

Outdoor Activity Tourism Toolkit - Memories



South West Outdoor Activity Toolkit

Create a memory

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

The South West offers the perfect combination for creating experiences and memories.

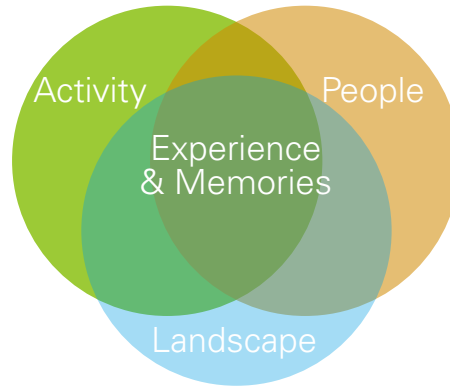
Create an emotional reaction.

You have a split second to grab your potential visitors attention; make them laugh, make them gasp, make them think, stop them in their tracks.

'We're 400 steps from 4000 years of history' or 'Velvet Bottom, the best beauty spot on Mendip'

Your visitors will have the strongest memories from the most emotive experiences.

They will re-visit and recommend places based on memories.



In developing tourism experiences the focus is on the **emotions, feelings and sensations** the travelers will leave with, the stories they will learn about at the destination, and the connections they will make.

Will this be **Heather** laughing as her children try windsurfing for the first time? Or **Dan** proudly retelling the story of today's death defying mountain bike jump?

At the core of an exceptional visitor experience is your ability to purposefully and thoughtfully combine your **physical assets** (lakes, trails, footpaths) with the **emotional interactions** (passion, excitement, awe-inspiring moments) that travelers experience.

The Memory Quiz

What stories do our guests share with others about their time with us?
 What are their most memorable moments?
 What do they post on social media?
 What are they taking pictures of while they are staying with us?
 Which people and places are they connecting with?

What types of experiences do we offer that we know our guests enjoy (e.g. thrill, intimacy, relaxation, adventure, mystery, once-in-a-lifetime)?
 List the emotions here not the activities:

The memory I want my visitors to leave with are:

Memorable visitor experiences go beyond the time visitors are with you.

Planning and delivering exceptional visitor experiences requires considering the entire customer journey from the visitor's perspective, from the moment they think about their trip.

install the SW Outdoor Activity Widget!

Have this on your website and you'll be one step closer to providing your visitors with an even more memorable holiday!

Go to www.swoutdoormap.weebly.com

