courses in Baie de Morlaix



Our training schemes have taken several forms:

- Collective training courses

For the Côtes d'Armor (PP7), the collective training courses have mainly focused on market positioning. These actions are part of a phase of conviction on the experiential approach and the challenges of developing autumn-winter tourism. The interactions in the groups have made it possible to define common values and experiential sectors to be developed.

For the Bay of Morlaix (PP8), the collective development of skills around the market of the experiential offer and around the implementation (prototyping and communication) was worked on during two field sessions. The "sustainable development" training enabled our participants to move from understanding the issues to creating their own "sustainable roadmaps".

- Individual coaching

The individual coaching was essential to enable the SMEs, associations.... to create their own offer, facilitating differentiation and an attractive commercial proposition. It also allowed for long-term

support in the Bay of Morlaix, from the offer creation phase to the production and marketing phase. This proximity enabled each of them to respond to the specific challenges of their business.

For the Morlaix Tourist Office, coaching was provided to 43 people to help them create experiential offers or adapt their existing offers.

Côtes d'Armor Destination has enabled 12 very small businesses to benefit from personalised marketing coaching.

- Online training

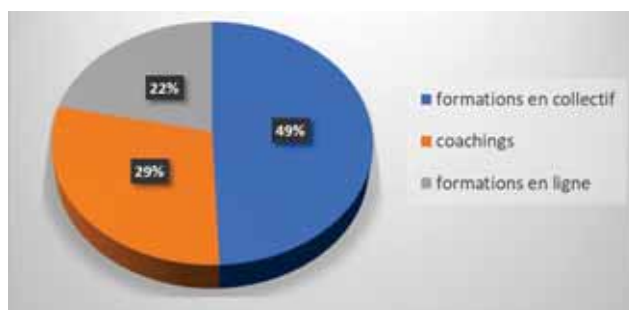
Offering online training, generally in shorter formats, allows us to reach another audience, which may be less available to travel physically, either in terms of time (not being available during the week or on daytime schedules) or mobility difficulties. It also makes it possible to offer content that has a longer impact, as long as the issues and tools remain appropriate.

Online training in Brittany will take several forms: videos accessible to all, a training kit, or an e-learning version of the "sustainable development" training course. In addition, the Bay of Morlaix is setting up a specific platform that will host these contents (and many others) and will be animated to have a strong and long-term impact on local professionals.

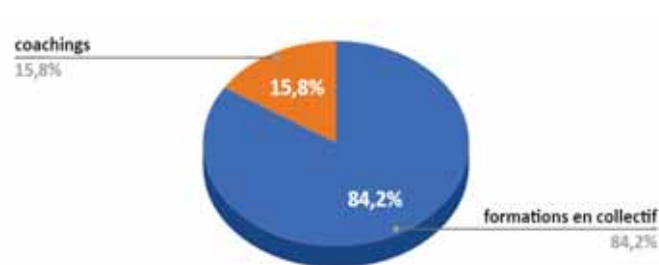
Calls for volunteers were regularly communicated via the partners' professional websites, newsletters and social networks, thus ensuring access for all to the training.

The different training formats offered enabled a maximum number of actors to join the process.

Access to training in Côtes d'Armor



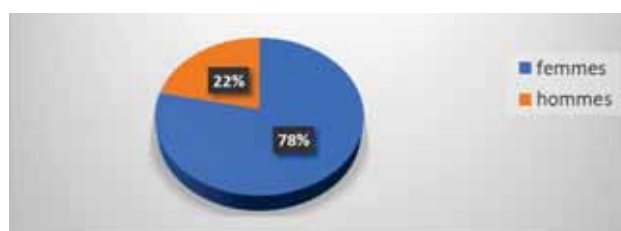
Access to training in Baie de Morlaix



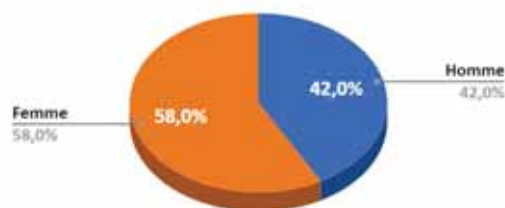
Promotion of gender equality.

Training in Brittany has affected women more than men, which is characteristic of tourism employment.

Attendance at training courses in Côtes d'Armor



Attendance at training courses in Baie de Morlaix

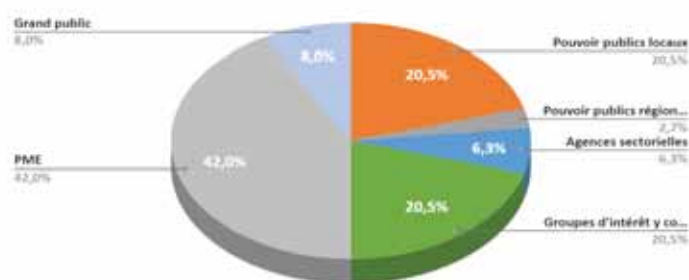


T1.2.2 Number of organisations in the regional network

In December 2022, there will be a total of 292 participants in the Breton regional network:

- ❖ 112 local actors involved in the Bay of Morlaix took part in the collective and coaching workshops.
- ❖ 180 local actors participated in the Côtes d'Armor Experience network through participation in group workshops (73), coaching (54), online tutorials (49 registered for the 4 sessions)

Target groups reached by training courses in Baie de Morlaix



- Lessons learned as a partner

Taking the time to convince

In Côtes d'Armor, the internal preparation time, with the teams, was essential. Creating internal support via a project group made it possible to manage the project transversally between the different departments and to provide a 360° support service.

Phase 2, which involved convincing close partners, also made it possible to create an essential project dynamic, particularly on a departmental scale. Although the process took a long time to set up at the beginning, it subsequently enabled more actors to be reached.

Phase 3, with tourism professionals and non-professionals, based on a common discourse and objectives around the interest of experiential tourism and the challenges of autumn-winter, was the dissemination phase.

Autumn-winter is a challenge, in-depth changes take time, it is necessary to create a common culture.

Training in different forms, a relevant model

Group workshops at start-up are important to create this common culture and to foster netlinking. However, moving on to coaching is essential to meet the needs of each business and to see the business through to completion. This is a new practice for CAD.

Open access, digital training allows a wider audience to be reached.

→ The challenge today is to keep this dynamic alive on the territory.

In the Bay of Morlaix, the different training formats enabled us to learn the following lessons: the content in the form of workshops enabled an internal exchange and to adapt the approach to the professionals' needs (e.g.: increasing skills). Our "sustainable development" training course was well received because it enabled participating establishments to create an action plan. The individualised coaching was very useful during the period of production of new experiences: it enabled the professionals to be reassured and supported in their actions, particularly those who were not very familiar with the tourism sector. In addition, work is underway to adapt the training materials into a digital version. It will be accessible to the local staff and partners of the Morlaix Bay Tourist Office.

CASE STUDIES

Presentation of the structure "Le Gîte Du Bulz". After having followed the workshops "creation of a new offer", the persons in charge invested in the installation of a room in order to welcome workshops in collaboration with actors of the territory.

We offer a getaway in the heart of the forest to clients looking for a refreshing break in partnership with local stakeholders.

Perrine Becquet opened, with her husband Emmanuel, the Gîtes du Bulz: an area for re-connecting to nature, self and creativity (Brittany, France).

What we offer :

When autumn arrives and the joyful summer barbecues have given way to more cocooning moments by the fire in our gîtes... We propose to the partners of the territory to take over our premises. Thus, several times during the low season, we organise tailor-made stays for people wishing to devote time to a creative activity or a wellness retreat under the guidance of professionals.

How does it work?

The Gîtes du Bulz are located in a unique place in the middle of the Breton forest. Our estate is a place to recharge your batteries, a place of creativity, a place to find yourself... and we want to share it with others whatever the season... This is why we make our infrastructure available (3 gîtes, an activity room and 2 hectares of greenery, river and forest) for all the actors of the territory wishing to offer immersive experiences in the middle of nature.

Our 3 charming gîtes are all equipped to feel like home and their large bay windows give the impression of being immersed in the surrounding forest. We have converted our old sheepfold, on the banks of the river, to offer a place to gather and devote oneself to physical activities and well-being (yoga, meditation, guided immersion in the forest...) or to artistic and creative practices (art therapy, land art, plant dyeing...).

As hospitality professionals, we did not have the particular know-how to offer this type of stay. Naturally, we turned to local professionals in order to pool our expertise and to be able to build together low season offers tailored to our location.

We offer our partners the opportunity to support them in marketing their stay, via our website and our Instagram and Facebook accounts.

These different collaborations have given us wings and many new ideas for trips are emerging for the next seasons.



WP3 - CREATING AN EXPERT TOURISM OFFER

Autumn-winter experiments in Brittany were few or non-existent before the project. With a target of 250 new experiments for the pilot region, 100 new routes, the Experience project has set an ambitious course.

Tourism in Brittany has historically developed around the concept of seaside resort tourism, favouring the high season and school holidays. For decades, the tourism industry has focused on these periods, ignoring the significant potential of out-of-season tourism, which has always existed (particularly through the return of costarmoricans to their families of origin) and for which there are few services on offer.

For the Breton partners of the Experience project, working on the "off-season" means clearly leaving their comfort zone, proposing a different offer, thought out for the low season, with the local actors, to lead them to continue the approach beyond the project period. The main principle is to consolidate their economic model all year round and to strengthen tourist employment.

T2.1.1: FACILITATION OF REFLECTION FOR THE PROJECT

Brittany, through Morlaix Tourisme (PP8), co-led, with ARC (PP6), the reflection on the creation of the off-season experiential offer.

To this end, two collaborative workshops were implemented on this theme, as well as a tourism laboratory (co-produced with WP2).

T2.2.1: OPTIONS ANALYSIS

Before starting to design a new off-season experiential offer, a preliminary reflection was necessary to circumscribe the field of intervention, define the axes to be developed and propose a collective method, shared with local professionals.

This stage was worked on in each of the two territories of the Côtes d'Armor and the Baie de Morlaix.

Each of these involved a service provider to assist with the design and methodology.

In the Bay of Morlaix, MxT (PP8) has integrated this phase into the collective approach with local socio-professionals. Thus, in July 2021, a method was constructed by the local actors, under the guidance of the partner and its service provider, making it possible to define the following shared elements:

- ❖ a shared definition of the term "Experience".
- ❖ a list of themes to be prioritised: outdoor, culture, heritage and know-how

These elements were constructed by the actors themselves without any other intervention than the co-construction method, based on examples of existing offers on the tourist market and on the practices of the participants, inhabitants of the Bay of Morlaix.

This work, which brought together 20 people, was organised in workshops over 3 half-days during the summer of 2021.

For their part, the Côtes d'Armor carried out an analysis and survey to define the profile and positioning of the region in autumn-winter. This preliminary work led to the definition of key themes, which served as a guide for the creative process throughout the project.

The two approaches have helped to build the roadmaps of the two territories for the next phase, the creation of a new off-season experiential offer.

3. Summar

The typology of travellers today in the off-season

From the RADAR diagnosis

>The motivations for off-season travel

The desire to travel in the off-season is most often based on several criteria: the search for more attractive prices, less crowded places than in the high season (and therefore the possibility of avoiding all the inconveniences that come with it, such as noise, pollution, traffic jams, parking problems, long waiting times, etc.), peace and quiet or more unusual and authentic experiences.

>Different behaviours and expectations

Off-seasoners generally like to take their time to explore, but they are also more demanding and expect tourism professionals to give them more time! Looking for something different from what is offered in the high season, they like to get off the beaten track and are keen on cultural and gastronomic offerings.

→ The EXPERIENTIAL response



3. Summar

General overview

- Offers present, but to be put into a narrative
- Adaptations, however, necessary for the season
- Diversified offers but need to be better structured
- Poorly exploited seasonality but with random weather conditions
- Various local partners but little involvement

Essential workshops for :

- Disseminating a common knowledge of the experiential
- Decpartmentalising practices
- Supporting providers in their marketing development, especially online
- Develop new offers to meet demand
- Innovating by daring

3. Summar

The typology of travellers today in the off-season

→ The "short stay" clientele shows the most potential for the off season (October to March)

Without abandoning long-term stays, more and more French people are deciding to Short breaks (1 to 3 nights), as shown by the city-break or micro-adventure trends. The off-season is an ideal time for short breaks, which provide a break from the routine outside the school holiday periods. City breaks are particularly popular.

The 18-35 year olds are very popular, going away on average 3 to 4 times a year to discover a new city for a weekend.

→ **Couples** clientele (*DINKS - Double Income with No Kids / Quincadres / seniors*)

More broadly, **lovers of Brittany** (*often with a second home*) and the **inhabitants** of the region are also interested in the region.

Breton excursionists.

→ Eternal brake on off-season development, the climate. 51% travel in the high season for the climate.

A necessary adaptation of services and supply

→ "Edge of season" clientele to be tilted towards the off-season.

A new, innovative offer to be promoted



3. Summar

Future directions to be followed in relation to this work.

Analysis of options: the common roadmap

Support, create to market to identified markets

→ Towards a regional network Experience

The creative and participative approach chosen by the project partners aims to spread a culture of experiential tourism throughout Brittany. The challenge of off-season tourism can only be achieved with the support of all the players.



T2.2.2: DEVELOPMENT OF NEW OFF-SEASON ACTIVITIES

The creation of a new off-season tourism offer is the core of the Experience project for both partners CAD (PP7) and MxT (PP8).

Key criteria for success in this phase include

- ❖ an offer that meets the definition of an experiential offer, as shared locally
- ❖ strong involvement of local professionals (and tourist offices for CAD)
- ❖ a capacity to be implemented by professionals for themselves
- ❖ emulation and rapprochement between professionals allowing for a multiplication of the offer

In Côtes d'Armor, CAD (PP7) the workshops were progressive

- ❖ first of all internally, with the CAD team
- ❖ then with the network of tourist offices, CAD's first partners
- ❖ then with all the tourism professionals and non-professionals interested in the creation of an identity and autumn-winter offers

This phase of conviction and brainstorming allowed several points of view to emerge and to define experiential themes. 6 themes, and 2 in projection, to make the Côtes d'Armor territory accessible. Individual coaching helped finalise the creation of offers.

In the Bay of Morlaix, Mxt (PP8) has built a reflection with professionals based on the following framework:

- ❖ development of the four themes in three workshops each with about 15 participants each
- ❖ invitations made individually to maximise the involvement of local actors
- ❖ meals shared between workshops to build bridges
- ❖ a brainstorming phase, individually and then collectively
- ❖ after drafting "offer" sheets, a selection of promising "experiments" with a potential carrier
- ❖ a prototyping phase accompanied by the planning of experiments

At the end of the coaching by the service provider, nearly 80 ideas for offers were envisaged. It was then necessary to move on to the production stage, which will give rise to individualised coaching for certain professionals (see WP2-T1), then to the planning stage and finally, from 7 October 2022, to the marketing of some of these offers.

At the same time, in a completely different dynamic, MxT (PP8) has undertaken a reflection on its "B To B" marketing strategy, on the "group" clientele (mainly small groups or so-called affinity groups). The challenge here was to integrate the impact of Covid-19 in the "group" markets and to better respond to French and European agencies, as well as to Breton receptive operators, who had to deal with a new demand. This led MxT (PP8) to produce two ranges of products for professionals:

- ❖ a "must-have" range: the flagship products of the Bay of Morlaix, created in conjunction with tourist service providers who can work directly with tourist agencies. Quotations are established, which can be taken over directly by the agencies (MxT's intervention in production is possible but not required)
- ❖ an "exclusive" range: new products, tested for the first time, created with service providers who are often unaccustomed to tourist markets. In this case, the only producer and distributor of the range is the Tourist Office (PP8)

The lessons learned from this process

The process of creating a new experiential offer has mobilised many hours of human resources for the CAD and MxT partners, but above all it has produced a real paradigm shift in our relations with professionals, who have become the pillars of our action.

The process will have produced a real mobilisation of the actors in the field, around the creation of an offer, from a hitherto unseen angle, but it will also have allowed an emulation and the creation of new partnerships between local companies.

Other lessons learned from this stage include

- ❖ the off-season, a very promising field of reflection for tourism
- ❖ Collective creativity requires a very structured method, but paradoxically it is oriented towards free speech without prerequisites and a voluntary withdrawal of the principals (one must learn to "let go")
- ❖ the reflection can start from a distance (concepts, emotions, colours...) but must quickly switch to the concrete and pragmatic
- ❖ the key to success is an individualised production phase, which reassures and advises tenderers

For CAD (PP7), this means a total of :

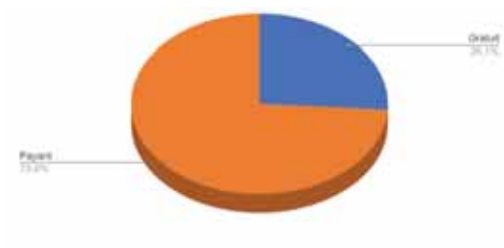
- 194 experiments created by CAD out of the 190 expected.
- 1/4 of the experiments created in the Côtes d'Armor are free of charge, and 3/4 are chargeable.
- More than 50% were offered by SMEs, as well as large companies, associations and sectoral agencies, offering a wide choice of autumn-winter visits to the region.

A special project was undertaken to create 37 disabled experiences accessible to people with reduced mobility.

In addition, the nature experiences, which focus on the senses, are accessible to a wide audience, particularly those with sensory impairments.

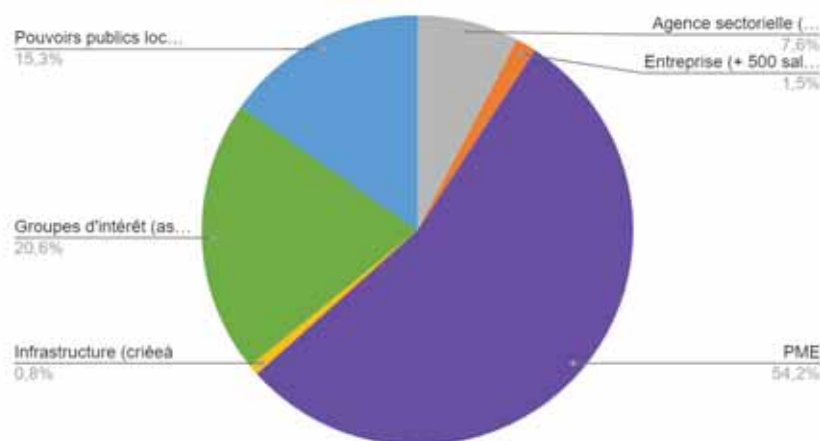
In all, there are 66 experiences accessible to people with disabilities.

Experiences created in Côtes d'Armor by type of experience (free of charge or for a fee)



In the pilot region of Brittany, 351 experiences will have been created by March 2023.

Breton experiences by type of structure



For MxT (PP8) : 139 activities were presented as part of the EXPERIENCE project:

The strategic approach of the Morlaix Bay Community Tourist Office was to rely on local players to propose experiential offers in the low season.

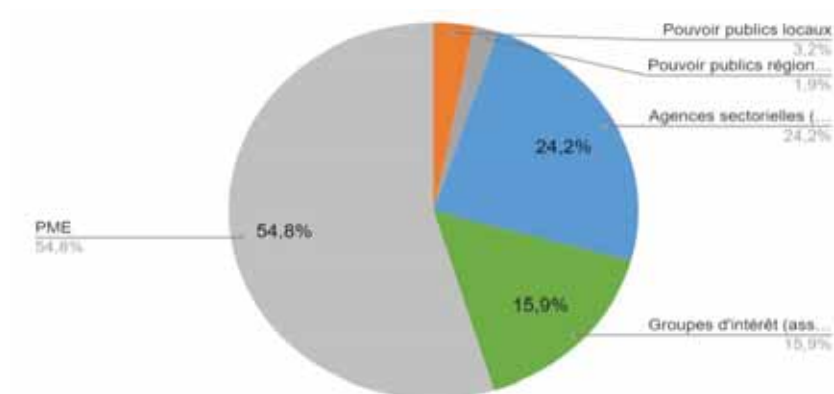
Following the "options analysis", "skills development" and "new offer creation" workshops, in which over 80 partners took part, and the personalised coaching carried out during period 6, new offers were quickly presented: produced by our traditional partners, by unusual accommodation providers (low-season stays) but also by new entrants: sailmaking, pottery, haberdashery and fabrics, sculpture, atypical visits based around nature and cultural and intangible heritage, resourcing stays, cookery workshops, meetings with local personalities, etc.

Some activities are particularly inclusive and accessible (disabled, low-income, LGBTQ+, etc.), such as surfing sessions for the disabled.

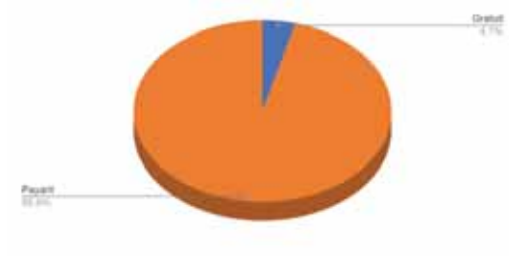
In addition, MxT has integrated the "Semaine du Tourisme Économique et des Savoir-faire" event (2021 and 2022 editions) into the scheme to offer experiential visits and involve other types of partners. 20 companies followed us over the two editions.

Of the 139 offers, 32 are recorded as being accessible to at least one type of disability.

Unique experiences in the Bay of Morlaix (PP8) by type of structure



Unique experiences in the Bay of Morlaix (PP8) by type of experience (free of charge or for a fee)



Brittany Ferries has also contributed to the creation of experiential offers by helping to develop seven activities, easily accessible from the arrival ports of Roscoff and Saint-Malo:

- Discovering the legends - Les Ribins de l'imaginaire
- A seaweed cooking workshop
- Birdwatching excursions
- The history of the Johnnies of Roscoff
- Wild Yoga
- A la recherche de Roc'h Gozh
- Know your onions

The implementation of the experiential offer with Maison Quéméner and Les Ribins de l'imaginaire was the subject of a case study.

Nous utilisons nos atouts locaux pour initier les visiteurs à la découverte d'un fleuron du patrimoine culinaire roscovite avec la Ferme de Kergus/Maison Quéméner depuis 1850.





Notre conseil :

Le patrimoine culinaire peut être un vrai moteur d'attractivité mêlant histoire, culture et agriculture. Passez des expériences sur place et des sessions en ligne afin de fidéliser vos clients et élargir vos canaux de distribution.

Ce que nous offrons :

À partir d'une brique potagère qui est un « produit basel » de la cuisine Française, nous proposons de partir à la découverte des étapes de la culture et de l'histoire qui a influencé la ville de Roscoff, mais aussi l'isler des Isers entre la Bretagne et une grande partie de la Grande Bretagne. C'est une plongée dans le savoir-faire local et la rencontre avec des passionnés qui en ont fait leur métier à travers de nombreuses expériences à vivre sur place et en ligne.

Comment ça marche ?

Nous proposons aux visiteurs de partir à la rencontre d'un producteur d'oignon AOP de Roscoff grâce à plusieurs services : nous organisons des visites de la propriété et donnons des explications sur la culture, le cycle de vie de cette plante tout au long des saisons et en quoi il se distingue des autres oignons. Des conseils de dégustation ainsi qu'un livre de recettes et des recommandations de conservation sont aussi partagés avec les visiteurs. Par exemple, nous enseignons la maîtrise de techniques comme le mezzogys et le tressage qui se partagent de générations en générations. Nous donnons des cours de tressage d'oignons qui sont toujours des moments de partage privilégiés avec nos visiteurs.

Aux cours d'échanges et de 4 expériences supplémentaires, nous proposons aux plus curieux une immersion dans l'histoire des « Johnnies » avec le patrimoine de la ferme. Les Johnnies sont des paysans bretons qui ont commencé à travailler la Bretagne dès la levée du Blocus continental au milieu du XIXe siècle. Les premiers hommes chargés leurs galeries de légumes et font le trajet entre Roscoff et Plymouth.

La crise du Covid nous a conduit à changer nos modes de livraison de nos produits. Débuté, nous avons développé un service de crowdfunding qui permet aux visiteurs d'adopter une parcelle d'oignons de notre propriété et de recevoir leur récolte d'oignons Roscoff AOP à domicile. Une newsletter de la culture avec des photos permet de faire perdurer le lien dans le temps. Ensuite, nous avons lancé notre boutique en ligne pour nos clients et un système de drive à la ferme à aussi le jour. Enfin, tous les mois de la saison de l'oignon de Roscoff (septembre à avril) nous nous rendons à Paris pour livrer des clients restaurateurs à vélo (le jour du Johnnie) afin de réduire notre empreinte carbone et renforcer les liens entre Producteurs et Restaurateurs.

Comment est née la Fabrique d'Imaginaire ?

Sur la côte nord du Finistère, entre Brest et Landerneau, se trouve un territoire composé de quatorze communes rurales et littorales : la Côte des Légendes. Comme son nom l'indique, ce lieu est riche en patrimoines et en récits transmis de génération en génération ; chaque pierre, chaque source est habitée par une histoire. Mais le territoire reste assez méconnu. Face à ce constat, la communauté de communes a ancré l'art et les légendes au cœur de son projet de territoire. De cette volonté politique, associée à une dynamique participative, est née en 2018 la Fabrique d'Imaginaire.

Des artistes en résidence en Côte des Légendes :

Les Ribin' de l'Imaginaire c'est le volet « art visuel » de la Fabrique d'Imaginaire. Grâce à un comité de pilotage participatif, composé d'élus locaux, d'acteurs culturels et d'habitants, deux œuvres d'art sont installées le long des sentiers de randonnées chaque année. Tourisme Côte des Légendes concrétise ces événements par un travail de fond, mêlant culture, tourisme et vie citoyenne. Le cœur du projet est la rencontre directe entre les artistes et les publics. L'Initiative est exemplaire dans la mesure où elle mêle harmonieusement des artistes singuliers, la population locale et des visiteurs venus à la découverte de ce coin de Bretagne enchanteur.

Créer malgré la crise sanitaire



La résidence de Véronique Matuszko a eu lieu en avril 2021. Les jours du centre de loisirs de Saint-Frigent ont pu le rencontrer et découvrir son travail.



La résidence de Charles Esbert a été reportée en juin 2021 afin de pouvoir rencontrer les élèves de Plounéour-Brignogan-Plages et de leur proposer différentes actions de médiation.

Depuis le début de la crise sanitaire, l'impact de la pandémie sur la Fabrique d'Imaginaire a été considérable. Face aux reports successifs de nos spectacles, nous avons voulu maintenir les projets des Ribin' de l'Imaginaire. Ainsi, malgré la fermeture des classes et les restrictions, nous avons su, en travaillant de manière large et concertée, permettre aux artistes d'animer notre territoire d'Imaginaire. Nous avons maintenu certaines résidences en s'adressant à de nouveaux publics (et cela en groupes réduits de 6 personnes). Nous avons décidé de décaler d'autres résidences afin de pouvoir mener à bien le travail de médiation entamé avec les écoles du territoire. Des projets à taille humaine qui ont ainsi permis de renforcer les liens entre les artistes et nos publics.

Un projet artistique et touristique

Les Ribin' de l'Imaginaire mêlent randonnée et art contemporain, ce qui nous assure une belle promotion auprès du public très large que représente les randonneurs, d'autant plus que 4 des 8 œuvres sont installées le long du célèbre GR®34. Une vidéo de chaque projet est créée et visible, notamment sur notre site internet www.fabriqueimaginaire.org. Les œuvres intègrent également les cartes touristiques et les fiches de randonnée dont nous faisons la promotion dans nos différents bureaux d'informations touristiques (Lesneven et Meneham toute l'année, auxquels s'ajoutent Guisnény, Plounéour-Brignogan-Plages et Kerlouan en saison estivale). Pour information, nos bureaux accueillent plus de 50 000 visiteurs par an. À travers ce projet artistique unique en Côte des Légendes, notre ambition est de rayonner plus largement à l'échelle nationale, grâce à notre travail avec des artistes plasticiens professionnels. Cette collaboration a pour but de les accompagner dans leur création, mais participe également à l'élargissement de notre visibilité et de notre réseau, via un positionnement différenciant, alliant tradition et modernité.

The creation of experiences has enabled several companies to sell stays or visits during the autumn-winter season. CAD surveyed the first companies to offer experiences, and the feedback from their first autumn-winter season showed positive results.

▶ RESULTS OF THE STUDY



Evolution of the activity compared to autumn winter 2019/2020

71 % of experienced providers recorded an increase of their activity compared to autumn-winter, before the European project.

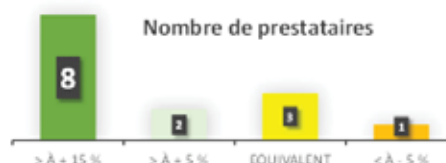


Evolution par rapport à 2019-2020	Part
> à + 15 %	57%
> à + 5 %	14%
Equivalent	21%
< à - 5 %	7%



Thus, the Experience project contributes to developing the activity of the responding service providers, on the off-season

Average evolution : + 9 %



▶ RESULTS OF THE STUDY



Remarks, proposals for developments

Good feelings, a desire to start again and new ideas

ABBAYE DE BON REPOS

« A less local audience. Some visitors came from the north of the department especially for the giant survey. This is a real success. »



FESTIVAL LE BEL AUTOMNE

« To be renewed! I will propose in 2022/2023 "experiences" formats, with small group and differentiating activities". Example: Night outings on the senses of the night / deer slab...



MAISON DE LA BAIE

« Discovery of the foreshore, not easy if the participants are poorly equipped. Scallop shell very good returns and full cardboard. The birds wintering in full and workshop Vannerie Buissonnière in family very good surprise. »



T2.2.3: SUPPORT EVENT

As a result of the collective workshops, the theme of sunrises and sunsets that are more accessible in autumn and winter, due to the time change, has given rise to the desire to create offers around this "between dog and wolf" moment called the blue hour.

CAD issued a call for volunteers in early 2022 to participate in the creation of two experiential visit offers in leisure and cultural sites. 8 sites participated in the experiment: Beauport Abbey, Quintin

Castle, Dinan Castle, Milmarin Museum, Coriosolis Museum, Perros-Guirec Coastal House and the Curieux de Nature Aquarium.

Coaching was offered for each site, and 16 new experiences were created. At the same time, CAD worked on the communication concept that became "Les Minutes Bleues": new experiences offered at the time of the time change, over a week, to discover or rediscover sites at the time of the blue hour.

With a fill rate of over 90%, all the partners wanted to renew the operation in 2023, with the aim of extending the network and renewing the offer.

The event brought together a network of professionals and reached out to a local audience, who came to rediscover places to visit close to home, thanks to the experiential approach.





T2.2.4: CONSOLIDATE AND TRANSFORM ACTIVITIES INTO A THEMED ITINERARY

100 routes in March 2023

CAD (PP7)

The itineraries are based on the experiences created.

3 formats in Côtes d'Armor, taking visitors around the department:

- 7 day tours, including 2 adapted for people with reduced mobility
- 11 weekends (2 days / 1 night), including 5 adapted for people with reduced mobility
- 2 short breaks (3 days / 2 nights) including a Christmas theme and 1 cycling theme.

These themed itineraries are grouped together on a dedicated page, and are easily accessible via an itinerary planner that allows you to select the season, means of transport or duration.

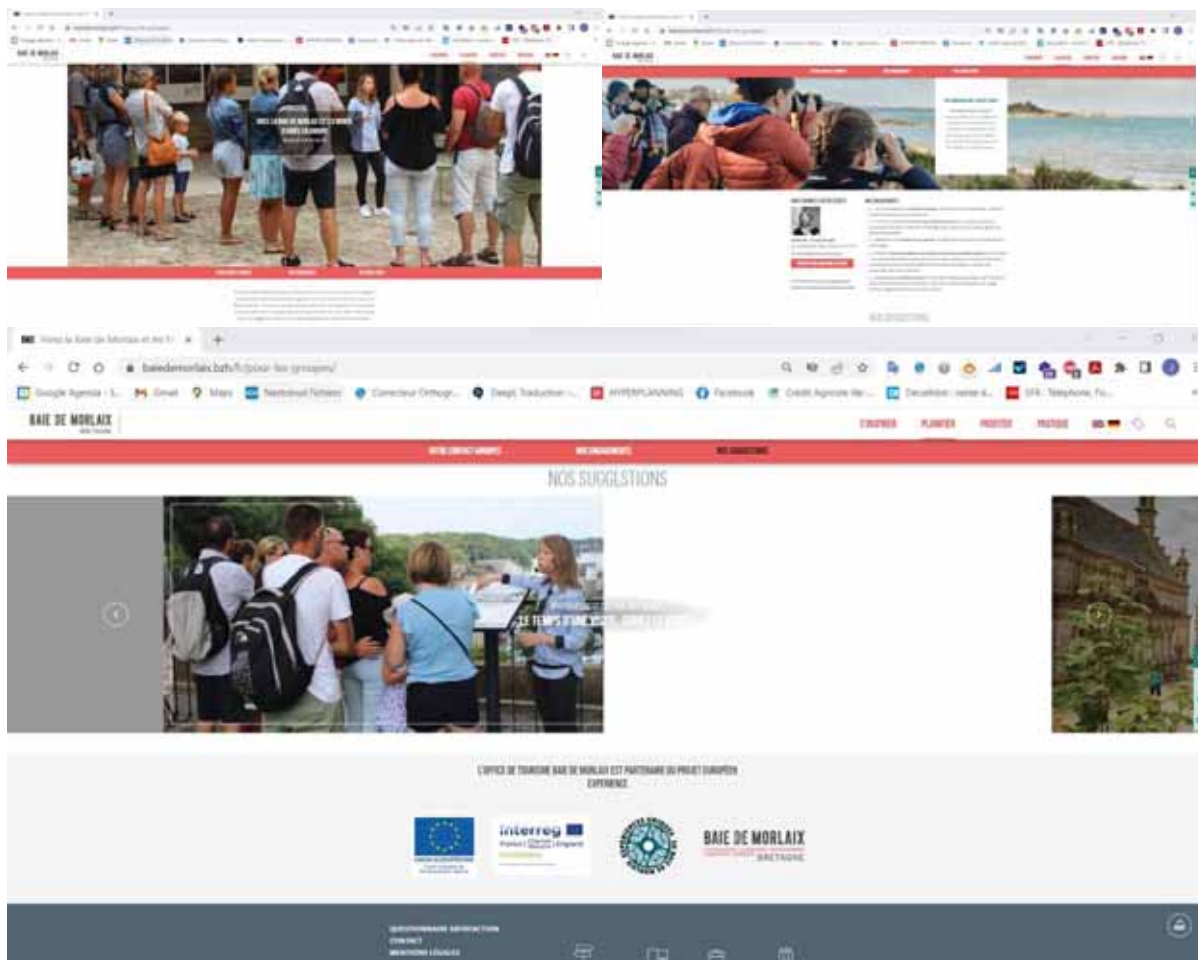
MxT: The itineraries were created from two angles: the general public and group customers.

For the general public, work was carried out internally at Mxt, in two workshops involving the front office teams. Each team worked to propose itineraries for their own area: 22 itineraries were created for the Morlaix, St-Thégonnec, Carantec, Plouigneau and Locquirec areas. These itineraries are presented on a new page of the website called "LES ÉCHAPPÉES EN BAIE DE MORLAIX".

For groups, the MxT incoming department has created a range of offers based largely on the new "Unique Experience in the Bay of Morlaix" catalogue. The itineraries on offer are suggestions for group holidays. This work has created a buzz and resulted in a large number of contacts being made in early 2019, leading to the development of sales over the first four months of 2023 equivalent to those for the whole of 2022. 12 routes have been identified in this context.

In total, 34 routes have been created as part of the project. 44% of these routes are accessible to one or more disabilities.

- Group home pages



BF: 40 itineraries created. 3 are multi-day programmes offering a wide range of experiences. The others will be grouped around a theme that will give visitors the opportunity to combine at least 2 experiences and add nights at the destination if the need arises. 6 themed itineraries are currently available on the platform. They will be updated as the seasons change.



☆ EXPÉRIENCE

Expériences culinaires en Côte d'Armor & Ille & Vilaine

Savourez un afternoon tea à l'anglaise et apprenez à faire une crêpe parfaite dans le nord de la Bretagne.



☆ EXPÉRIENCE

Expériences culinaires en Finistère et Côte d'Armor

Devenez chocolatier et apprenez à cuisiner le célèbre oignon de Roscoff.



☆ EXPÉRIENCE

Culture et Histoire en Bretagne

Trois expériences culturelles bretonnes - la danse, la langue et les oignons !



☆ EXPÉRIENCE

Nature & Zen en Bretagne

Yoga sauvage, observation des oiseaux et chasse au trésor dans un environnement naturel magnifique.



☆ EXPÉRIENCE

Sport attitude en Bretagne

Danse bretonne et baignade hivernale sauvage, et un atelier de confection d'accessoires avec des voiles.



☆ EXPÉRIENCE

Une Autre Cornouailles

Visite d'une distillerie, piscine géothermique et aventure souterraine en Cornouailles.

T2.2.5: CHALLENGING INTERPRETATION - BRINGING ASSETS BACK TO LIFE FOR VISITORS

6 interpretations in the Brittany region.

For PP7 (CAD), the interpretations focused on the creation of 3 soundscapes. At the beginning of the project, with the COVID crisis, habits were reinforced around listening to podcasts. A search for well-being, for immersion in another "universe" was part of everyone's strong expectations. In a spirit of relaxation and discovery, it was decided to create 3 sound environments, representing the "sounds of autumn-winter in Côtes d'Armor". 3 walks, sound routes for which a scenario had to be written, recorded on the spot and edited for 15 minutes. 3 loops of 45 minutes (3x15 minutes) were then proposed on content distribution platforms and on the cotesdarmor.com website. With rather mixed feedback in the first year, the repetition of broadcasting has helped to find its audience and brings the broadcasting of these atmospheres on social networks to the second best 2022 campaign for PP7 (CAD).



MxC: Two interpretation trails are currently being developed in the Morlaix Communauté area, notably thanks to the Experience project. This is a series of treasure hunts, developed by the Brittany Region and game designers, offering visitors the chance to discover the secret of a certain Mr. Abgrall. To do this, players will have to solve local riddles in each of the partner towns, in order to solve the regional investigation. These treasure hunts are available all year round, at any time of the day, and can be done independently. Thanks to the Experience project, a first puzzle has been designed in the

town of Guerlesquin. Morlaix will follow in 2023. The town of Morlaix will follow for the third and final edition of the game, outside the Experience project.

At the end of the Experience project, MxT launched "Les Enquêtes d'Anne Korrgan" (Anne Korrgan's Investigations), which brings together two treasure hunts accessible free of charge all year round in the hinterland (where there are fewer tourist attractions), one on foot, "Mystère à l'Abbaye du Relec", and the other by bike, "Menaces dans les Monts d'Arrée" (Threats in the Monts d'Arrée). This project was devised as part of the Experience creativity workshops by local participants. It called on the same experienced service provider as the Mystère Abgrall.



In parallel with these two projects, the installation of an autonomous camera on one of the protected islets in the Bay of Morlaix, which is part of an important bird reserve, was planned. Due to bad weather conditions and the early arrival of breeding birds (an indirect consequence of the gradual warming of the climate from year to year), this project could not be completed within the time frame of the project. However, the camera will be installed in September 2023, once the protected birds have left.

This tool will complement the Morlaix Community's infrastructure project on the GR34, in order to allow the public to observe these colonies of great cormorants and terns from a distance. A real window on the Bay's rich fauna, it will help to raise awareness among inhabitants and visitors of the fragility of this ecosystem and the issues surrounding its protection and preservation.

T2.2.6: FILLING THE LAST MILE GAPS IN SERVICES IN PILOT REGIONS

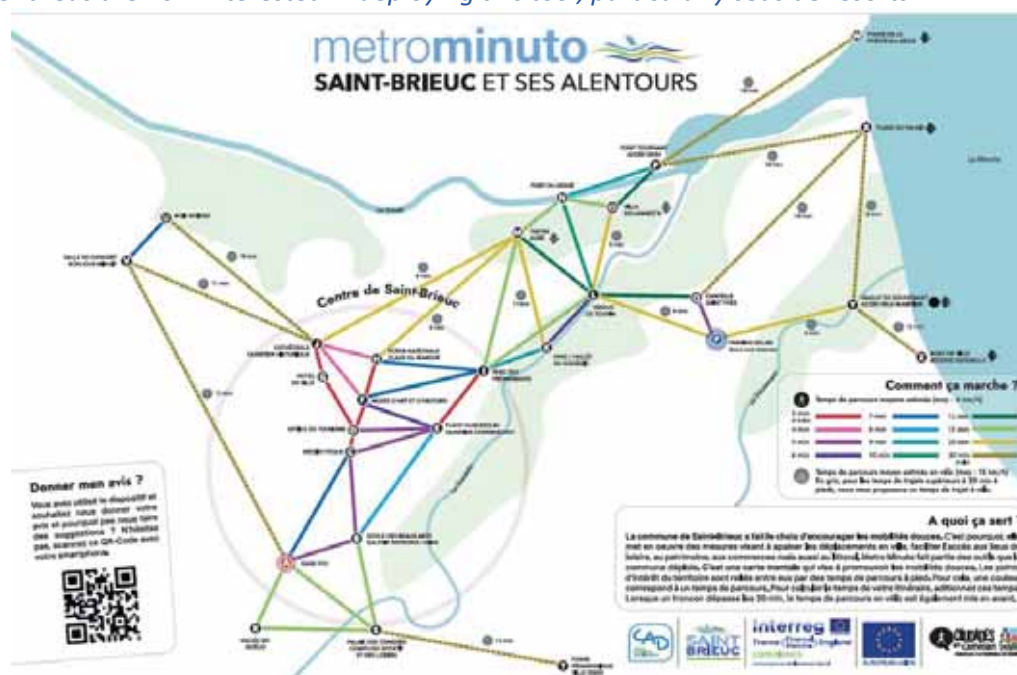
Initially planned for the Grand Site Cap d'erquy - Cap Fréhel, due to the work overload of the main partner, the experimentation was postponed to the town of Saint-Brieuc.

The city of Saint-Brieuc is the centre of the Côtes d'Armor and the department's main TGV station, making it a strong multimodal point. The city is at the centre of two cycle routes and the GR 34 and represents the easiest access from Paris to these major routes in Côtes d'Armor. However, the orientation at the exit of the station is complex. Thanks to Experience, PP7 (CAD), with the support of

the City of Saint-Brieuc, decided to test the deployment of the MétroMinuto tool. Initially created in Spain, it is a simple way of representing, on a synoptic map, the journey times on foot and by bicycle beyond 20 minutes from a town. Travel times are often overestimated by more than 60%. The idea is to facilitate orientation by displaying the map, in a dynamic of citizen consultation, and to encourage people to explore the city and its main points of interest on foot or by bicycle. CAD has undertaken to provide support for the creation of the map and the city of Saint-Brieuc has undertaken to test it.

Thanks to the EXPERIENCE programme, CAD has been able to create this card. It is currently being tested by the city.

→ Other areas are now interested in deploying this tool, particularly seaside resorts.



Green transport in the Bay of Morlaix

Since July 2021, Morlaix Community has been experimenting with the introduction of a free electric shuttle bus in the centre of Morlaix. As the scheme has worked very well since its launch, the community will purchase two additional shuttles to be put into service in January 2023. A new route will be created, linking Morlaix high-speed train station to the town centre.

In addition to this scheme, in June 2022 the Morlaix conurbation decided to make public transport free of charge in Initude from 1 September 2022. This mobility scheme, which is still relatively uncommon in France, will enable residents and visitors alike to reduce their use of the car to travel in the Bay of Morlaix. On some lines, ridership has already soared, so much so that it is planned to double the frequency to meet demand.

Free transport on the territory of Morlaix Communauté

As previously mentioned, free public transport throughout the Morlaix Communauté area has been in effect since 1 September 2022. In addition to the positive impact on CO2 emissions, this measure also has a positive impact on the living environment of the inhabitants and on the reception of visitors (decongestion of roads and parking spaces, cheaper outings in a context of rising fuel prices, etc.). Indeed, households without vehicles will be able to reach the coast, the Monts d'Arrée or the centre

of Morlaix more easily to discover the high and low season activities (including those developed in the framework of the EXPERIENCE project).

Counting cells will be set up from 2023 on the 15 Morlaix Communauté buses and the 19 coaches operating on non-urban routes, excluding schools, with the aim of measuring the number of passengers on the entire network.

Bicycle services in the area of the TGV station in Morlaix

Another project has been developed in conjunction with the town of Morlaix and Gares et Connexions (SNCF) to address the last-mile problem. The aim is to provide a secure collective parking service for cyclists travelling by train (TER, intercity or high speed train), and two such boxes have been installed on the north and south forecourts of Morlaix station, for a total of 38 spaces, 6 of which offer electric charge stations for e-bikes.

CASE STUDIES

We propose a sound immersion in the territory

What we offer :

We helped the Côtes d'Armor to define thematic universes to promote autumn-winter. In order to propose an experiential and immersive approach, we opted for sound moods, representative of the chosen thematic universes, which allow to have a link with the atmosphere of the territory in autumn-winter, no matter where you are. We have entitled them the ¼ of an hour in Costa Rica.



These audio contents aim to complement other contents, video or photo, and thus provide a 360° approach to communication. More and more destinations are investing in podcasts. The relaxation approach, ASMR, which allows you to escape through audio, seemed to us to be different and to correspond well to the experiential dynamic developed in Côtes d'Armor.

How does it work?

First of all, we had to think about the sounds that could be differentiating, to embody the territory and the season. Then, to define the places where to capture these sounds: seashore, boats, shells... Before the field recording, we selected a local service provider, the Centre du son de Cavan, who knows the sounds of the area perfectly well.

bastille





OUR TIPS FOR SUCCESS!

Translating the idea with a local partner is essential for successful implementation.

On a soundtrack, human voices in the distance help to embody, to show that there is life in the territory.

It's all about creating a sound story.



Anaïs Grall is a territorial marketing consultant communication agency BASTILLE

We co-constructed a scenario with Côtes d'Armor Destination and the Centre du Son.

When editing, it is necessary to keep the possibility of enriching the sound if, when listening, it seems to lack humanity for example. It is a question of showing the relief of the territory, its porosity, sometimes calm, sometimes more rhythmic, which can attract the curiosity of people who listen to it.

We then worked on the dissemination of these sounds. In addition to the audio platforms and the Côtes d'Armor Destination website, we proposed mini-formats to post them on social networks. All the sounds are also available on youtube. The point to emphasise is that this content is timeless, that it will not get old.

We are offering Bretons and visitors to the region a unique and innovative experience that enhances our natural heritage in winter: Ice Swimming, a winter sport on the beach!



What we offer :

Winter sports at the sea Unique in France, a competition and an unusual show of swimming in cold water, in February, without a wetsuit, wearing a simple swimming costume and a swimming cap. This slightly frosty sporting challenge, from northern Europe, is organised at the heart of a "Sea, Cold and Well-being" weekend in Plouha.

How does it work?

In 2020, the Falaises d'Armor Tourist Office asked the French Swimming Federation to organise this event. This is how the first national Ice Swimming competition at sea was born, and today it welcomes around a hundred swimmers from France and elsewhere to compete over distances ranging from 50 to 1,000 metres. This unusual competition requires a complex organisation and involves no less than 70 volunteers to ensure the safety of the swimmers at sea.

The organisation welcomes beginners or experts, on presentation of a medical certificate. After validation by the doctors, the swimmers start the session with a gentle muscle warm-up and a long relaxation and breathing session. A mental challenge before being physical.



OUR TIPS FOR SUCCESS!

The essential ingredients are an awareness of the rich playground offered by Brittany's nature, even in winter, a lot of imagination and audacity, preventive measures to avoid any impact on the environment, good partners and a Tourist Office to promote the event.



Isabelle QUERE Director
Falaises d'Armor Tourist Office

When you get out of the water, you feel good, proud of yourself and your mind is clear. A hot drink and a sauna help to restore maximum energy! The wellness village also invites you to share with others, with introductory workshops on ice-swimming, massage, yoga, sauna and water-walking, as well as conferences, screenings and tastings of local products.

The Tourist Office also offers, from spring to autumn, other ways of taking a "different look" at its magnificent preserved coastline, through Coasteering, canyoning along the cliffs, or Wild Swimming, a guided and supervised swimming course. There are several levels of practice to accommodate families or sportsmen.

We are highlighting our local crafts with a new service.

Laurence Jeandot, entrepreneur and craftswoman of enterprise Voilerie Jeandot (Brittany, France).



Our advice:

Go with enthusiasm to meet people who are in other fields of competence, the exchange allows the contribution of ideas, of audacity, pushes you to develop your creativity. There is no risk in leaving your comfort zone and opening the doors of your business.

The meeting, while remaining humble, is the element that will make you progress and evolve in your projects.

Without others, we are nothing.

V

the micro

BAIE DE MORLAIX
#FLOUDESNOU #FLOUVERES #MONTSDARREZ
#CARANTEC #MORLAIX
BRETAGNE



Interreg 
France (Channel) England
EXPERIENCE
Fonds européen de développement régional

What we offer :

On the occasion of the first edition of the Semaine du Tourisme Economique et des Savoir-Faire en Bretagne in October 2021, we opened the doors of the workshop to the public to discover the profession of sail sewing. The participants are all immediately put in the bath with the advice of the person in charge of the place to make their own bag from old sails. Following the success of this event, we have developed this format to offer 4-hour workshops in the low season. With a colleague, we integrated the making of Pomme de Toulaine to give an even more marine touch in the making of the bags.

How does it work?

Formed by Ewen de Kergeriou, master sailmaker in Carantec in Finistère (29), our job is to design, manufacture and repair sails. Since 2004, we have been making custom sails for caravels, racing boats and houseboats. We have since diversified our catalogue by giving a second life to sails by recycling them into bags, poufs, hammocks, deckchairs, etc.

Today, our daily routine takes place mainly on a raised floor, measuring 9 by 6 metres, specially designed for cutting and assembling the sails.

Most of our work is done in the spring and summer. This is the tourist season, but also the season for offshore races. There is less work in the low season, so we use this time to make the other products. We took advantage of the Economic Tourism and Know-How Week, initiated by the Brittany Region, to open our door to the public. For our atypical activity, the winter season is ideal to propose these workshops, the participants are sheltered in the calm in a particular space and yet open on the horizon. They learn to design objects by reusing materials specifically designed for the world of the sea, some sails being donations from the biggest regattas and ocean races in Europe such as the Vendée Globe for example. They can also enjoy the best teas offered by local producers during a break between two cuts.

Setting up these workshops has allowed us to communicate more extensively on our activity in order to make ourselves known to the general public, but not only...

We have also developed our collaboration with a sewing training school, trainees now benefit from our know-how to learn and discover other possible directions in the sewing professions.



We make our site accessible to all through the development of our unusual accommodation and activities

Since 2016, after 20 years in Scotland, Erwan and Isabelle Normand have Took over and developed the Domaine du Treuscoat with unusual accommodation and outdoor activities (Brittany, France)

What we offer :

The domain of Treuscoat offers a offer that focuses on accessibility from a point from point of view: mobility (disabilities), intergenerational and inclusive. Our global offer allows every budget to enjoy our site and our activities. Our unusual accommodation and leisure facilities offer an exceptional setting in a preserved environment accessible to all.

How does it work?

Located in Pleyber-Christ, Le Domaine du Treuscoat has been in constant evolution since it opened in 2016. From the outset, our guiding principle was to operate the estate in a sustainable manner. By developing the potential of these 63 hectares through the creation of a residential leisure park and discovery activities, we are committed to preserving its environment and accessible to all.

We took advantage of the Covid19 containment periods to reinforce our investments in accommodation and accessibility of the park. Since its opening, the Tourist Office of the Bay of Morlaix has accompanied and advised us on the development of our infrastructures compatible with a clientele with different types of disabilities, with the future objective of acquiring the Tourism and Disability label. A reflection was also carried out during the period of confinement to propose varied and intergenerational activities, for example, signposted interpretation trails, horse-drawn carriage rides, mini-golf, a parkabout...

Our inclusive approach is also reflected in our pricing policy by offering a wide range of accommodation with leisure rates for seniors, PRMs, students and an annual pass for local residents. With the implementation of these 3 pillars, accessibility to disabilities, intergeneration and inclusiveness, we are now seeing an exceptional customer return and a 3-fold increase in activity.



Our advice:

Don't hesitate to contact the referents and competent structures that will accompany and advise you in the creation and development of your project. (Tourist office, CC, Community of communes, etc.)

As far as accessibility is concerned, it is essential to anticipate these aspects during the development of the project in order to facilitate its implementation and minimise costs. Taking these constraints into account has become an automatic part of the development of each of our projects.



WP4 - INFRASTRUCTURE IMPROVEMENT AND CREATION

T3.2: INFRASTRUCTURE IMPROVEMENTS

RESTORATION OF THE LIGHTHOUSE OF THE ILE NOIRE AND CREATION OF AN UNUSUAL GÎTE:

The lighthouse of the Ile Noire has been uninhabited since 1938 due to the automation of the maritime safety lights. Thanks to the Experience project, the second of the three lighthouses in the Bay of Morlaix will have a new function after major restoration and development work: that of an unusual gîte for travellers and locals. The proposed stays will be of short duration in order to allow as many people as possible to live this unique experience: to slip into the shoes of a lighthouse keeper for a night and a day, in the middle of the bay. This project is already making news even before the work is completed. It is therefore likely that the lighthouse will be as successful as its predecessor on Ile Louët and will put our destination in the spotlight, attracting more visitors.

WE INVEST IN our LOCAL heritage TO provide OUR VISITORS with a unique experience

What WE OFFER :

We offer visitors to the Bay of Morlaix unusual stays in an old lighthouse, uninhabited since 1938, for an unforgettable tourist experience. As part of the EXPERIENCE project, the lighthouse on the Ile Noire has been renovated in a "Robinson Crusoe" spirit.

HOW DOES IT work?

More and more tourists and visitors are looking for original and authentic experiences during a stay or an excursion. The Bay of Morlaix already has two so-called "unusual" accommodations, one in the lighthouse keeper's house on Ile Louët and the other in the former school on Ile Callot. Today, the calendar is fully booked in only 8 minutes, as soon as the reservations open. We wanted to replicate these successful models in the lighthouse on the Ile Noire, which is still in operation.

By restoring the Ile Noire lighthouse, Morlaix Communauté and the Community Tourist Office will offer, for a night or two, a unique visiting experience, right in the middle of Morlaix Bay. An old building, a terrace with a breathtaking view of the Château du Taureau and the sea, with only oyster farmers and nesting birds as neighbours.

The site, originally completely isolated, will become energy self-sufficient thanks to the installation of photovoltaic panels and a wind turbine. A water desalinator will allow the recovery of sea water for the bathroom and an innovative non collective sanitation system will be installed ("buzuk pit").

In addition to a special night, we will offer visitors the opportunity to actively participate in the monitoring of the Bay's bird populations, using binoculars and a naturalist's notebook provided in the gîte. Documentation on the local flora and fauna will also be offered to visitors in order to raise awareness of this fragile ecosystem.

Yo
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INTERPRETATION TRAIL ON THE GR34

This is a project to restore an existing route on one of the most famous French hiking trails, the GR34. On our territory, the GR34 goes around the Bay of Morlaix, passing along the old customs paths along the coastline. On this route, visitors are invited to discover the history of the Château du Taureau, an emblematic monument of the Bay, as well as its environment. As the existing panels are particularly imposing and partially faded, it was necessary to rethink these panels in a more modern and lighter format, with a complementary message addressed to the young public. The main adult content has been translated into English and Breton.



NB: The stand-alone webcam project mentioned in our case study, complementary to the interpretation trail of the Château du Taureau, will be delivered after the end of the project due to the early settlement of the Île aux Dames nesting birds. The intervention can be organised after their departure in September 2023.

WE USE VIDEO TOOLS TO make a protected island accessible

Bastien Blanc and Yann Jacob are project managers at Bretagne Vivante

What WE OFFER :

Thanks to a simple webcam, we are giving a new dimension to an interpretation trail on the GR34. With this device, hikers will be able to access images of the Ile aux Dames, in the Bay of Morlaix, to observe from the shore the quiet life of a colony of cormorants.

HOW DOES IT work?

Ile aux Dames is one of the islets that make up the ornithological reserve of the Bay of Morlaix, managed by the association Bretagne Vivante. In partnership with the association and the Conservatoire du littoral, Morlaix Communauté plans to install a webcam on the protected islet. The island is closed to the public between March and August, because of the nesting birds.

The camera installed in this way will allow visitors and residents to see the colonies present (cormorants, gulls, terns, etc.).

This camera, beyond the tourist aspect, will have an educational role and will raise public awareness of protected and sometimes fragile species. It will also be used by the Bretagne Vivante association, which will be able to monitor the bird populations on the island without having to go to the site, which can be a source of disturbance for the birds and their chicks.

Outside this period, the camera will be able to turn towards the monuments of the Bay, notably the Taurus Castle, and the setting sun.



T3.3: NEW INFRASTRUCTURE

DEVELOPMENT AROUND THE GREENWAY

As Morlaix is at the crossroads of two Eurovélo routes (EV1 and EV4) and cycle tourism has grown considerably in recent years, there is a growing demand for services tailored to this type of traveller. PP13's Experience project is therefore designed to provide the best possible service for this group of people with specific needs, in particular through the acquisition and installation of secure individual bicycle shelters, filling and repair stations along the Vélodyssée route between Morlaix and Plougonven. Four new service hubs were opened in the first quarter of 2023 in the towns of Morlaix, Plourin lès Morlaix, Plougonven and Le Cloître St Thégonnec.

After the Experience project, an interpretation trail to help visitors read the landscape (bocage, moorland, forest, meadows, stream, etc.) is due to be developed in conjunction with the Parc Naturel Régional d'Armorique, local associations and municipalities.

→ Depending on the success of this first pilot project, other communes may join the scheme after the end of the European project to develop the offer on the Vélomaritime (EV4), for example.

RESULTS

At this stage, we do not have any figures for the infrastructure, given that we are still in the

construction phase for one of the three projects and that the other two were delivered at the end of the project. As a result, some of the infrastructure has not yet been made available to the public, and it is difficult for us to estimate the exact impact in terms of the number of visitors or residents who will use it, or the precise economic benefits that will accrue to the region. However, these elements will be measured as soon as the infrastructure is brought into service, the interpretation trail is installed or the bed and breakfast is rented out.

However, it should be noted that pedestrian and bicycle counters have already been installed on the Vélodyssée at two points (one at Saint-Martin des Champs, the other at Plougonven). This equipment will also allow us to measure the evolution of the use of the redeveloped section, particularly in the low season.

LESSONS LEARNED AS A PARTNER

The Experience project has taught us to consider sites as the starting point for any consideration of infrastructure development or renovation. In other words, we didn't think up a project and then shape the sites of the Ile Noire, the GR34 or the Vélodyssée, but took into account all the specific features of these sites, often in protected areas or safeguarded sectors, in order to adapt our conception of these new tourist services.

Ile Noire is the most telling example in that the isolated island situation, the obligations linked to the Natura 2000 site, the protected species of fauna and flora, the meteorological hazards of the marine environment, etc. made it necessary, throughout the project, to adapt, readjust and even rethink certain concepts in order to limit our impact on the exceptional environment of the Bay of Morlaix. Thus, the comfort of the future gîte will not be that of a five-star hotel but will offer a rare authenticity and an unforgettable experience to the visitors, the few equipment present inside will be powered by green energy (solar panels and wind turbine). The environmental and technical constraints of the site were therefore the driving force behind a project that is undeniably sustainable and responsible.

We also learnt that this type of project requires a great deal of anticipation and the ability to react and adapt so that it can be carried out without too many difficulties. Indeed, we had to deal with unforeseen events that had a considerable impact on the rest of the project (storms, destruction of the slipway and the quay in particular, early nesting period, unsuccessful contracts, etc.).

The project has also suffered further delays due to our sustainable and eco-responsible approach: for example, the construction company working on the site recommended the use of a helicopter from May/June 2023 (tidal coefficients not allowing materials to be unloaded in the right place). This request has not been met, in order to limit the environmental impact (pollution, noise, etc.), and the project has therefore been postponed until September 2023, when the high tides return.

The renovation project will therefore be finalised after the end of the Experience project, which will nevertheless have provided the impetus for the implementation of this ambitious project. It is now part of the Morlaix Communauté "Trajectoire 2030" regional project (extract below).



Orientation stratégique

15 Accueillir et aider les porteurs de projets



Pour faciliter l'innovation, la création d'entreprises et l'engagement en faveur du progrès social et environnemental, Morlaix Communauté soutient les porteurs de projets en les aidant dans leurs démarches, leurs recherches de solutions d'hébergement, de financements et la constitution de réseaux d'acteurs.

Les grandes actions des communes et de Morlaix Communauté

- 15.1 -

Développer les liens entre les programmes de recherche et les entreprises pour favoriser l'innovation

Soutien et/ou collaboration avec le CRT Morlaix, Vegenov, station biologique de Roscoff, Pôle Mer-Bretagne, Bretagne Développement Innovation, technopôle Brest-Iroise, French Tech Brest +, Biotech santé Bretagne, Bretagne Aerospace

- 15.2 -

Développer les filières d'excellence

Animation et soutien des filières d'excellence aéronautiques, agro-alimentaires, algues (Algotour), économie bleue (projet Blue Valley), génie thermique etc. ... : accompagnement dans la recherche de financements, la mise en réseau, les lieux d'implantation

Participation aux travaux des clusters et pôles de compétitivité : pôle Mer, French Tech +

Prospection pour accueillir de nouvelles filières

- 15.3 -

Accompagner les projets touristiques et culturels durables

Poursuite du projet Interreg EXPERIENCE : **réhabilitation du phare de l'île Noire**, parcours d'interprétation, apports de nouveaux services aux itinérants de la Vélodyssée

Développement des produits touristiques hors saison

Priorité des projets touristiques durables

- 15.4 -

Accompagner le monde agricole face aux transitions environnementales, économiques et sociales

Accompagnement du monde agricole face au changement climatique : évolution des pratiques

Extension du dispositif d'accompagnement aux nouveaux agriculteurs qui développent une agriculture durable

WP5 - TESTING AND LAUNCHING AN OFF-SEASON AND EXPERIENTIAL TOURISM OFFER

T4.2.2: CONSUMER TESTING

The aim of this action is to test the new experiential offer, with consumers, in order to refine the products on offer and identify the interest of experiences in autumn-winter with the public on their intention to visit.

The work on this deliverable was carried out by Côtes d'Armor Destination and the Office de Tourisme Baie de Morlaix on behalf of the Région Pilote Bretagne.

PP7 – Côtes d'Armor Destination

In 2021, 9 consumers and micro-influencers from Brittany and the Paris region tested one or more preview experiences for a day or a weekend. Each micro-influencer generated content on their Instagram network.

The campaign exceeded forecasts, rising from an expected 68,000 impressions to over 224,000, and from an expected 6,300 interactions to over 12,000.



In partnership with the Woo agency, we selected 9 micro-influencers living in Brittany and the Paris region to spend a day or a weekend trying out the experiences selected for 2021-2022. In return for the free activities, the testers agreed to give their opinions on the products to CAD and through their networks, in order to test the reactions of their community.

The testers :



The 10 offers tested:

- Halloween offer - 3 posts and 31 stories / More than 1,600 likes - Posts on their travel blog
- Gourmet excursion to Dinan / Jaoujaou / 1 post / 6 stories / 7% engagement rate
- Wood-fired potée evening / Elise / 1 post / 5 stories / 234 likes / 4800 impressions
- Bréhat aperitif cruise / Lili tout sourire / 1 post / 14 stories / 11,000 impressions
- Romantic weekend on the pink granite coast / 3 posts - adou bn / 18 stories / 6,000 likes / 22 engagement rate / 83,000 impressions
- Festival bel automne / Parents pontivy / 2 posts / 16 stories / 1150 likes / 21,000 impressions
- Bienfaits pléneuf / 1 post / 19 stories / 750 likes / 13900 impressions
- Avec les petits / 2 posts / 25 stories / 298 likes / 24,000 impressions
- Rencontre baie de st brieuc / Pending
- Week-end arduen / 1 post / 10 stories / 352 likes / 10900 impressions

Unlike manufactured products, the engagement of experience consumers is stronger, with a high level of emotional involvement.

Following a survey of micro-influencers, all said that they had received very positive feedback from their community on this content, and more than half said that without the autumn-winter experience, they would never have considered visiting or staying in the Côtes d'Armor during this period.

Would you have thought of coming to the Côtes d'Armor out of season without this experience?



Many bookings for the cabins in my community, many requests for other discoveries
 All positive and wanting to know more to do the same thing
 The beauty of the place came back enormously
 I was accompanying the influencer
 They discovered new things and places to visit
 I've had a lot of feedback from people who wanted to visit the Côtes d'Armor following my content.
 They were positive about going out, as they didn't know the Côtes d'Armor
 Very good!

What feedback have you had from your community following your posts on autumn in the Côtes d'Armor?

→ *Hosting micro-influencers to test offers has provided customer feedback and demonstrated the value of the experiential approach through an engagement rate higher than the average of the usual rate, or even multiplied by 2 or 3. This was the case for micro-influencer Adou_Bn, whose engagement rate on this content rose to 22.5% compared with the usual 8.5%. 19 pieces of content were published over her weekend, generating 84,000 impressions.*

PP8-MxT :

After the "new offer creation" workshops supported by the agencies We Bloom and Les Chantiers Insolites, and following the "Et Demain" skills-building workshop, we were able to define a personalised support programme for the partners involved in the project, which for some of them included testing their new offers with the public. As a result, in spring 2022, a host of offers were tested under the guidance of the Office de Tourisme de la Baie de Morlaix.

Each participant was given a "test offer feedback" sheet to share their opinion on the spot.

Retour d'expérience du test de l'offre

activité : _____ lieu : _____ Votre description de l'expérience : _____	dessinez votre expérience : _____
Trois émotions décrivant votre expérience :	Quels niveau d'EXPERIENCE 
 D'après vous, quel tarif : _____	 D'après vous, quel public cible : _____
COMMENTAIRES, COMMENT AVEZ-VOUS VÉCU CETTE EXPÉRIENCE ?	
	
Remarque de suggestions ou d'amélioration :	



Test the new "Take the high

ground" offer:



Test the new "Chant des hommes, chant des Oiseaux" package:



Test the new "With butter, everything is better" offer :



T4.2.3 TESTING NEW PRODUCTS AND SERVICES IN A DIGITAL LAB

This deliverable was carried out by PP7, PP8 and PP14 for the Brittany Pilot Region.

As part of the Digital Lab, 18 marketing campaign media were tested. The experiment enabled several types of tests to be carried out jointly:

- Assessment of visual attention by recording participants' eye movements in the presence of marketing materials. The recorded data made it possible to determine the duration of visual attention, and to highlight the points of interest that held participants' attention on the different media. Presented in the form of a "heat map", the results of the test helped the various partners of the Brittany Pilot Region to better understand the salient elements of the various video, photo or simply text supports, and conversely the elements that had not sufficiently captured the attention of the participants.
- Facial expression analysis to understand the emotions felt in the presence of the marketing materials tested. This type of analysis makes it possible to identify facial muscle movements and attribute emotions to them, but also to determine emotional valence (a measure of the positive or negative value of a stimulus), engagement and attention. This information is invaluable for understanding the emotional reactions that may be elicited by the different formats of the marketing campaigns tested. However, it should also be borne in mind that there may be a difference between the emotions expressed and the intensity with which they are actually felt. Nevertheless, this analysis provides interesting insights into the potential for negative or positive reactions, and the interest that different marketing campaigns can provoke.
- Measuring galvanic skin response. This test measures the degree of emotional arousal felt by a person. It complements the various measures of the participant panel's reaction by indicating the evolution of emotional intensity during their exposure to marketing campaign videos. The peaks recorded can also be used to understand whether an element of the video has triggered a strong emotional reaction. While this analysis cannot determine whether the reaction is negative or positive, it does give an interesting indication of intensity.

These three analyses of participants' reactions provide a better understanding of how our potential target audience reacts to the various marketing campaigns developed as part of the Experiential project. By combining the data from the various tests, the partners were able to gain a better understanding of the impact of their campaigns and identify areas for improvement so that the experiential marketing approach could be better taken into account.

PP 8 tested 8 marketing materials specifically created to promote experiences relayed on its platform:

- 4 activity presentation flyers that can be relayed on different media for the activities "Dinner in the dark", "Police investigation", "Well-being and art of living in Locquirec" and "Immersed in nature and discovery".
- 2 Facebook posts for "Le Labo tablette" and "Trésors cachés à Morlaix".

- 2 web pages on the experience platform for "Ecomusée de Plouigneau" and "Le Puits de Jeanne".

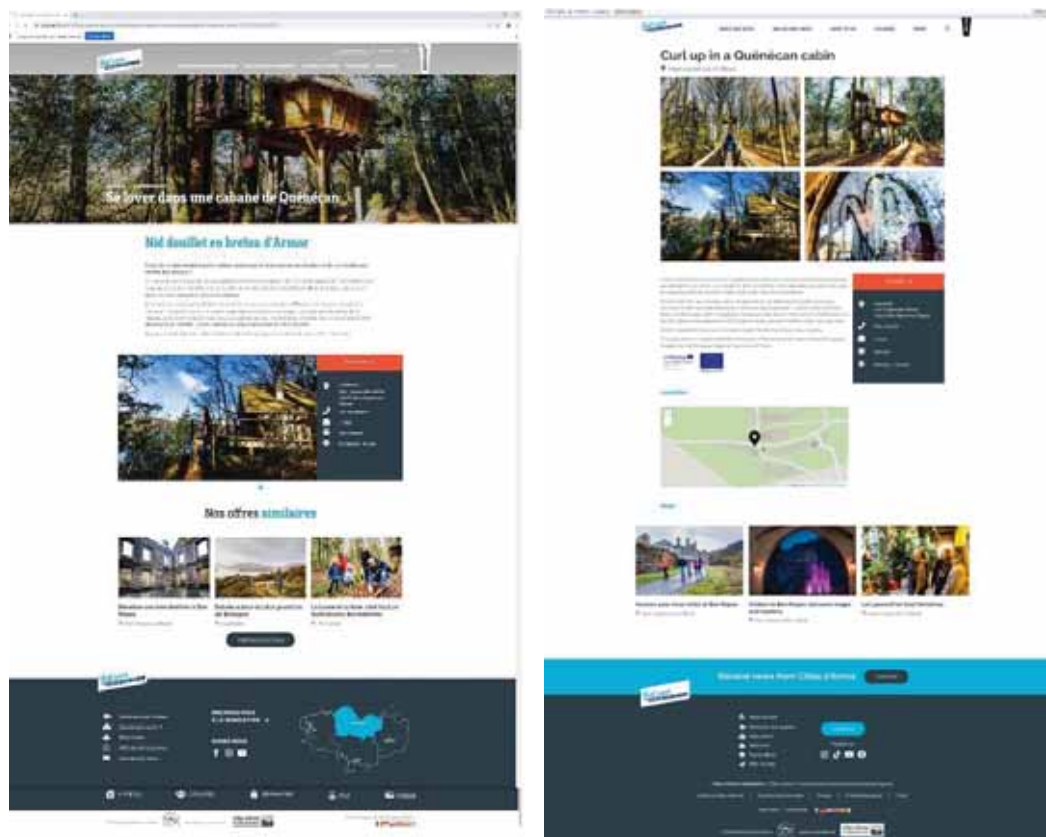
The test results showed that, on the whole, the various media elicited positive emotional responses, but that they did not sufficiently encourage people to visit. One of the suggestions taken into account by PP 8 was to improve the reception of and interest in a Facebook post promoting the "Le Labo Tablette" experience by presenting several photos of the experience and less text, in order to help potential visitors project themselves more easily and trigger the intention to visit.

PP 7 tested 8 rather varied marketing media:

- 1 photo posted on Facebook to promote a gourmet dinner for Valentine's Day.
- 2 videos presenting the range of experiences on offer for autumn-winter 2021 and 2022
- 2 sound recordings: "A winter in the forest" and "A winter by the sea".
- 3 web pages: the home page of the inspiration platform and two pages created for the same offer but presenting the activity in a traditional way for one and experiential for the other in order to better assess the benefits of an experiential approach to marketing.

Overall, photos and videos generated the most emotions. The home page created for autumn-winter fulfilled its role as an eye-catcher. The test between an experiential and a non-experiential page on the same offer identified a better purchase intention on the offer presented in an experiential way. Sound effects received mixed reviews.

Following the analysis, the web design of the experiential offer pages was modified, particularly with regard to the positioning of practical information (book button, contact button, address button) and the addition of photos.



Before

After

PP 14 had its new "Oui Campaign" experiential marketing campaign tested in the form of two videos: an advertising spot for broadcast on British television channels and a video campaign dedicated to social networks.



The tests enabled us to better understand the visual impact of our videos on emotions and the desire to visit the destination. As the moment that generated the most positive reactions was the start of the videos, we learned that it was important to broadcast the key messages from the first few seconds to obtain a greater emotional response. Certain segments that could generate negative emotions such as fear (particularly when jumping into the pool) were removed and replaced by others that were easier for viewers to identify with, as well as storytelling about the on-board experience to reassure viewers that the ferry is a safe and comfortable means of transport.

T4.3.1 TARGETED CONSUMER CAMPAIGNS

CAD ran a three-year consumer campaign exclusively on digital media.

The creation of a specific autumn-winter entry, the in-depth storytelling work and the quality photos representing these two seasons created relevant hooks for the campaigns.

The autumn-winter imagery, with the production of photographic missions, created a real leverage effect on the networks.

A collection of unique experiences aroused consumer interest, and influencer previews helped to generate enthusiasm for the collections.

The press trip also received excellent feedback.

<https://www.cad22.com/lagence/les-actualites/04-11-2022-accueil-presse-deux-jours-intenses-a-experimenter-les-cotes-darmor-en-automne-hiver>

The screenshot shows a website article from CAD (Côte d'Armor Développement) dated November 4, 2022. The main headline is 'Voyage de presse Deux jours intenses pour expérimenter les Côtes d'Armor en Automne-Hiver'. The sub-headline reads 'Des découvertes appréciées autour des savoir-faire, la pêche et du patrimoine costarmoricain'. The article text mentions that CAD welcomed a group of national journalists on October 2nd and 3rd for a press trip. It also notes that the trip was organized with the support of Sthia Communication and the Offices of Tourism, and is part of the European Interreg France Manche Angleterre - EXPERIENCE project, which is co-financed by the European Union.

Below the text is a photograph showing a group of people on a boat, likely during the press trip. The photo shows several individuals, including a man in a dark jacket and a woman in a green jacket, looking towards the camera. The boat is on the water, and the background shows a coastline.

The campaign gradually ramped up with :

- in year 1 the creation of specific autumn-winter pages and templates on the website
- in year 2: the addition of immersive content and consumer testing via micro-influencers with the aim of creating awareness
- in year 3: addition of new content to build awareness and a conversion target, particularly for the Minutes Bleues event, which was achieved

Connections to the cotesdarmor.com autumn-winter website (number of visits)

2020-2021	13 000
2021-2022	65 000
2022-2023	63 500

With the same segmentation used for 3 years, the interaction rate is increasing on our targeting and the cost per click is decreasing each year, i.e. the targeting is relevant and the repetition has had a positive impact), it rose from 1.3% to 2.5% between 2021 and autumn 2023 (higher than CAD's average).

On instagram, CAD achieved the best interaction rate in France in autumn-winter 2021 on the autumn-winter photo post (from Nov to March) using landscapes combining dark tones and bright colours, inviting the imagination <https://we-like-travel.com/etudes-et-barometres/barometres/>



Les destinations touristiques sur les réseaux sociaux en France - Novembre 2021

Departements #	Score WLT #	Facebook	Instagram	Twitter		
		Fans #	Taux Eng. #	Abonnés #	Taux Eng. #	Abonnés #
53 Côtes d'Armor	267	58 520	1.25 %	13 785	9.58 %	640
63 Haute-Loire	197	18 946	1.25 %	4 985	9.45 %	-
37 Marne	284	114 533	0.44 %	9 527	9.24 %	4 440
47 Doubs	233	15 729	0.91 %	12 256	8.96 %	2 681
61 Haute-Vienne	199	9 364	0.58 %	5 750	8.8 %	4 827
28 Lozère	291	47 561	1.52 %	13 065	8.78 %	5 595
8 Hautes-Alpes	384	170 755	0.88 %	35 548	8.82 %	8 096
59 Aisne	200	23 389	0.96 %	9 385	8.5 %	-
78 Meurthe-et-Moselle	121	4 606	0.77 %	1 809	8.07 %	-
44 Ariège Pyrénées	236	19 918	0.82 %	11 885	7.89 %	1 423

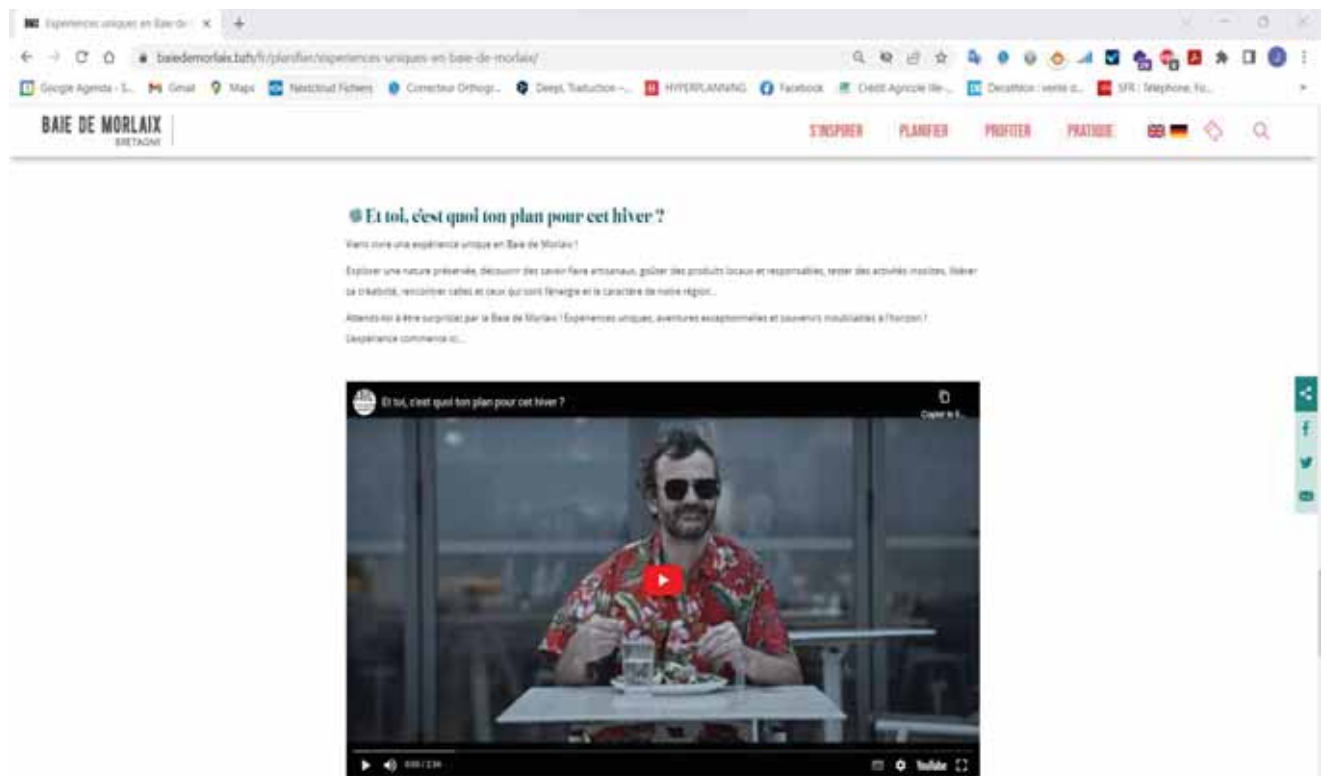
PP7 Lessons learned Consumer campaign:

→ Targeting segmentation, via experiential themes, is important; it allows fewer people to be reached but more precisely. Repetition of the message increases the interaction rate.

PP8 : As September 2022 approached, a new communication plan was drawn up, including :
The production of an offbeat video (the filming of which was postponed because of the good weather!) with the Morlaix-based production company "Après La Pluie", which received an extraordinary response on social networks and was shown throughout the winter on the screens of the "La Salamandre" cinema.

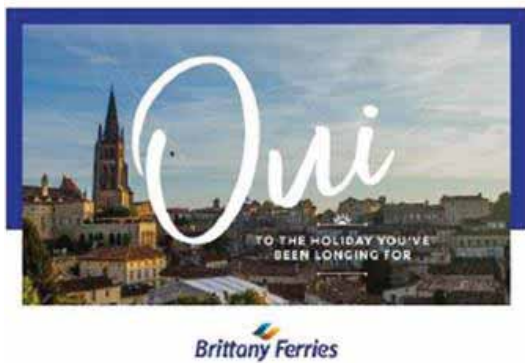
The creation of a dedicated brand with the "Norwest Design" agency, entitled "Unique Experiences in the Bay of Morlaix", and its use in various forms: logo, social networks, badges, etc.

A global editorial approach to integrate this new content into our communication media.



PP14 : une stratégie mettant en avant les destinations

Following the gradual lifting of restrictions for vaccinated travellers, Brittany Ferries was able to launch its consumer marketing campaigns in January 2022. The challenge was to attract consumers who were still reluctant to book to discover the destinations promoted on the new travel inspiration platform.



The "Yes" promotional campaign consisted mainly of an advertising spot broadcast on television and in digital format on social networks.

It specifically targeted families, couples, cyclists, caravan travellers and pet owners.

The aim was to highlight experiential tourism and help travellers to project themselves into the destination. This campaign has been adapted for the 2022-2023 low season.

The campaigns aimed at consumers have also more specifically highlighted the experiences published on the travel inspiration platform. They have been adapted to be relayed on social networks and email campaigns during the low season.

Campaign Plan



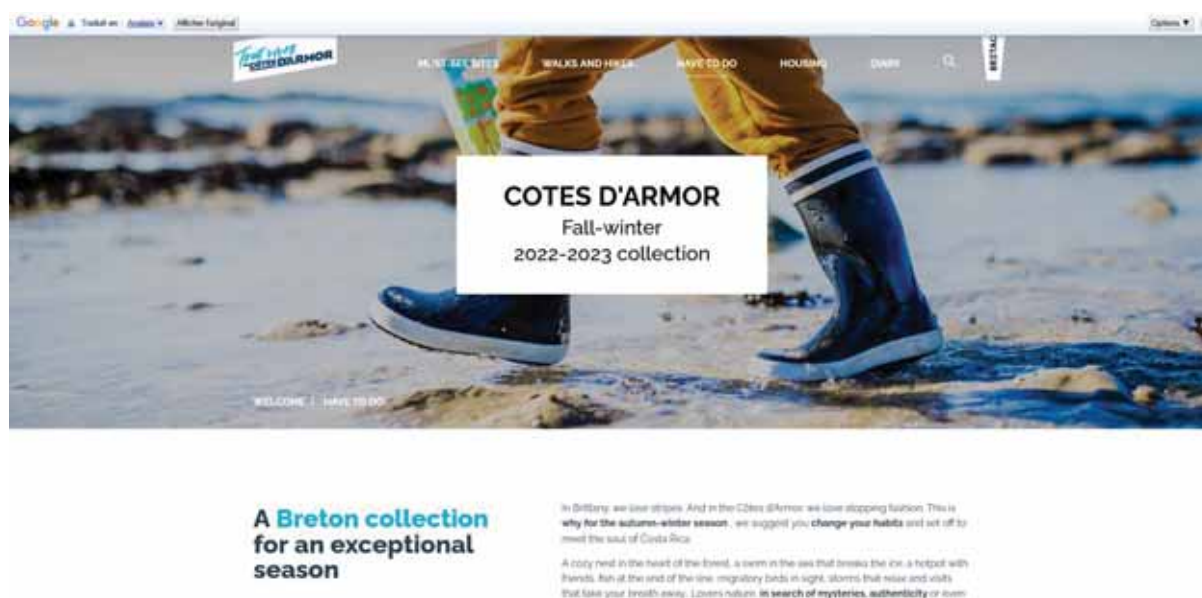
T4.3.2 INTERACTIVE ONLINE TRAVEL INSPIRATION PLATFORMS FOR PRE-VISIT / ITINERARY BUILDERS

PP7: a new platform for inspiration

The autumn-winter travel inspiration platform has been created on the basis of the existing website <https://www.cotesdarmor.com/a-voir-a-faire/automne-hiver/>

The platform is based on inspirational photos created especially for the programme to represent autumn-winter. Key words representing experiential sectors, in line with customer expectations identified in the options analysis, are highlighted each year: see visual below.

The "in connection with nature" offers correspond more specifically to the expectations of mediation and transmission of knowledge around the issues of sustainable development and understanding our environment.



All the experiments created by CAD can be found on the <https://www.cotesdarmor.com/a-voir-a-faire/automne-hiver/experiences/> platform.

A total of 194 experiences.

Dive into the
Fall-Winter collection

COCOONING
 The art of cocooning is a traditional Breton craft. It consists of creating a protective layer of wool on the back of the cocooner, which is then used to wrap the wool around the cocoon. This process is essential for the production of high-quality Breton wool.

CONNECTION WITH NATURE
 The Breton people have a deep connection with nature. They have developed a unique way of life that is closely tied to the land and the sea. This connection is reflected in their traditional crafts, music, and cuisine.

HISTORY OF FRANCE BRITTANY VERSION
 Brittany has a rich and diverse history. From its ancient roots to its modern-day identity, the region has played a significant role in the history of France. This video explores the unique aspects of Breton history and culture.

LIVING LEGENDS
 Brittany is home to many living legends and traditions. These stories have been passed down through generations and are an integral part of the region's cultural heritage. This video delves into the fascinating world of Breton legends.

TRADE SECRETS
 Breton crafts are renowned for their quality and craftsmanship. This video reveals the trade secrets and techniques used by Breton artisans to create their unique products, from traditional crafts to modern-day innovations.

LIKE A LOCAL
 Experience Brittany like a local. This video offers a glimpse into the daily lives of Breton people, showcasing their traditions, customs, and the beauty of the Breton landscape.



This project has received funding from the European Union under the Interreg Europe programme.

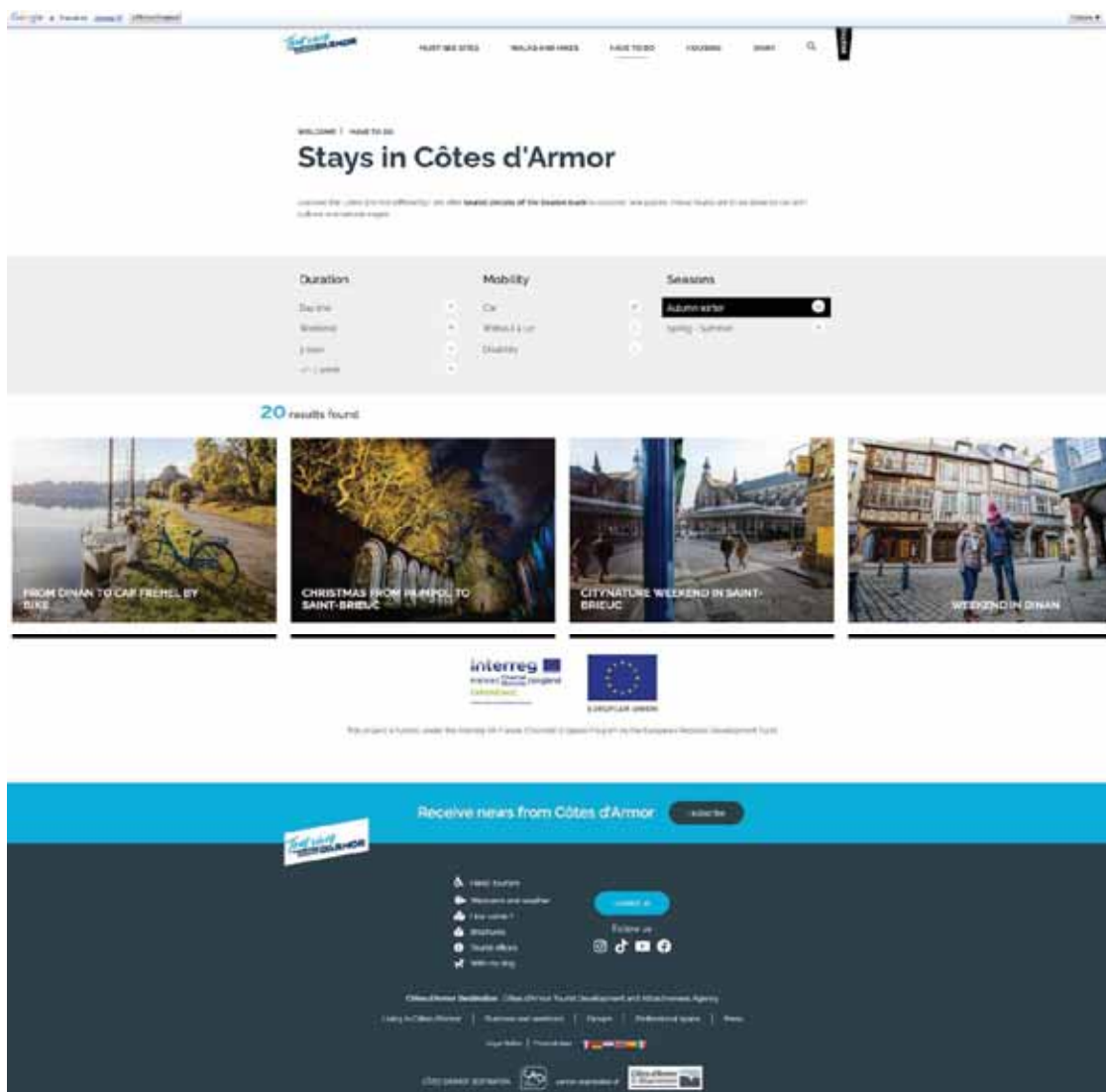
Receive news from Côtes d'Armor

Côtes d'Armor Développement | Côtes d'Armor Tourisme | Breizh Breizh | Breizh Breizh | Breizh Breizh

450 photos have been created as part of the programme, with the aim of portraying these sectors through scenes of life and experiences in autumn and winter. 11 videos also portray the region in these two seasons.

20 itineraries have been grouped around an itinerary planner that can be filtered by length of stay, means of transport, accessibility or season.

<https://www.cotesdarmor.com/a-voir-a-faire/routes-touristiques/>



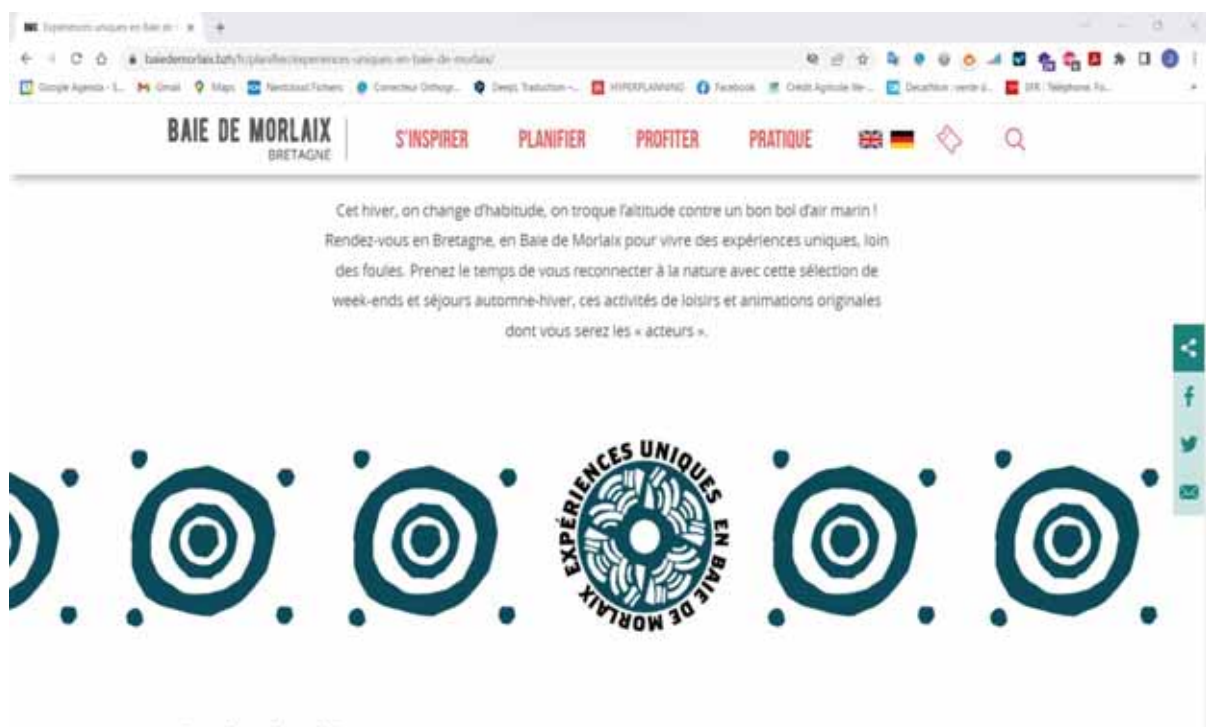
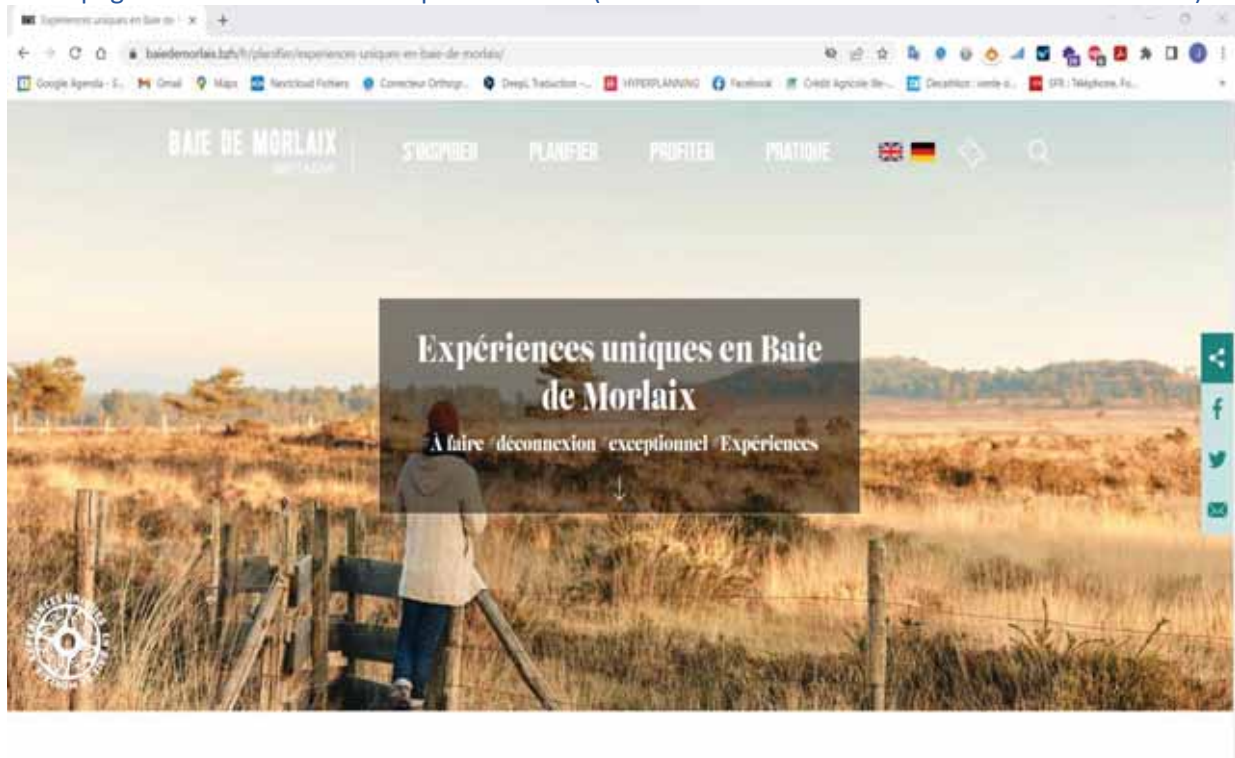
The inspiration platform attracted 123,000 unique visitors.

PP8 : a platform of inspiration and unique experiences

A "Unique Experience in the Bay of Morlaix" web page has been created to promote low-season experiential offers on the Bay of Morlaix Tourist Office website.

<https://www.baiedemorlaix.bzh/fr/planifier/experiences-uniquees-en-baie-de-morlaix/>

This page received 2319 unique visitors (from 1 October 2022 to 31 March 2023).





A new logo marks the low-season activities that can be found in a diary specifically dedicated to these offers.



Another page is dedicated to stays and courses at our partner accommodation providers, as well as unusual accommodation open in low season.

<https://www.baiedemorlaix.bzh/fr/planifier/sejour-automne-hiver-en-baie-de-morlaix/>

This page received 629 unique visitors (from 1 October 2022 to 31 March 2023).

The 22 itineraries called "LES ÉCHAPPÉES EN BAIE DE MORLAIX" have been grouped together on 5 pages, one per tourist office, Morlaix, St-Thégonnec, Carantec, Plougasnou and Locquirec, themselves grouped together on a presentation page:

<https://www.baiedemorlaix.bzh/fr/s-inspirer/les-echappees-en-baie-de-morlaix/>

This page had 179 unique visitors (from 15 to 31 March 2023).



<https://www.baiedemorlaix.bzh/fr/s-inspirer/les-echappees-en-baie-de-morlaix/les-echappees-autour-de-saint-thegonnec/> - 14 unique visitors (from 15 to 31 March 2023) :

<https://www.baiedemorlaix.bzh/fr/s-inspirer/les-echappees-en-baie-de-morlaix/les-echappees-a-morlaix/> - 24 unique visitors (from 15 to 31 March 2023) :

<https://www.baiedemorlaix.bzh/fr/s-inspirer/les-echappees-en-baie-de-morlaix/les-echappees-a-plougasnou/> - 31 unique visitors (from 15 to 31 March 2023) :

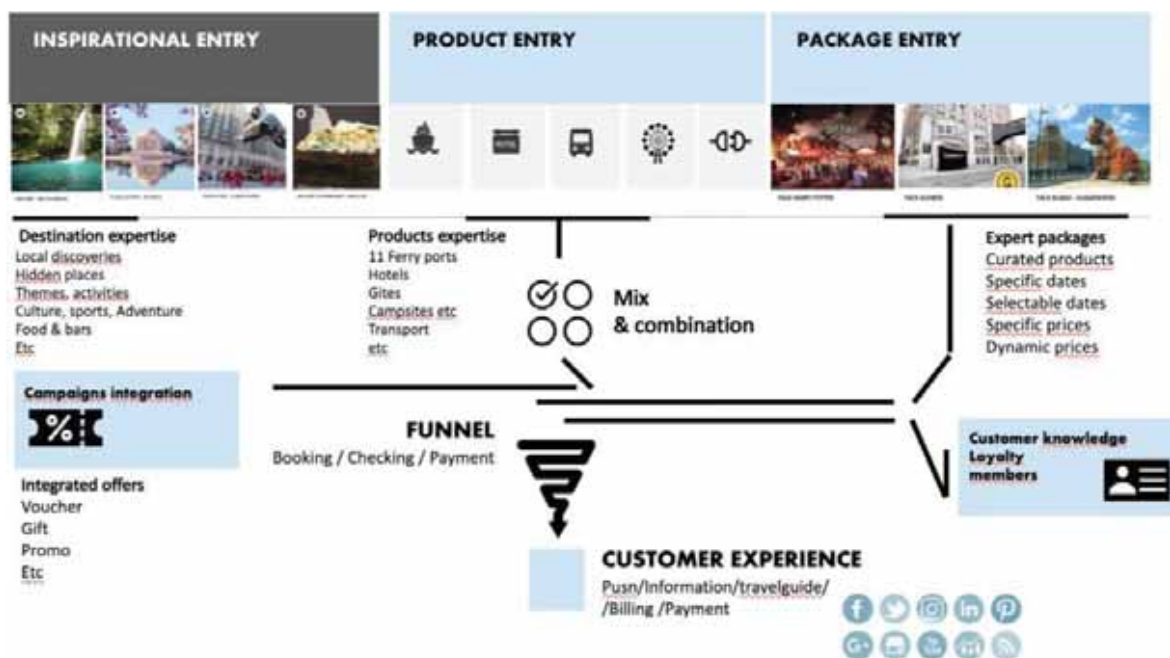
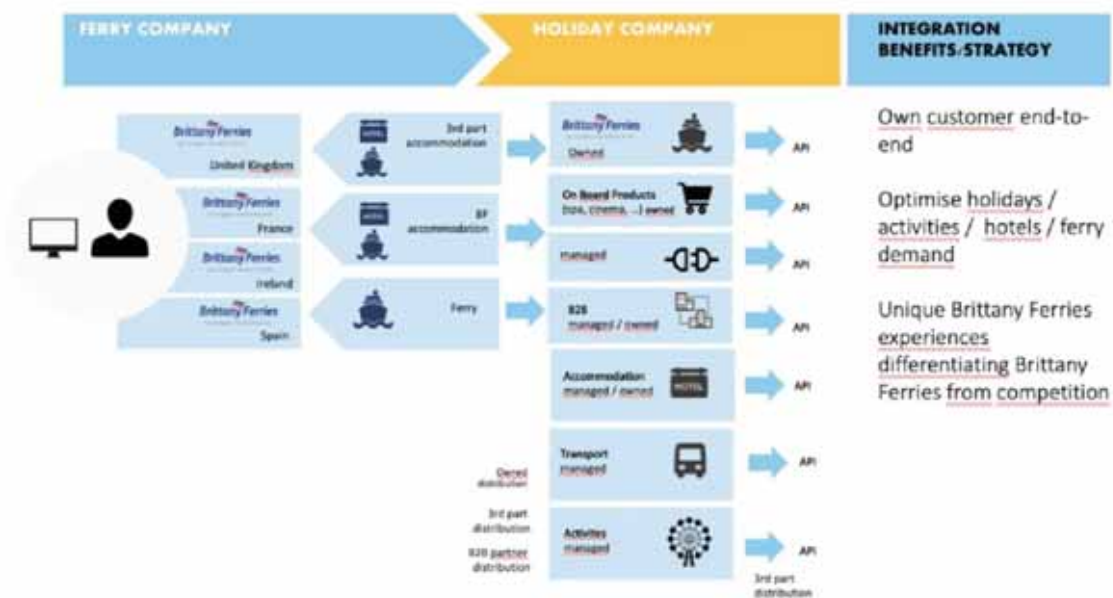
<https://www.baiedemorlaix.bzh/fr/s-inspirer/les-echappees-en-baie-de-morlaix/les-echappees-a-carantec/> - 15 unique visitors (from 15 to 31 March 2023)

<https://www.baiedemorlaix.bzh/fr/s-inspirer/les-echappees-en-baie-de-morlaix/les-echappees-a-locquirec/> - 22 unique visitors (from 15 to 31 March 2023)

PP14 has developed **Destination: Digital**, a new website that completely modernises the previous one. The aim was twofold:

1- To offer a travel inspiration site with ferry and accommodation bookings.

This new website meets travellers' expectations by improving their travel inspiration and booking experience with modern, flexible functionalities. It reinforces Brittany Ferries' content and expertise on destinations on both sides of the Channel, opening up the offer to experiential tourism and no longer confining it to a transport solution.



Because of the health crisis, the developments concerning packages have not yet been developed, but they will be even after the end of the Experience project.

2- Highlighting the experiential offer in the low season by proposing activities and itineraries developed as part of WP3.

Pages have been specifically created to highlight the experiential offer developed as part of the WP. Activities and themed itineraries are proposed on dedicated pages. Using the codes of experiential marketing, quality photos have been used to highlight these products, as well as interactive maps to help locate the activities on the itineraries.



☆ EXPÉRIENCE

Sur un Air d'Islande

Pour un dépassement garanti... De l'autre côté de la Manche, venez-vous immerger dans une eau à 36° avec les nouveaux bains de la Jubilee Pool à Penzance. Comme une impression de se baigner dans le Blue lagoon en Islande...



☆ EXPÉRIENCE

Voyage au centre de la terre

Jules Verne vous parle et vous intrigue ? Voilà une expérience pour vous. Descendez explorer la terre et ses nombreuses galeries. Sensations et surprises sont au rendez-vous.



☆ EXPÉRIENCE

Du bar, à la distillerie, au bar

Amateur de whisky ? Ou alors préférez-vous le Gin ? Venez vous initier à la distillerie Pocketful, à travers l'histoire de son équipe et de sa dégustation, découvrez un whisky ou un gin bien trempé venu des Cornouailles anglaises.



☆ EXPÉRIENCE

Se jeter à l'eau avec l'Ice Swimming

Vous recherchez de l'insolite ? L'opportunité de vivre une expérience marquante pendant vos vacances ? Alors plongez avec nous dans cette expérience.



☆ EXPÉRIENCE

Observation des oiseaux

L'hiver est la meilleure période pour observer les oiseaux de Bretagne. Laurent va partager sa passion et vous faire découvrir les espèces de nos régions. Plusieurs parcours, de différentes durées



☆ EXPÉRIENCE

L'histoire des Johnnies de Roscoff

Lié à la culture de l'igoïgnon, l'histoire de Johnnies va vous replonger dans le passé et les premiers échanges avec nos amis britanniques. Marcel Quémener va vous immerger dans les souvenirs.

T4.3.3 TRAVEL MARKETING AND DISTRIBUTION

The range of experiences developed as part of the project is helping to renew the marketing argument for the destination, by refreshing the offer, making it more modern and more varied, and integrating a greater number of local partners, including those outside the "tourism" sector. "tourism" sector.

This has enabled us to consolidate our relationships with the agencies that distribute Brittany's offers, whether national or international agencies, or incoming agencies looking for more novelty and greater depth in their catalogues.

In fact, Expérience has also enabled us to establish our credibility and professionalism in the distribution of tourism offers to our local partners, whom we train along the way.

While some agencies have already jumped on the experiential bandwagon, others are listening and even changing. The Breton players in the project began by structuring their sales approach and revising their products, before approaching distributors via B-to-B events and meetings.

The work on this deliverable was carried out by Côtes d'Armor Destination and the Office de Tourisme Baie de Morlaix on behalf of the Région Pilotage Bretagne.

Experience distribution strategy

PP7: marketing support

The network for selling experiences in the Côtes d'Armor was not consolidated. Thanks to the Experience project, PP7 was able to set up a group of tourist offices in autumn 2022 that wanted to get involved in selling experiences. A joint 1.5-day training course was very much appreciated and enabled them to share a common approach and strategy.

A list of agencies to approach is being consolidated. This work will continue after the end of the programme, with a view to ensuring that what has been learnt is passed on. The foundations for a joint catalogue of offers have been laid.

AGENCES DÉMARCHÉES (à compléter d'ici)	Avec agences travailler-vous aujourd'hui ?												TOTAL	Surtout quel type d'activités vous proposez-vous ?	Surtout comment les vendre / commercialiser / négocier ?	REMARKS	
	Alain L'HERMÉ	Agès LAFITE	Silvia LANGE	Jacques MORILLAS	Angélique LAFITE	Maxime LAFITE	Thomas LAFITE	Jacques LAFITE	Marie LAFITE	Sophie LAFITE	Stéphane LAFITE						
BAIE MORLAIX		1											1	produit "tourisme", activation par agents	travailler en réseau	réviser les offres de guidage, réseau de commercialisation	
KERLEUTHY STRIDES														1			demande un document imprimé, souhaite aussi développer produits de destination
BAIE MORLAIX														1			Ne veut pas travailler avec OT (coût élevé)
TURBIGNY	1		1											1			produit non-selling promotionnel (services, food)
BAIE MORLAIX	1				1									2			travailler les guides professionnels ou en direct à Baie Morlaix, Baye fait appel à un agent spécialisé pour les guides
BAIE MORLAIX													1	1			travailler avec les professionnels de voyage en direct, OT peut appeler les OT et travailler en réseau avec eux. Pas de contact direct, "travailler" à partir d'activités, OT peut être intéressé, les professionnels peuvent travailler avec
BAIE MORLAIX	1													1			produit non-selling promotionnel (services, food)
BAIE MORLAIX														1			travailler avec les professionnels de voyage en direct, OT peut appeler les OT et travailler en réseau avec eux. Pas de contact direct, "travailler" à partir d'activités, OT peut être intéressé, les professionnels peuvent travailler avec
BAIE MORLAIX														1			travailler avec les professionnels de voyage en direct, OT peut appeler les OT et travailler en réseau avec eux. Pas de contact direct, "travailler" à partir d'activités, OT peut être intéressé, les professionnels peuvent travailler avec
BAIE MORLAIX														1			travailler avec les professionnels de voyage en direct, OT peut appeler les OT et travailler en réseau avec eux. Pas de contact direct, "travailler" à partir d'activités, OT peut être intéressé, les professionnels peuvent travailler avec
BAIE MORLAIX														1			travailler avec les professionnels de voyage en direct, OT peut appeler les OT et travailler en réseau avec eux. Pas de contact direct, "travailler" à partir d'activités, OT peut être intéressé, les professionnels peuvent travailler avec
BAIE MORLAIX														1			travailler avec les professionnels de voyage en direct, OT peut appeler les OT et travailler en réseau avec eux. Pas de contact direct, "travailler" à partir d'activités, OT peut être intéressé, les professionnels peuvent travailler avec

Agences démarchées par Muriel MAUGERE

In addition, 12 experiences marketing coaching sessions took place between September 2022 and February 2023, capitalising on common support tools.

The aim is to produce a marketing action plan identifying targets for each company. The degree of maturity of the marketing plan may vary, depending on how far each company has progressed.



CHAMP D'APPLICATION MARKETING MIX	Descriptif action QUOI	Objectif visé POURQUOI	Etapes et ressources COMMENT	Partenaires et ressources à mobiliser QUI	Budget prévisionnel COMBIEN	Degré de priorité (1 à 4) QUAND	Indicateur de résultat COMMENT
CE QUE JE DOIS FAIRE POUR FINALISER MON EXPERIENCE (produit et prix)							
CE QUE JE DOIS FAIRE POUR LA FAIRE CONNAITRE (communication et commercialisation)							

PP8: a repositioned distribution strategy

In 2018, PP8's distribution strategy was built around the development of group customers, mainly 'classic' groups (or large groups) and small affinity groups. Before joining Covid, we were rolling out sales to large groups. This market collapsed in 2020.

So we decided to put in place an in-depth programme that would enable us to respond agencies, who were then turning to the national market. The idea was to create a new range of (potentially dynamic) products, consolidate our legal approach to marketing and propose a new internal organisation for the following years, with the aim of building loyalty among our agency partners. This would involve the creation of a half-position for a forfaitiste (in 2023).

During the Expérience project, we therefore developed two forms of distribution:

- Distribution to the general public at the reception desk of our tourist offices, in the form of a ticket office.
- Distribution via agencies for groups, from small groups to large groups.

Even if the channels seem genuinely different and disconnected, the content is very clearly based on the dynamic of creating experiential offers, which we led as part of the project. The new distribution strategy for agencies was validated at the beginning of 2022, based on a new two-part range: the Unmissables and the Exclusive offer (see below).

Canvassing travel producers

PP7 used a variety of methods: direct contact, canvassing at events and workshops.

- exchanges with local travel distributors or online platforms, at workshops or one-to-one meetings

example of Air b and B France

The company has announced that it is refocusing on its rental business, putting the sale of experiences on hold for the time being. It has been suggested that contact should be made at a later date.

An article in the tourism media confirms this change of direction.

Airbnb lève le pied sur les expériences

Thomas
14 août 2022 • Startup de l'échec & réussite



Lancé avec beaucoup d'ambitions, le secteur des "expériences" chez Airbnb devrait connaître un "coup d'arrêt" brutal ces jours-ci. En effet, si la vente d'activités et de loisirs n'est pas stoppée, Airbnb a clairement fait savoir qu'elle n'intégrerait pas de nouvelles expériences dans son catalogue.

- identifying distributors at the IFTM trade fair in Paris
- IFTM trade show - contacts made for meetings on 22/09 in Paris



- interesting conferences with a central topic: CSR for tourism companies, agencies, MICE, etc.
- Experiential tourism also in demand.
- Strong international presence at the show, but some interesting exchanges with French agencies and startups.

The PP8 branch offering

The PP8 distribution strategy defined in 2022 has led to the creation of two product ranges, which have drawn heavily on new offerings from our local partners:

1) A "Must-See" offer: proposing content that relies on seasoned professionals in the "tourism" sector, that contains services perceived as expressing the DNA of the destination, while containing a strong "experiential" aspect.

This range of products can be marketed in three ways:

- o MxT produces and sells the services
- o A partner agency produces and sells
- o A partner agency sells and asks MxT to produce.

In the last two cases, the agencies have access to the detailed content of the offers, including quotations for the current year. In order to have sales and distribution data, partner agencies will be asked to report the sales made, which will be included in the balance sheet data for the operation.

2) An "exclusive" offer: build a range of innovative offers with partners who have little experience of the "tourism" sector, who will have an exclusive partnership with MxT for production and distribution. The aim is to test the products, market them and potentially include them in the 'must-have' offers for year 2 or 3.

This construction of a new distribution system has been accompanied by in-depth legal work for the year 2022.

Commercial approach

PP7 - Canvassing to develop the autumn-winter MICE



→ Results: 32 companies present and 10 qualified contacts from the Paris region who are planning to organise atypical seminars in the Côtes d'Armor. Experiences that attracted interest and created contacts



PP 8: marketing through partner agency loyalty

It very quickly became apparent that PP8's internal organisation needed to be improved to enable a more regular and more technical relationship with partner agencies. By 2022, one person would be involved in all the Tourist Office's marketing activities.

In 2023, thanks to this preparatory work, carried out as part of the project, a forfaitiste will complete the team in the following areas:

- producing holidays for MxT or interfacing with partner agencies
- setting up an approach to develop the loyalty of partner agencies, through more regular contact
- configuring data in the "Ingénie Groupes" business software.

This system was discussed at the closing meetings, which took place by videoconference on 31 January 2023. The system is still being rolled out.

The "Gites Insolites" offer

Since 2011, PP8 has developed expertise in the distribution of self-catering gites. To this end, it sells holidays on behalf of the municipality of Carantec at the Ile Louet and Ile Callot gites.

As part of the creation of a new gite insolite by PP13 and financed by the Expérience project, PP8 will propose a marketing scheme for this new, totally exceptional accommodation. The marketing of this site could potentially be handled by PP8, thereby consolidating its "marketing" department and ensuring the long-term future of this in-house expertise.

CASE STUDIES

We develop new, atypical and experiential holiday offers in a co-construction approach with local actors.

Laetitia Fily is in charge of the Reception/Groups service at the Tourist Office of the Bay of Morlaix/Monts d'Arrée and is a Tour Guide. (Brittany, France).

What we offer :

The Réceptif/Groups department of the Morlaix Bay Tourist Office was created in 2016 as part of a specific commercial strategy. Our role: to promote and develop turnkey programme offers for groups.

Our guarantees: A detailed knowledge of the Bay of Morlaix, its heritage and its network of actors, the development of tailor-made programmes, corresponding to the nature and the budget of the group, a panel of diversified offers (from a visit to a town to a one-week stay, classic or off the beaten track), a personalised welcome and follow-up, in line with a Quality Approach, before, during and after the service.

How does it work?

We started to develop new experience-oriented proposals just before the crisis, which has deeply reinforced this dynamic. Small or mini-groups of friends, tribes or affinities have become new customer segments. Their expectations: more tailor-made services, "privileged" activities, the unexpected.

The EXPERIENCE project is a fabulous opportunity to support local actors, whether or not they are involved in tourism, in the creation and promotion of offers for these new markets.

The desire to share a passion, a know-how, to pass on knowledge, to forge links and to renew oneself was obvious. Today, they are part of our offer.

Our next objective is to approach the BtoB market. Agencies and travel professionals who do not have a good command of a destination call on receptive services such as ours. This market represents a strong potential for the future and encourages us to move towards the creation of ever more innovative and differentiating ranges of packaged products to attract them.

Supported by an expert in marketing approaches, this new strategy has profoundly changed our way of working. Beyond the new challenges it raises, it allows us above all to meet, accompany and forge links with the women and men who make our territory attractive.

We have launched a "sun" guarantee! to reassure our customers

What we offer :

During the low season, to reassure people and make them want to take the plunge into a winter walking or cycling adventure, we've decided to launch the "Heol Guarantee", which means "sun guarantee" in Breton!

For all trips departing between October and March: if the weather looks wet or generally poor, the trip can be cancelled and reimbursed free of charge up to 48 hours before the start date.



How does it work ?

At Kaouann, we do all our reconnaissance work in autumn and winter, outside the tourist season of course! And every time (or almost every time), we come to the same conclusion: we feel privileged to be alone in the world in these heavenly Breton spots.

Our values are first and foremost the desire to avoid mass tourism in favour of visiting and discovering an area in depth, whether on foot or by bike, and taking the time to soak up the scenery, the sounds of the sea and the birds, the tranquillity that certain emblematic places can bring...



OUR ADVICE FOR SUCCESS:

Don't be afraid, go for it!

This guarantee reflects the agency's positioning and the products we work on for the off-season.

It's not a question of transforming summer products into winter products, it's a real approach! In autumn-winter, you need to be more flexible than in spring-summer, both for agencies and for accommodation providers.



Damien Le Bris is CEO of the Kaouann incoming agency

So we came up with a solution to make people want to try out the off-season hiking or cycling adventure, while being well aware that the rain may be invigorating, but it's still not great fun to hike or cycle in a full k-way... So we launched a classic cancellation guarantee for everyone, included in the price.

It's a real selling point, and creates an extra link with the customer. Very few customers took advantage of it, and in 100% of cases, cancellations turned into postponements.

I work in the spirit of experiential tourism, capturing the atmosphere of autumn and winter.

L'Œil de Paco
Photographies de Jean-François Le Bescond

What we offer :

Based on the specifications drawn up by Côtes d'Armor Destination, specifying the places to be photographed, I worked on a coherent itinerary to cover all the sites.

I delivered a selection of 150 photos, which represented the desired state of mind in terms of sensitivity, sensoriality and authenticity to represent experiential tourism.



How does it work ?

In autumn/winter, it's more complicated to find the right light, but when you do get it, it can sometimes be more beautiful than in summer. So you need to be "hyper-flexible", able to reschedule your coverage from one day to the next by combining a number of parameters: changing weather, tides, availability of extras and short days.

The middle of the day (12pm to 2pm) is not very suitable for photos in summer, as it is often too bright, but in the off-season it is the ideal time for urban scenes, such as in Dinan and Lannion, or undergrowth: the banks of Lac de Guerlédan, the Nantes-Brest Canal, etc.



OUR TIPS FOR SUCCESS



Know the area well, and be able to find the right light for each location and season. Combine knowledge of activities, events, the weather and the local people to adapt.

And above all, that the client is well prepared in advance of the assignment. These are the ingredients for a successful photo assignment!



Jean-François Le Bescond
Photographer - L'Œil de Paco

I particularly enjoy autumn and winter, when the light is softer, the contrast strong and the skies often more turbulent. In autumn, the colours are warmer orange and russet, ideal for photos of the countryside or undergrowth. In winter, the cooler, bluish tones lend themselves well to photos of the seaside.

I work in the spirit of experiential tourism; I like to exchange ideas, share experiences and put the extras in the right situation, so that they can live the moment and produce photos and atmospheres that are as close to reality as possible. I prefer natural situations, which allows me to capture 'moments' that we hadn't even thought of! "In this way, the people who live it make the photo.

WP6 - ECONOMIC, ENVIRONMENTAL AND SOCIAL IMPACT ASSESSMENT

T5.2.1: ECONOMIC PERFORMANCE EVALUATION

The off-season months in the Côtes d'Armor represented, over the 2018-2019 period, 15% of annual tourist activity, i.e. nearly **4 million overnight stays** generating **tourist consumption of around €128 million/year**. The COVID-19 crisis in 2020 had a negative impact on the activity of tourist businesses (hotels, restaurants, leisure sites), particularly during the off-season, with long periods of administrative closure in 2020 and 2021. The cumulative drop in hotel and restaurant activity over the period was around -30%.

The Experience programme has made it possible to support and even intensify **the recovery of tourism businesses** in the region, such as the "Autumn-Winter 2021-2022 Collection", the "Les Minutes Bleues" event in autumn 2022 and the Economic Tourism and Know-How Weeks in autumn 2021 and 2022, operations that have generated a surplus of activity for the participating professionals in the off-season months

Brittany has an average of 74,100 jobs linked to tourism⁴ representing nearly 7% of the region's jobs (including 10,985 tourist jobs in Côtes d'Armor). At the height of the season, in August, the number of jobs generated amounts to 104,000, which is almost double that of the off-season (around 62,000 jobs). ⅓ of tourist employment is in the accommodation and catering sector, followed by nearly 20% in non-food shops and 12% in supermarkets...

Even if it is not possible to measure the level of tourism employment in 2022, after the COVID crisis, it can be noted that the indicators on salaried employment in accommodation and catering show that it has rebounded strongly, exceeding its pre-crisis level in the 2^{ème} quarter of 2022.

TYPES OF STUDIES AND METHODS

In order to assess the economic impact of the Experience project, the Breton partners have set up surveys of businesses offering experiences and of visitors.

AUTUMN-WINTER COLLECTION 2021-2022

*An online survey was launched in May 2022 among the 18 partners who proposed 23 experiences in Côtes d'Armor during the autumn-winter of 2021-2022. **75% of the products were analysed.***



ECONOMIC TOURISM AND SKILLS WEEK - 2021 and 2022

Online surveys were launched in November 2021, then in November 2022 to evaluate the success of the event organised in the Morlaix Bay area on two occasions, from 25 to 31 October 2021, then from 24 October to 6 November 2022. The 2021 event will be evaluated with the 11 participating companies (46 slots offered) and customers of the experiences and with the 18 participating partners for the 2022 event.

⁴ Study on tourism employment INSEE - 2019 data - publication December 2022

AUTUMN 2022 - THE BLUE MINUTES

For the event "Les Minutes Bleues" organised during the All Saints' Day holidays in 2022, an online survey was launched in November 2022 among the **11 partners who proposed 22 experiences**.

In addition, **the clients of the services were** questioned on the web to assess their level of satisfaction, as well as their behaviour (excursion or stay expenses, modes of transport used, etc.). **More than 100 local and tourist customers responded to the survey.**



REFLET 2022 - off-season and in-season tourism

A major survey with the Brittany Region has been undertaken for the whole of 2022, with the aim of finding out in detail the behaviour of tourists in the territories by season.



Thus, during the winter holidays of 2022, **a survey wave on 338 sites in Brittany, including 60 in the Côtes d'Armor (tourist sites, tourist offices, train stations, markets, etc.) made it possible to collect 258 questionnaires from tourists and excursionists who had visited the Côtes d'Armor.** These elements are compared with the results of the spring 2022 survey waves (over 3,000 questionnaires collected) over 4 survey waves from April to June. Among other things, the survey makes it possible to **evaluate the expenditure generated by tourists staying in Brittany.**

RESIDENT SURVEYS - University of Surrey

The partners of the Experience project have relayed a survey proposed by the University of Surrey to assess the evolution of the acceptance of tourism by the residents of the project's partner territories. Thus, a panel of Breton residents was interviewed after each summer and autumn-winter from 2020 to 2022, with around 150 residents responding to each wave of the survey.

THE RESULTS OF THE STUDIES AND IMPACTS OF THE EXPERIENCE PROJECT

A recovery of tourist activity in the off-season after a difficult period linked to the covid crisis.

Studies on tourism in the Côtes d'Armor and Brittany show that before the Experience project, in 2016-2017, the off-season represented around 4 million tourist nights, i.e. more than 15% of annual tourist nights⁵. The COVID crisis, which occurred in 2020 and 2021, had a strong impact on tourist activity over this period (with a decline of around -30%). During the last off-season period (2021-2022), the efforts made by tourism stakeholders, particularly in the context of the Experience project, have helped to restore activity levels close to what they were before the crisis, with a cumulative total of 3.7 million tourist nights.



⁵ Study Reflet 2016 - Tourist flows F.Marchand - 2017

A family clientele and staying longer, favouring a stronger economic and less environmental impact

A comparison of off-season customer profiles between 2016 and 2022⁶ shows that the Côtes d'Armor attracted a more family-oriented clientele during this period than in 2016 (59% compared to 45%) with longer stays (7 days in 2022 compared to 5 days in 2016) which generated a higher stay expenditure (793 €/stay compared to 707 € in 2016)



Autumn-Winter 2021-2022 collection - a beneficial impact on off-season activity and turnover

The 23 experiential product offers promoted by the "Autumn-Winter 2021-2022 collection" campaign and financed by the Experience project contributed to developing the activity of tourism providers over this period.

In the off-season, the partner service providers welcomed more than **130,000 customers**⁷ representing ¼ of the services consumed over the year. The turnover generated over the period was **€480,000** (excluding tourist expenditure). It should be noted that **71% of the service providers noted an increase in their activity**, on average around **+9% compared to the previous autumn-winter**.

Evolution par rapport à 2019-2020	Part
> à + 15 %	57%
> à + 5 %	14%
Equivalent	21%
< à - 5 %	7%



Evolution moyenne : **+ 9 %**

Economic Tourism and Know-How Week 2021 and 2022 - high attendance, with a 27% increase between the 2 editions, and very good fill rates⁸

The 46 animation slots offered by the 11 partners during the 1st edition in autumn 2021 benefited from a very good fill rate, so the ⅓ were full, cumulating 557 participants over a week and a turnover of €1,020. The use of an online booking tool helped to optimise the fill rate of the events.

Bilan Baie de Morlaix



For the 2nd edition in 2022, a strong increase can be noted with 711 visitors (+ 27%) thanks to an increased number of partners (18) and open visit slots (65 against 46 in 2021). ¼ of the available slots were fully booked (90% fill rate) and the cumulative turnover was again over €1,000.

Les Minutes Bleues in autumn 2022, with 881 clients and €6,415 in turnover, helped to increase the activity of service providers in the off-season.

The 23 experiential product offers promoted by the "Autumn-Winter 2021-2022 collection" campaign and financed by the Experience project helped to develop the activity of tourism providers over this period. Thus, the services supported by the event welcomed **881 customers for a cumulative turnover of around €6,415**⁹.

⁶ Reflet 2022 Study - Experience Project - June 2022

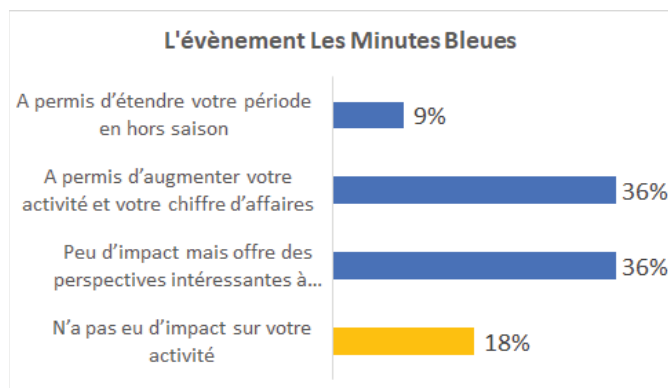
⁷ Impact study "Autumn-Winter 2021-2022 collection" - May 2022

⁸ Evaluations of the Economic Tourism and Skills Week - November 2021 and 2022

⁹ Impact study "Les Minutes Bleues" - November 2022

Sixty per cent of the participating service providers say that they received more visitors during the All Saints' Day holidays than in previous years.

Furthermore, they consider that **the Blue Minutes event had a beneficial impact on their activity at this time of year** (1/3 indicating that the event enabled them to increase their activity over the period).



Blue Minutes customers spent €14/person for excursionists and €150/person¹⁰ for tourists and thus contributed to the local economy.

The survey carried out among the clients of the experiences showed that **"Les Minutes Bleues" was the reason or one of the reasons for their excursion or stay in the territory for 68% of them:**

- **Tourists, 19% of visitors, spent 150 €/person** (on leisure, catering, accommodation ...) during their stay (6 days on average). 45% of the tourists were first-time visitors, most of them coming several times a year. Almost all of them intended to return to the area and 90% of them recommended the experiences they had.
- **Excursionists, 81% of visitors, spent 14 €/person** (on leisure, catering), and also recommend (for 95%) the experiences they had.

Residents' surveys - tourism is seen as having a beneficial impact on the local economy, including helping to increase employment¹¹

The majority of Breton residents responding to the survey consider that **tourism activity increases employment opportunities** in the area (over 75% of respondents) and **improves the local economy** (over 80% of responses). Tourism activity also contributes to the development of investment in the territory's infrastructure.



¹⁰ Visitor survey - Les Minutes Bleues - November 2022

¹¹ Resident Survey - University of Surrey led survey - 2020-2022

T5.2.2: EVALUATION OF ENVIRONMENTAL PERFORMANCE

Tourism is a beneficial activity for territories and people, it contributes to the development of the economy and employment, allows the financing of infrastructures and developments to preserve natural sites, favours human interaction and brings well-being to visitors. However, **tourism also has negative effects on the environment**, increasing the pressure on local resources (water, energy, etc.), contributing to the increase in pollution (greenhouse gases, plastics, etc.) and the deterioration of historical monuments and natural sites (human pressure). Thus, worldwide, **tourism is responsible for 5% of greenhouse gases (GHG)**¹². If nothing is done to limit its impact, its growth will increase energy consumption by 154% and GHG emissions by 131%.

Thus, in order to preserve the balance of the territories, it is important to develop **sustainable tourism**, *"tourism that takes full account of its current and future economic, social and environmental impacts, by meeting the needs of visitors, professionals, the environment and the host communities"*¹³

The Experience project aims to contribute to sustainable tourism by favouring tourist activity during the off-season (periods of lower attendance), towards local customers, who emit less greenhouse gases, while respecting the sites, cultures and inhabitants.

Soft mobility in the Bay of Morlaix

Since July 2021, Morlaix Community has been experimenting with the introduction of a free electric shuttle bus in the centre of Morlaix. As the scheme has worked very well since its launch, the community will purchase two additional shuttles to be put into service in January 2023. A new route will be created, from Morlaix TGV station to the town centre.

In addition to this scheme, in June 2022 the Morlaix conurbation decided to make public transport free throughout its territory from 1 September 2022. This mobility scheme, which is still relatively uncommon in France, will enable residents and visitors alike to reduce their use of the car to travel in the Bay of Morlaix. On some lines, ridership has already soared, so much so that it is planned to double the frequency to meet demand.

TYPES OF STUDIES AND METHODS

In order to assess the environmental impact of the Experience project, the Breton partners have set up surveys among the companies offering experiences and among visitors. In addition, we collaborated with Paul Peeters from the University to use the tool to assess the carbon impact of a destination.

¹² Source Ministry of Ecological Transition

¹³ World Tourism Organisation (UNWTO) definition

AUTUMN 2022 - THE BLUE MINUTES

For the "Les Minutes Bleues" event organised during the All Saints' Day holidays in 2022, an online survey was launched in November 2022 among **clients of the services**. Visitors were asked to provide information that would allow them to **calculate the carbon impact** of their excursions and/or stays during the event (modes of transport, places of residence and stay, type of accommodation, etc.). **More than 100 local customers and tourists responded to the survey.**



REFLET 2022 - off-season and in-season tourism

A major survey with the Brittany Region has been undertaken for the whole of 2022, with the aim of finding out in detail the behaviour of tourists in the territories by season. It uses the same survey methodology as the REFLET study carried out on the same territories in 2016.



Thus, during the winter holidays of 2022, **a survey wave on 338 sites in Brittany, including 60 in the Côtes d'Armor (visitor sites, tourist offices, train stations, markets, etc.) collected 258 questionnaires from tourists and excursionists** who had visited the Côtes d'Armor. These elements are compared with the results of the spring 2022 survey waves (over 3,000 questionnaires collected) over 4 survey waves from April to June. Among other things, the survey makes it possible to **assess the carbon impact per season of tourists staying in Brittany as well as their level of environmental awareness.**

RESIDENT SURVEYS - University of Surrey

The partners of the Experience project have relayed a survey proposed by the University of Surrey to assess the evolution of the acceptance of tourism by the residents of the project's partner territories. Thus, a panel of Breton residents was interviewed after each summer and autumn-winter from 2020 to 2022, with around 150 residents responding to each wave of the survey.

SASTEDES CARBON FOOTPRINT TOOL - University of Breda

Paul Peeters of the University of Breda in the Netherlands has developed a model for assessing the carbon footprint of a tourist destination based on survey data on the behaviour of tourist customers (overnight stays, customer origins, modes of transport, accommodation, leisure activities). It has provided the partners of the Experience Project with a calculation of the carbon impact of destinations, particularly in the off-season.

THE RESULTS OF THE STUDIES AND IMPACTS OF THE EXPERIENCE PROJECT

CARBON IMPACT OF TOURISM IN FRANCE - Tourism emits 11% of France's GHGs, largely due to the mobility of international customers

In 2021, ADEME carried out the Bilan GES du tourisme en France, based on data from 2018 (previously at COVID). The aim is to assess the impact of tourism in France on GHG emissions in order to identify the key items on which to act as a priority and thus to define coherent objectives for reducing emissions linked to this highly consumptive activity.

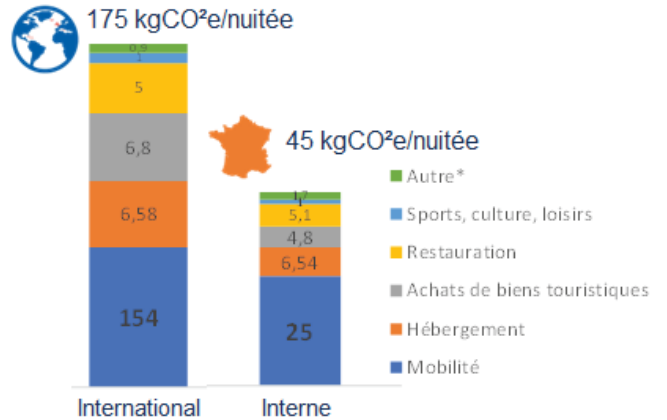


Carbon impact of tourism in France equivalent to 11% of France's GHG¹⁴

Tourism in France, one of the world's most popular tourist destinations, welcomes 90 million international tourists and 286 million French tourists each year. The GHG from tourism in France emits 118 million CO₂, the equivalent carbon footprint of 11 million inhabitants (11% of France's GHG).

While a French person emits an average of 21 kg of CO₂/day, a French tourist emits twice as much and a foreign tourist 8 times as much!

Mobility accounts for 3/4 of the tourism GHG balance, largely due to the air transport of foreign visitors (40% of the GHG). Thus, foreigners account for 64% of tourism's GHG emissions.



CARBON IMPACT OF TOURISM IN CÔTES D'ARMOR - Tourism emits 718,000 tonnes of CO₂e in Côtes d'Armor, an emission per tourist/day lower than the national level

An estimate of greenhouse gas emissions linked to tourist activity in the Côtes d'Armor, over a previous year at COVID, was carried out using the University of Breda model and ADEME data.



The carbon impact of tourism in the Côtes d'Armor is equivalent to 15% of the territory's GHG¹⁵

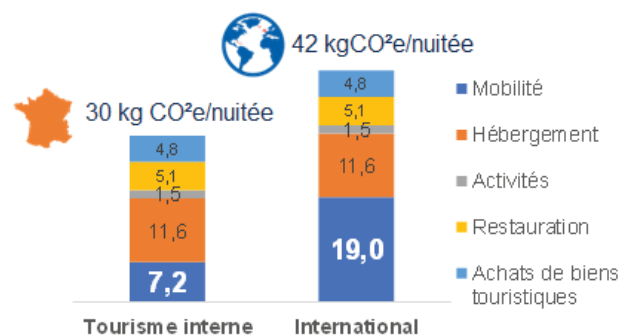
Tourism in the Côtes d'Armor receives 22 million overnight stays per year (1/4 of tourism in Brittany). The GHG from tourism in the Côtes d'Armor emits 718,000 tonnes of CO₂e, or the equivalent of 78,000 inhabitants (15% of the GHG of the Côtes d'Armor). It is the 3rd largest GHG emitting activity in the region after agriculture and road transport.



GHG emissions per tourist/day well below the national level

While an inhabitant of the Côtes d'Armor, in his or her everyday life, emits an average of 22 kg of CO₂/day, a French tourist emits 1/3 more and a foreign tourist twice as much!

This is well below the emissions per tourist emitted by tourism in France. This can be explained by the fact that the customers are mainly French (85%) and from nearby regions (Brittany, Pays-de-la-Loire, Ile-de-France).



¹⁴ GHG balance of tourism in France - 2021 data 2018

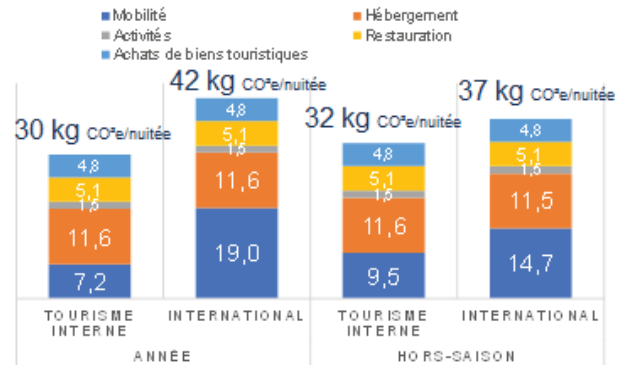
¹⁵ Estimation of the carbon impact of tourism in the Côtes d'Armor - University of Breda / ADEME model

Moreover, foreign customers come mainly from nearby European countries (Germany, Great Britain, Belgium, etc.). They therefore generate fewer emissions linked to travel. Thus, the main GHG emission items for the Côtes d'Armor are **accommodation and catering** (53% combined) ahead of travel (27%).

In the off-season, GHG emissions are around 15%, slightly lower than the weight of the tourist activity (16%) due to less distant customers.

In the off-season (October to March), tourism accounts for 104,000 tonnes of CO²e. The lower proportion of foreign customers (8% compared with 15%) and local French customers mean that emissions per tourist/day are lower than in the high season.

However, due to shorter stays, the weight of mobility in GHG emissions is greater.



The Minutes Bleues clients, 81% of whom were locals and the remaining 19% French tourists from nearby regions, generated limited carbon footprints working towards more environmentally friendly tourism.

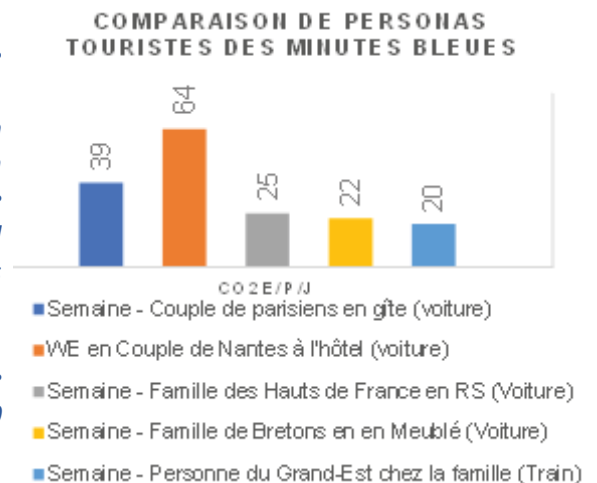
The event's audiences generated relatively **little carbon footprint due to the short distances travelled** (less than 100 km for day-trippers) and the significant proportion of **tourists who came by train** (16% of tourists). In addition, most of the services offered took place at **outdoor sites** (requiring little or no energy to operate) and **visitors were in most cases invited to walk**.

Thus, the assessments of the carbon footprints of visitors were as follows:

- **Excursionists, 81% of the visitors, came mainly by car and travelled around 90 km (return journey).** Their excursion, including travel, leisure and catering, emitted an average of **22 kgCO²e per person**, which is very close to the average emissions of a French person in his or her everyday life (21 kgCO²e).
- **Tourists, 19% of visitors, also mostly by car, travelled an average of 812 km round trip plus local trips during their stay.**

Because of the relatively long stays (6 days) the average emission is about **30 kgCO²e per person**, which is higher than the emission of a French person in his everyday life (21 kgCO²e) but much lower than the average emission of a French tourist in France (45 kgCO²e) and slightly lower than the usual emission of a tourist in the off-season in Côtes d'Armor (32 kgCO²e).

Moreover, 16% of tourists came by train. Like the visitor from the Grand-Est who emitted only 20 kgCO²e/day during his stay.

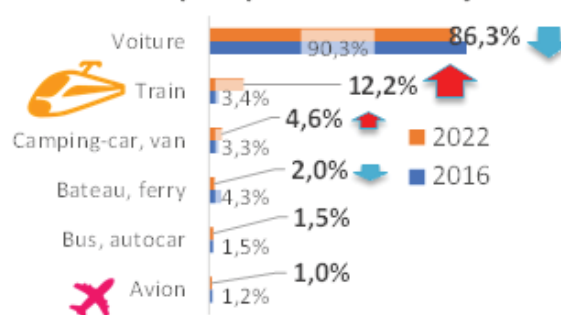


REFLET 2022 - The car is still the number one mode of transport for visitors, but the train is becoming more important and, on the spot, tourists prefer soft modes of transport (pedestrian, bicycle).

According to the Reflet 2022 survey carried out among tourists staying in Brittany in the off-season, there has been an increase in the **use of the train, which accounts for 12% of journeys to come on holiday** (compared to 3.4% in the 2016 off-season). The car, with 86% (90% in 2016), is still the leading mode of transport to come, but longer stays (7 days compared to 5 in 2016) limit the carbon footprint generated by travel.

In addition, **83% of tourists reported walking or cycling during their stay.**

Mode transport pour venir en séjour

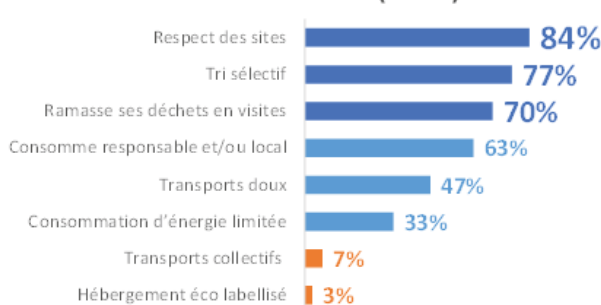


REFLET 2022 - A real environmental awareness of tourists in the off season

According to the Reflet 2022 survey carried out among tourists staying in Brittany in the off-season, **92% said they had taken action to reduce their environmental impact during their stay.** This figure was only 1/3 in the 2016 off-season.

This is above all about respecting sites, paying attention to waste and consuming more responsibly and locally. Some of them favour soft transport and are careful about their energy and resource consumption.

Actions réalisées (2022)



T5.2.3: SOCIAL IMPACT ASSESSMENT

The events (Economic Tourism and Know-How Week, Les Minutes Bleues, etc.), services and infrastructures set up as part of the Experience project **contribute to the well-being and improvement of the living environment of the territory's inhabitants**, particularly in the **off-season**.

The results of the actions undertaken clearly show that the **inhabitants of the region (Bretons) are the primary users of the activities offered** (75% of the clients of Les Minutes Bleues reside in the region), and they also show high rates of satisfaction and recommendation with regard to the experiences they have had. The activities offered allowed them to experience strong and enriching emotions, as described by the Minutes Bleues customers: ***Out of Time, Amazing, Unique, Exotic, Magical, Relaxing***, Rejuvenating....

Residents' surveys also show a **high level of acceptance of tourism by the inhabitants**, who consider that this activity **contributes to improving their living environment**, particularly in autumn and winter.

Free transport on the territory of Morlaix Communauté

As previously mentioned, free public transport throughout the Morlaix Communauté area has been in effect since 1 September 2022. In addition to the positive impact on CO2 emissions, this measure also has a positive impact on the living environment of the inhabitants and on the reception of visitors (decongestion of roads and parking spaces, cheaper outings in a context of rising fuel prices, etc.). Indeed, households without vehicles will be able to reach the coast, the Monts d'Arrée or the centre of Morlaix more easily to discover the high and low season activities (including those developed in the framework of the EXPERIENCE project).

Counting cells will be set up from 2023 on the 15 Morlaix Communauté buses and the 19 coaches operating on non-urban routes, excluding schools, with the aim of measuring the number of passengers on the entire network.

TYPES OF STUDIES AND METHODS

In order to measure the satisfaction of the partners of the Experience project, of the users of the services offered within the framework of the Experience project, of the tourists and excursionists staying in the area (out of season and on the edge of the season), surveys have been undertaken by the Breton partners along the length of the Experience programme. In addition, surveys were launched twice a year to poll the inhabitants on the evolution of the acceptance of tourism by season (autumn-winter and spring-summer).

AUTUMN-WINTER COLLECTION 2021-2022

*An online survey was launched in May 2022 with the 18 partners who proposed 23 experiences in Côtes d'Armor during the autumn-winter of 2021-2022. **75% of the products were analysed.** In this context, they were asked in particular whether they were satisfied with the partners involved.*



ECONOMIC TOURISM AND SKILLS WEEK 2021 and 2022

Online surveys were launched in November 2021 and again in November 2022 to assess the success of the event organised in the Bay of Morlaix area on two occasions, from 25 to 31 October 2021 and from 24 October to 6 November 2022. 11 participating companies (46 slots offered) in 2021 and 18 participating partners (65 slots) for the 2022 edition.

AUTUMN 2022 - THE BLUE MINUTES

For the "Les Minutes Bleues" event organised during the All Saints' Day holiday in 2022, an online survey was launched in November 2022 among the **11 partners who proposed 22 experiences**. To get feedback on the products consumed and their satisfaction with the partnerships.



In addition, **customers of the services were asked a web-based question to assess their level of satisfaction and whether they would recommend the products consumed. More than 100 local and tourist customers responded to the survey.**

REFLET 2022 - off-season and in-season tourism

A major survey with the Brittany Region has been undertaken for the whole of 2022, with the aim of finding out in detail the behaviour of tourists in the territories by season.

Thus, during the winter holidays of 2022, **a survey wave on 338 sites in Brittany, including 60 in the Côtes d'Armor (tourist sites, tourist offices, train stations, markets, etc.) made it possible to collect 258 questionnaires from tourists and excursionists** who had visited the Côtes d'Armor. These elements are compared with the results of the spring 2022 survey waves (over 3,000 questionnaires collected) over 4 survey waves from April to June. Among other things, the survey makes it possible to **evaluate the levels of satisfaction of tourists during their stay in Brittany by season.**

RESIDENT SURVEYS - University of Surrey

The partners of the Experience project have also relayed a survey proposed by the University of Surrey to assess the evolution of the acceptance of tourism by the residents of the project's partner territories. Thus, a panel of Breton residents was questioned after each summer and autumn-winter from 2020 to 2022, with nearly 150 residents responding to each wave of the survey.

The results of the studies and impacts of the Experience project

RELET 2022 - Off-season customers very satisfied with their stay and highly recommend Brittany as a destination

Analysis of the satisfaction of tourists who came to the Côtes d'Armor in the **off-season 2022 shows a very good level of satisfaction with the destination (9/10)** and with the services provided during their stay. Moreover, **many of them recommend the destination (9.3/10), which is higher than the level of recommendation in spring/summer (9.2) and especially better than in the 2016 off-season (9/10)¹⁶.**



¹⁶ Reflet 2022 Study - Experience Project - June 2022

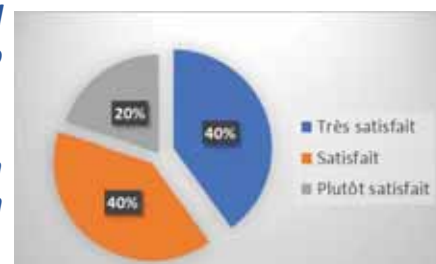
It should also be noted that the **locals are considered very welcoming (8.6/10) in the off-season as well as in summer in Brittany.**

Autumn-winter collection 2021-2022 - service providers satisfied with partnerships

All of the partners involved in the "Autumn-Winter Collection" campaign were satisfied with the work carried out¹⁷, as the Experience project was clearly beneficial for the development of their business in the off-season

Economic Tourism and Know-How Week, professionals and customers, often local, satisfied with the event and wishing to repeat the experience!

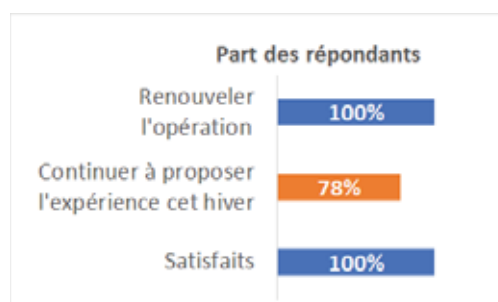
The professionals who took part in the event gave it a satisfaction rate of 8/10 and all indicated that they would like to take part again in the next edition.



The clients of the services, 65% from Brittany, have a very good satisfaction rate (93% very satisfied), almost 100% recommend the event and 98.7% wish to participate in the next edition!

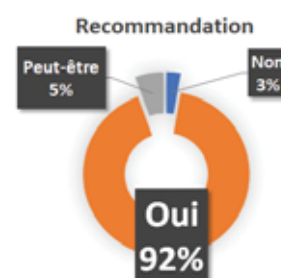
Les Minutes Bleues, an event acclaimed by the participating professionals.

The professionals who took part in the event were unanimous in their satisfaction with "Les Minutes Bleues"¹⁸. Moreover, 78% of them want to offer the experiences proposed during the event during the rest of winter 2022. It should be noted that most of them are interested in repeating the "Les Minutes Bleues" operation in autumn 2023.



Blue Minutes customers, 81% of local visitors, are very satisfied with the experiences at¹⁹ and would recommend them to family/friends.

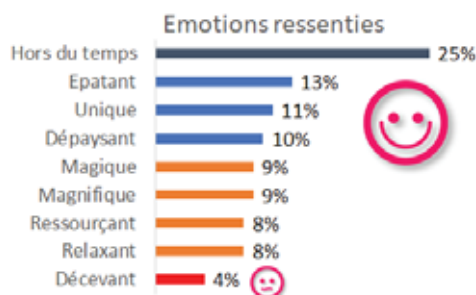
The survey carried out among the clients of the experiences showed that "Les Minutes Bleues" had received very good feedback from the clients with a satisfaction rate of 9.15/10. Moreover, 92% of them indicated that they would recommend these experiences to their friends and family. Among these visitors, a large proportion were local residents (75%), showing that the proposed activities benefit the local population and contribute to improving their quality of life in winter.



¹⁷ Impact study "Autumn-Winter 2021-2022 collection" - May 2022

¹⁸ Impact study "Les Minutes Bleues" - November 2022

¹⁹ Visitor survey - Les Minutes Bleues - November 2022



They also experienced strong emotions during these activities, showing their impact on the well-being of the territory's residents and visitors. Most of the terms used to describe their emotions were very positive.

Resident surveys - the impact of tourism is seen as positive by a large majority of residents, particularly in the off-season²⁰

Firstly, the **impact of tourism** on Brittany is **considered positive** by more than 80% of residents, both in summer and in winter. It was perceived very positively (over 90%) in the summers of 2020 and 2021, periods that followed springs that were partly restricted due to the COVID-19 epidemic. Note the very positive perception in winter 2021-2022



Residents

happier in the off-season than in summer! It can be noted that Breton residents judge their life more positively, with regard to tourist activity, during the autumn-winter months (over 80%) than during the summer months (around 70%). Living conditions are also better perceived in winter (over 80%) than in summer (around 70%).

Tourism activity contributes to improving the living environment of the inhabitants. According to the residents, it favours the preservation of monuments and the increase of cultural and leisure activities.



However, tourism can also generate constraints on the lives of residents. Thus, tourism **limits access to parking** for ¼ of the residents interviewed, particularly in summer. Residents also consider that it can lead to overcrowding and **harm the natural sites**, the distinction between summer and winter being very marked on this last question.



²⁰ Resident Survey - University of Surrey led survey - 2020-2022

Better distribution of flows during the year

The actions undertaken by the partners of the Experience Project are aimed at spreading the activity over the whole year and avoiding, in very attractive "spots", the periods of saturation of the tourist activity. Thus, Côtes d'Armor Destination encourages tourists to visit the sites outside the summer and in particular in autumn. Like on the island of Bréhat, where the transport company displays projections of the number of visitors, colour-coded according to the number of visitors, to better distribute the flows.



CASE STUDIES

We are moving from an economy-centred observation of tourism to a new way of observing, taking into account the sustainability of tourism activity

What we offer :

The integration of social and environmental dimensions in the observation of tourism through the Experience programme. We are laying the foundations of an observation system for the construction of sustainable tourism that gives a voice to all stakeholders (inhabitants, professionals, tourists, etc.) and in complete transparency.

How does it work?

The Experience project, which aims to develop experiential tourism in the off-season, limiting its impact on the environment, has led us to broaden the fields of observation of tourism in Côtes d'Armor.

To take these new dimensions into account in our observation tools, we have, together with the University of Surrey and the European project partners, experimented with new observation devices.

Thus, we evaluated the impact of tourism on the population (satisfaction of the inhabitants, acceptance of tourism, negative and positive impacts linked to the development of tourist activities...) thanks to surveys of a panel of Breton residents, twice a year, in summer and in winter for 4 years.



OUR TIPS FOR SUCCESS!

To have common bases and methods to be able to compare ourselves between territories. The analysis tools provided by the University of Surrey and Paul Peeters have enabled us to better understand our activity and its impacts. And thus to guarantee informed decisions contributing to the sustainability of tourism in the respect of the inhabitants and future generations



Vincent CORRE
 Tourism Development Officer

We measure the satisfaction of users of tourist services developed within the framework of Experience and in general in the territories. How are the experiences in Côtes d'Armor perceived? What are their strengths and areas for improvement? To answer these questions, an analysis of customer reviews on the internet was launched in autumn 2022 by the specialist firm TCI RESEARCH.

And, thanks to the sharing of the carbon footprint measurement tool developed by Paul Peeters from the University of Breda, we were able to estimate the carbon footprint generated by tourism activity in Brittany (travel, accommodation, catering, activities, etc.) and compare it to the other partner destinations in the Experience project.