

BEST PRACTICE EXPERIENCES 'COASTAL ACTIVITIES' From Ireland & Around The Globe

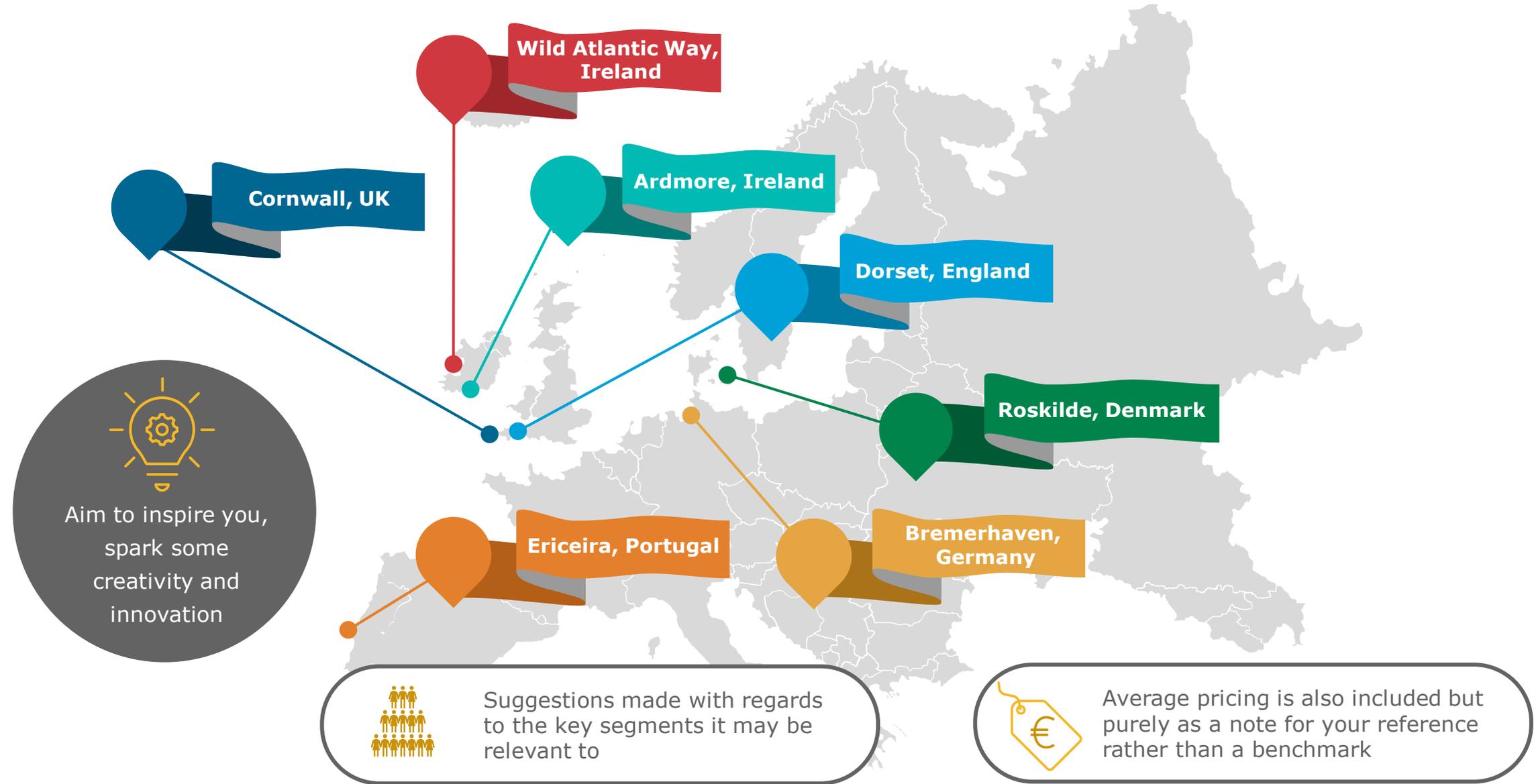
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Individual



Collaborate
with Partners




Aim to inspire you,
spark some
creativity and
innovation


Suggestions made with regards
to the key segments it may be
relevant to

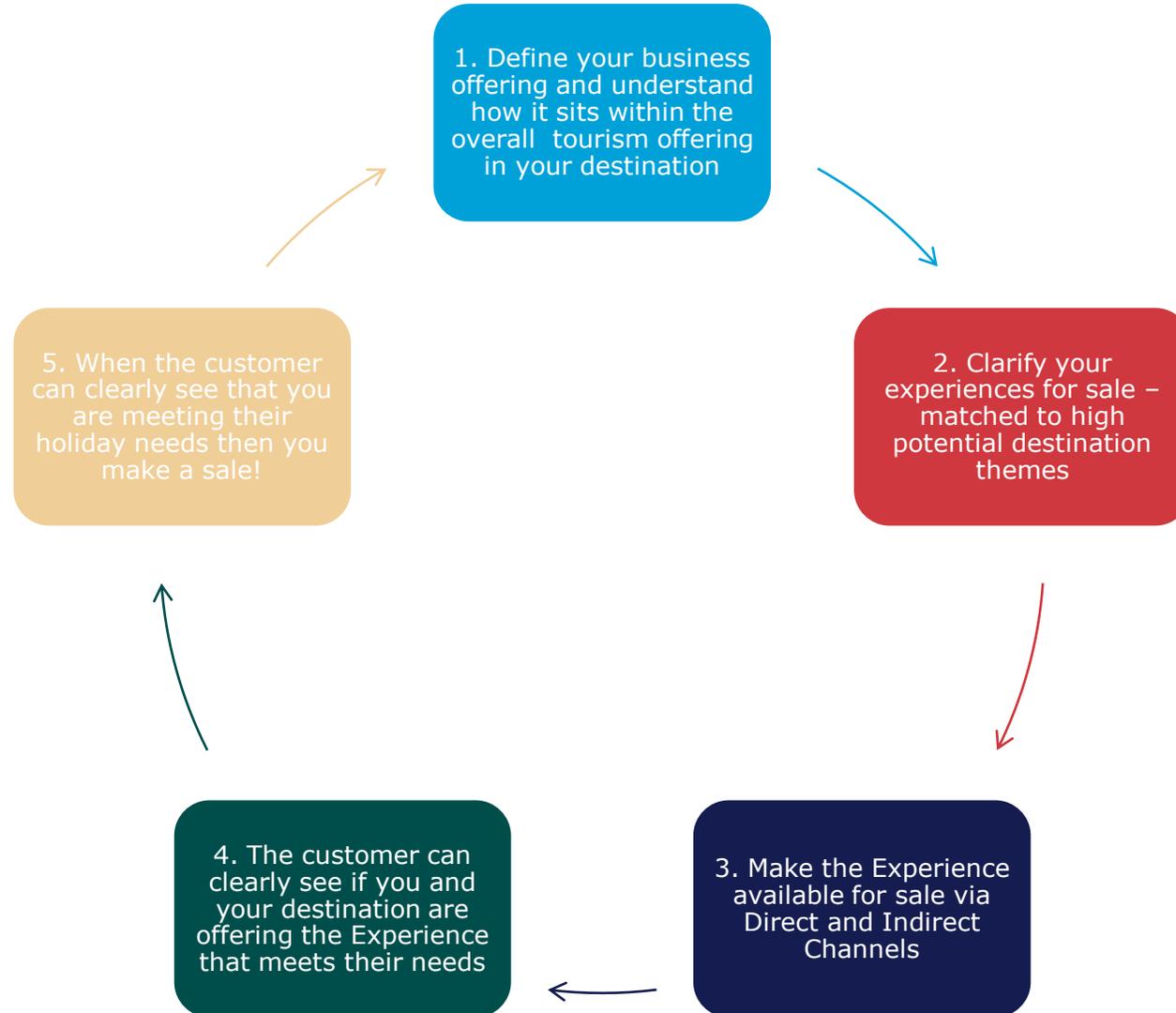

Average pricing is also included but
purely as a note for your reference
rather than a benchmark



Introduction | Coastal Activities

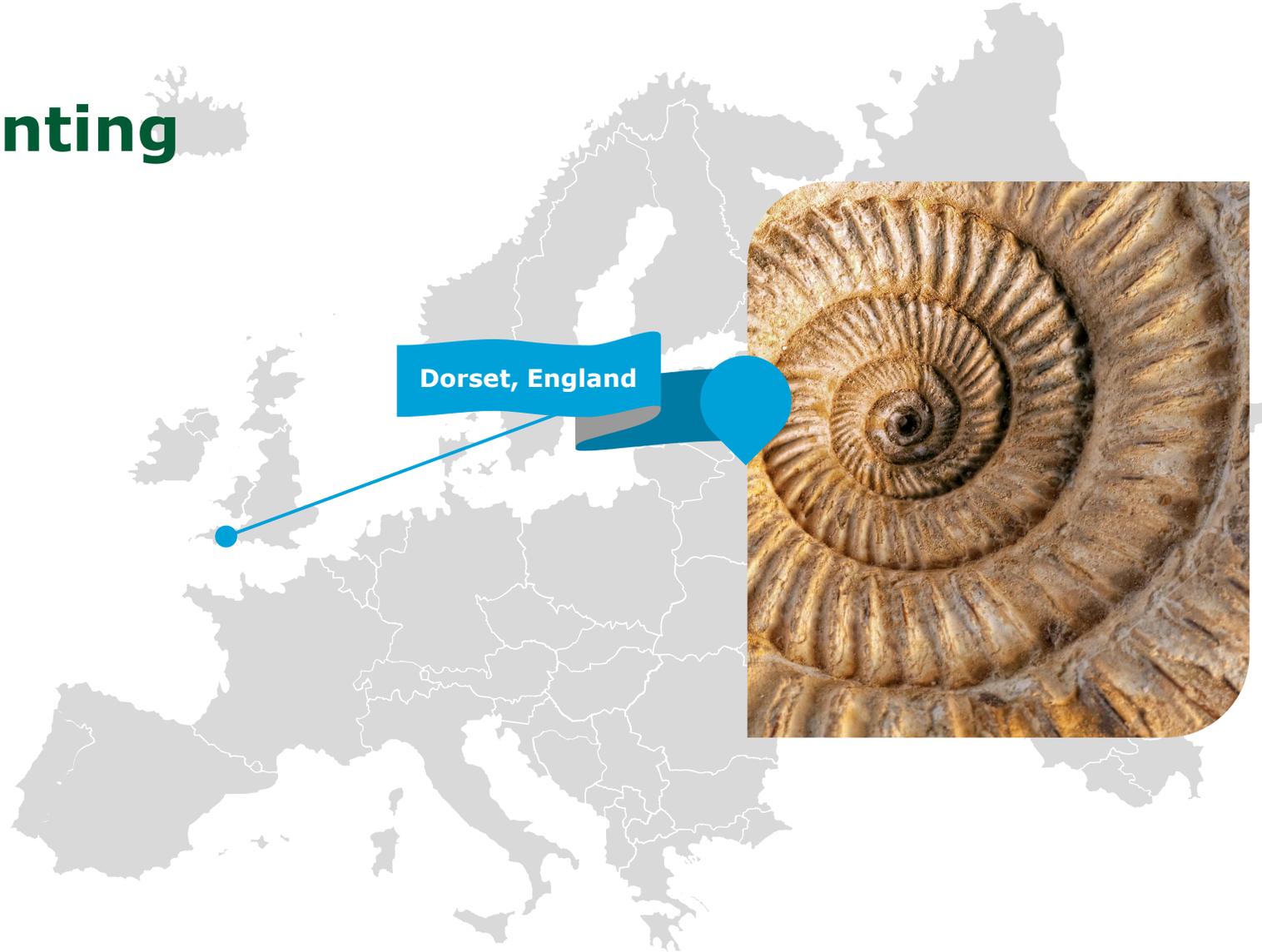
-  Leverage outdoor, spacious environments that are key drivers in the purchasing decision
-  Collaborate with destination partners to increase dwell time along expanded coastlines
-  Appeal to all segments of the domestic market
-  Use compelling content with breathtaking views to inspire, motivate and sell your experience
-  Connect the guest and visitor to the destination by highlighting the history and geography unique to your coastline
-  Theme coastal activities in line with the greater destination story (e.g. history, food, culture)

Saleable Experience Process





Fossil Hunting





Fossil Hunting, Jurassic Coast

Location: Unesco World Heritage Site, Dorset, England

Description: The Jurassic Coast begins at Orcombe Point in Exmouth, Devon, and continues for 95 miles to Old Harry Rocks, near Swanage, Dorset. Experiences can be tailored to suit all ages and abilities. They are led by a qualified, insured & experienced Mountain Leader. 'Walk through time' as the tour reveals 185 million years of life on earth, showcasing the three Dinosaur periods known as Triassic, Jurassic and Cretaceous

Timing: Varies depending on tide times

Pricing: €120 for a 3-hour tour, up to 6 persons of all ages

Target Audience: Families, unconstrained adult 45+, small social groups

Storytelling: Learn more about the geological history and fossils of this world-famous coastline and heritage site

Partnerships: Links with other businesses and services such as the official visitor centre, coastal shuttle coach service, local cafes, restaurants and museums

Linkages to Enhance the Experience: Access to the beach, great scenery, wider coastal experience

Link: www.jurassiccoastguides.co.uk



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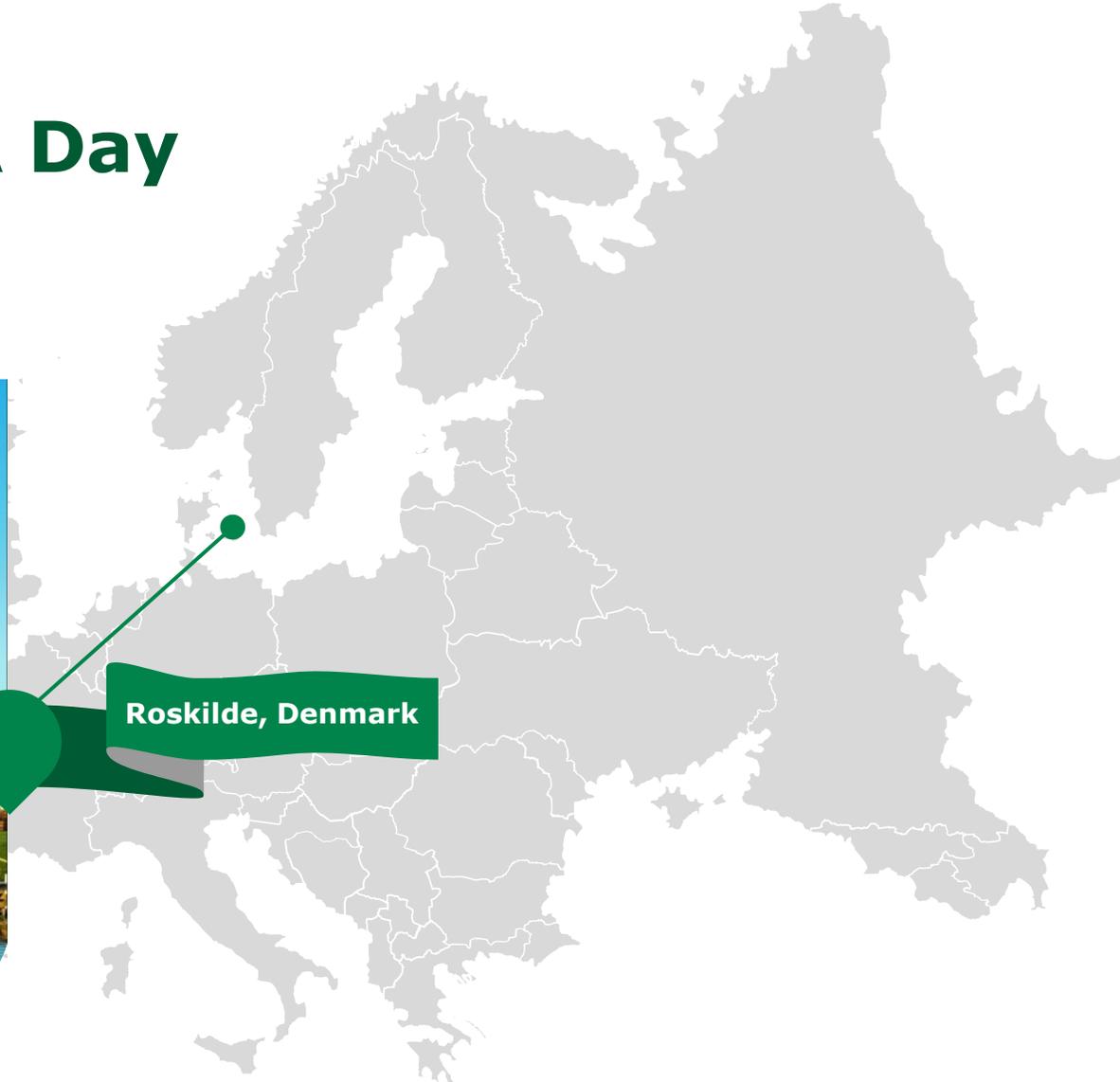
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Be A Viking For A Day



Roskilde, Denmark



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Timing: 10am-5pm

Pricing: €20 for adult, €38 for family (2x2)

Target Audience: Families, pre-family couples, unconstrained adults 45+, singles U45

Storytelling: Interpretive guides and trained craftspeople throughout the experience and attraction

Linkages to Enhance the Experience: Waterside setting, modern exhibition centre, lots of open spaces, good carparking and easy to find

Tech & Innovation: Interactive computer games support real experience activities

Link: www.vikingskibsmuseet.dk



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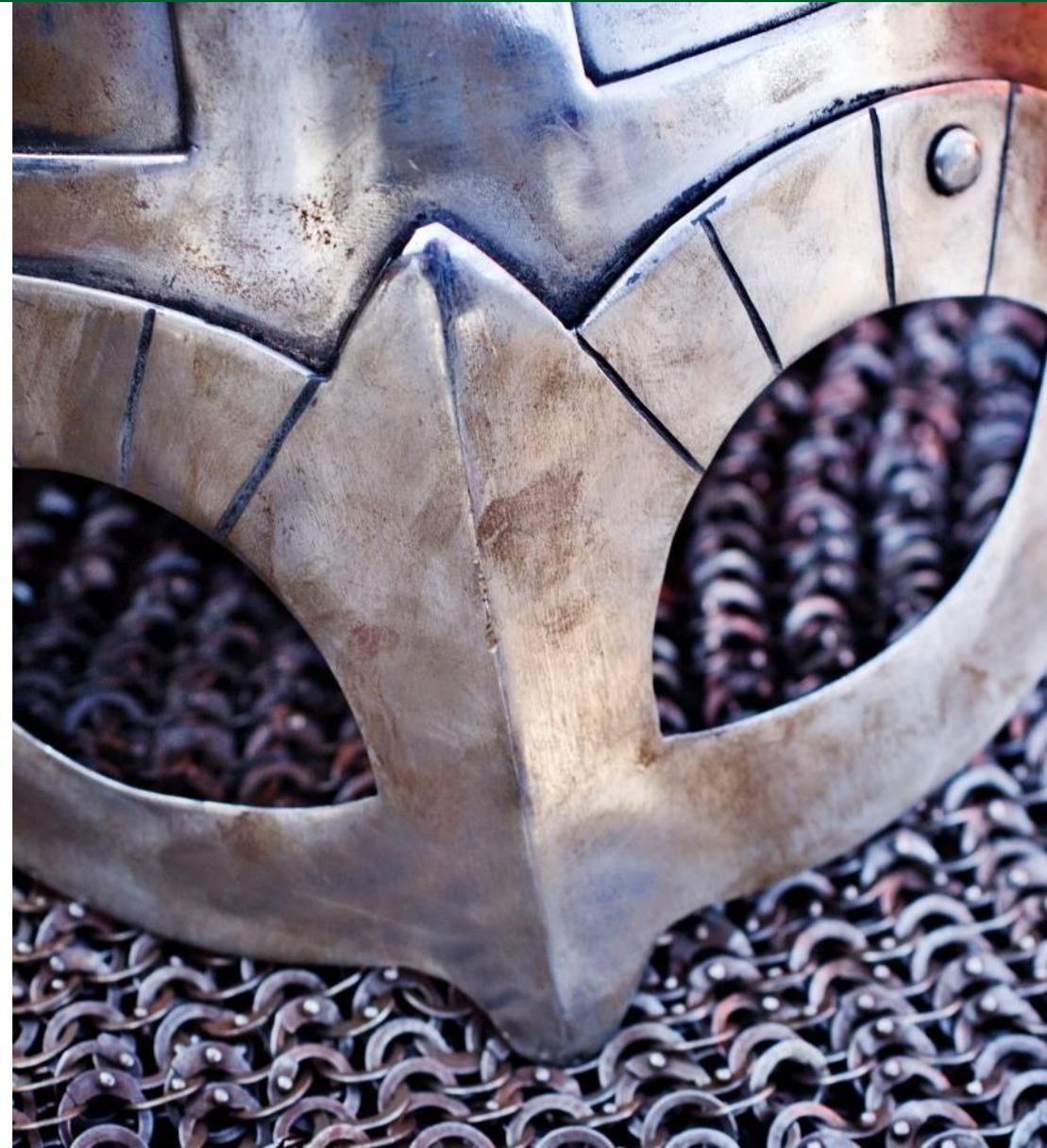
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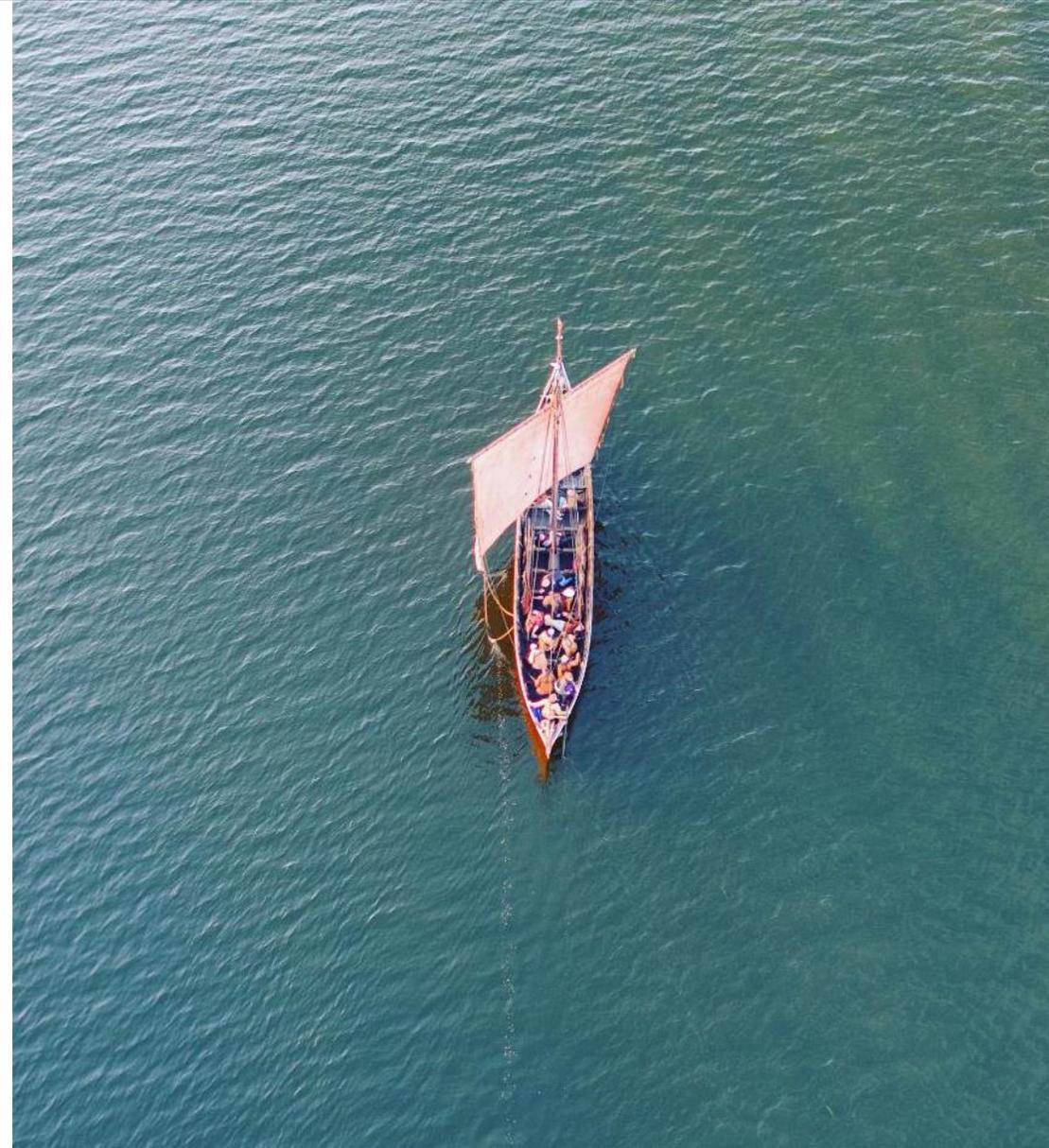
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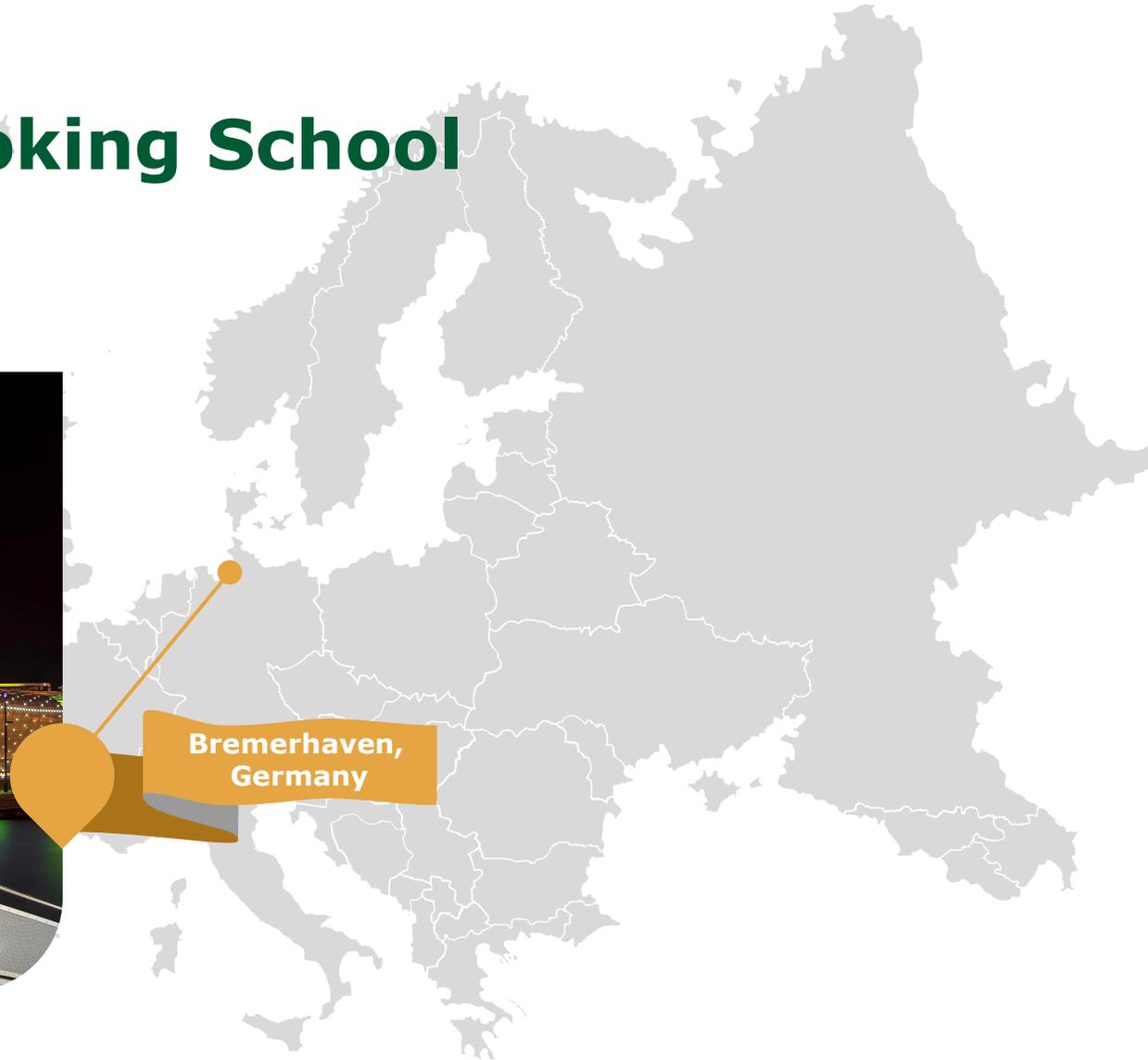
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The FRoSTA Cooking School





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Location: Bremerhaven, Germany

Description: Located at The Klimahaus Bremerhaven 8° Ost, The FRoSTA cooking school runs educational programmes to introduce young people to the natural handling of fresh ingredients such as fruit and vegetables to give them a taste for sustainable and climate-friendly nutrition, free from additives. The little chefs will learn about the consequences poor food choices can have on the environment, climate and health

Timing: 10am – 6pm (high season)

Pricing: From €3.50 for school children – €17.50 for adults. €39 for a family pass

Target Audience: Families, teenagers, school tours

Storytelling: Specialist research centre focussed on climate change

Partnerships: Technology, alternative energy companies, food producers

Linkages to Enhance the Experience: Part of a remarkable cluster of maritime themed attractions, retail, events and accommodation providers

Innovation: Use of a cookery school to tell a climate change story

Link: <https://www.klimahaus-bremerhaven.de/frosta-kochschule.html>



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NOTICE ON OPENING

The Klimahaus Bremerhaven 8° Ost will remain closed due to the current Pandemic situation. We look forward to welcoming you again as soon as the situation allows. Should you have any questions, please do not hesitate to contact us at (0) 471 90 20 30 0. Please stay healthy!

NINE PLACES.
FIVE CONTINENTS.
ONE PLANET.
YOUR RESPONSIBILITY.



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Description: Located at The Klimahaus Bremerhaven 8° Ost, The FRoSTA cooking school runs educational programmes to introduce young people to the natural handling of fresh ingredients such as fruit and vegetables to give them a taste for sustainable and climate-friendly nutrition, free from additives. The little chefs will learn about the consequences poor food choices can have on the environment, climate and health

Timing: 10am – 6pm (high season)

Pricing: From €3.50 for school children – €17.50 for adults. €39 for a family pass

Target Audience: Families, teenagers, school tours

Storytelling: Specialist research centre focussed on climate change

Partnerships: Technology, alternative energy companies, food producers

Linkages to Enhance the Experience: Part of a remarkable cluster of maritime themed attractions, retail, events and accommodation providers

Innovation: Use of a cookery school to tell a climate change story

Link: <https://www.klimahaus-bremerhaven.de/frosta-kochschule.html>

Lapoint Surf & Yoga Camp

Ericeira, Portugal



Lapoint Surf & Yoga Camp

Location: Ericeira, Portugal

Description: If you want to experience both yoga and surf, have a fun week learning new skills and strengthen your mind & body connection, this is the adventure for you.

Timing: 1 to 3-week packages available

Pricing: 1 week camp from €688, 2-week camp from €1317, 3-week camp from €1945

Target Audience: Pre-family couples, singles U45

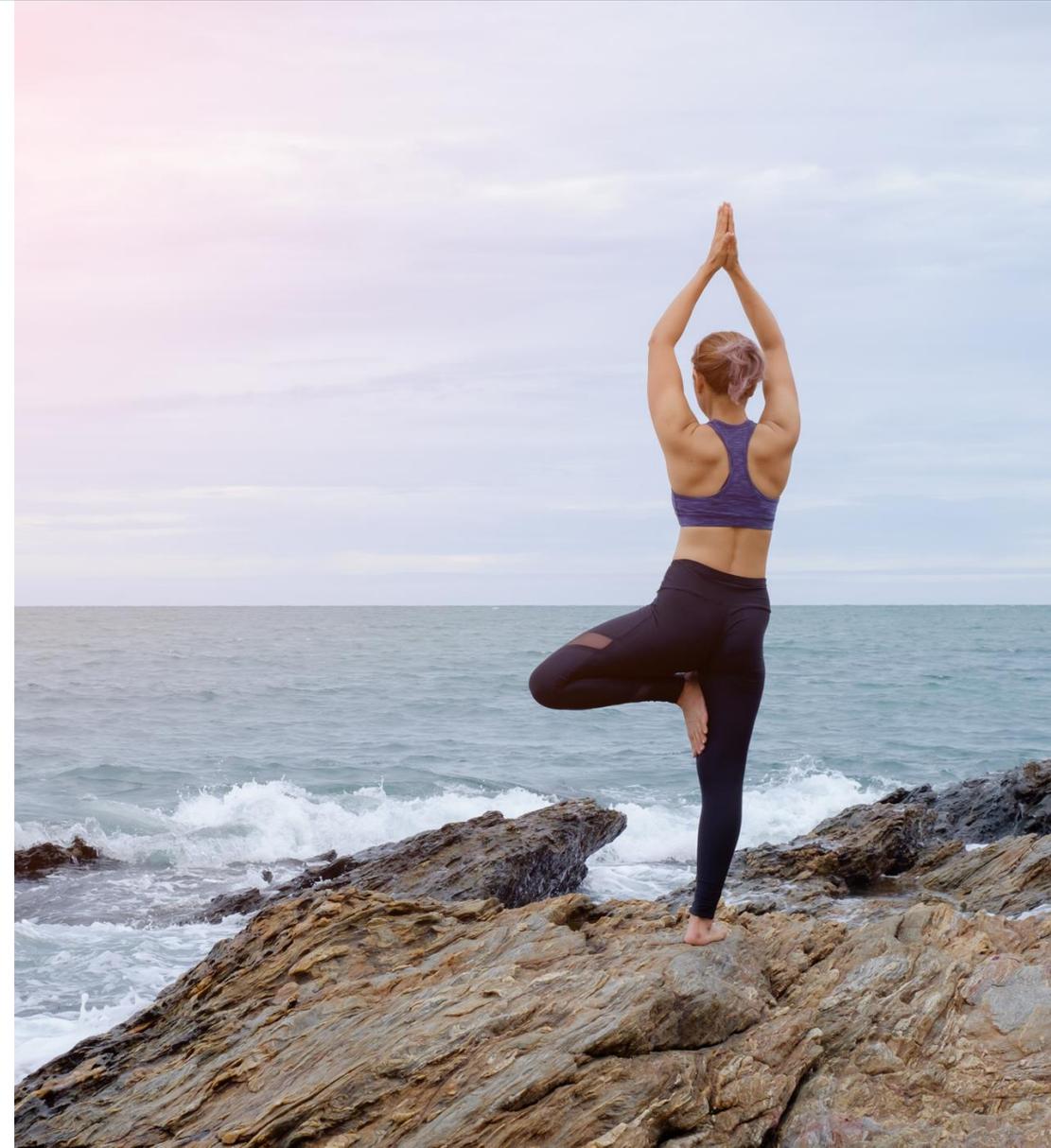
Storytelling: The story of the local surroundings and a fully rounded Portuguese discovery are central to the story of the experience

Partnerships: Inspiring 'things to do' section on their website which lists local attractions

Linkages to Enhance the Experience: World-class surf, professionally trained instructors, cultural excursions to Lisbon and surrounding villages, evening dining experiences inspired by the local area

Innovation: Partner workshops, bohemian design, Skate Bowl, Surf Hotel

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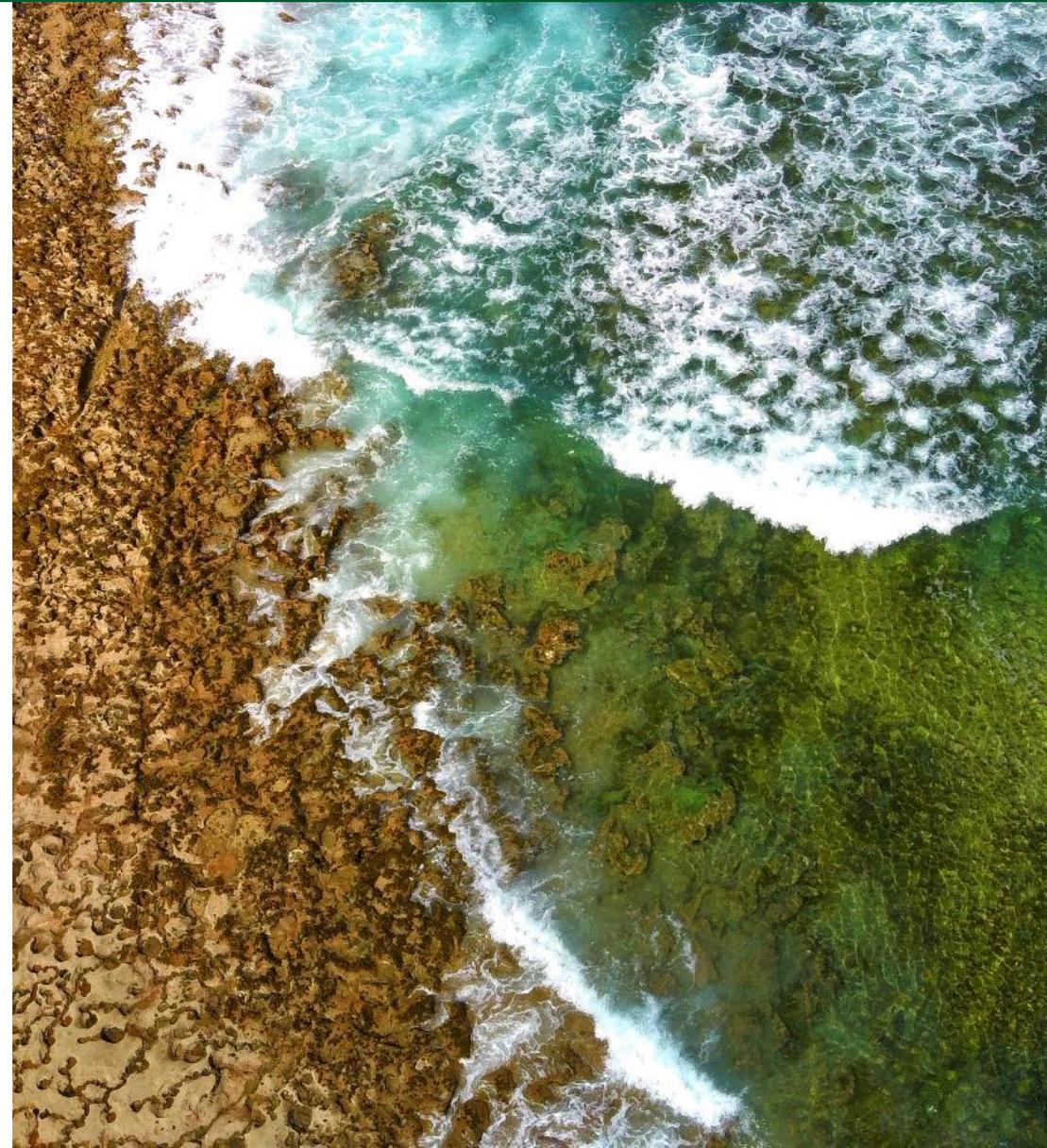
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Wild Atlantic Seaweed Baths

**Wild Atlantic Way,
Ireland**





Wild Atlantic Seaweed Baths

Location: Pop-up coastal locations along the Wild Atlantic Way

Description: Mobile seaweed bath providers that pop-up at various coastal locations. The hot seaweed baths use local and sustainably hand harvested seaweed. Indulge in an hour of bliss whilst enjoying panoramic views of the coastline

Timing: 10am-8pm

Pricing: €40.00 - €60.00 for adults, children U16 go free with a guardian

Target Audience: Families, pre-family couples, unconstrained adults 45+, singles U45

Storytelling: Wellness, craftsmanship, sustainability

Partnerships: The many various locations the baths pop-up in

Linkages to Enhance the Experience: Local and sustainably hand harvested seaweed, panoramic views of Ireland's coastline

Innovation: Irish whiskey barrel baths, hurls and custom-made heating system. The company has been making "Whiskey Barrel Hot Tubs" for 10 years

Link: <https://wildatlanticseaweedbaths.com>



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Sea Gardener



Ardmore, Ireland

tinmorell.com

Sea Gardener, Cliff House Hotel

Location: Cliff House Hotel, Ardmore, Co. Waterford

Description: Explore the Shore 'Join the The Sea Gardener, where you will learn how to identify edible seaweeds, pick up some cookery and gardening tips as well as learn about other traditional uses of seaweed along the Waterford Coast. After a day filled with seaside adventures, enjoy a delicious three-course dinner in The Bar Restaurant

Timing: 2-night experience

Pricing: From €748 per couple

Target Audience: Pre-family couples, unconstrained adults 45+, singles U45

Storytelling: Connects the guest with the surrounding land and sea during a forage along the shore with an educational seaweed tasting while also learning about the traditional uses of seaweed along the Waterford Coast

Partnerships: Cliff House Hotel (Accommodation Provider) + Sea Gardener (Local Activity) + McGrath's Beef (Food Producer)

Linkages to Enhance the Experience: Routed in the destination, nearby seashore, edible seaweed

Innovation: Destination sell collaboration, moves the guest experience far beyond a standard 2BB1D package, excellently presented

Link: <https://bookings.cliffhousehotel.ie/bookings/specials/explore-the-shore->



Sea Gardener, Cliff House Hotel

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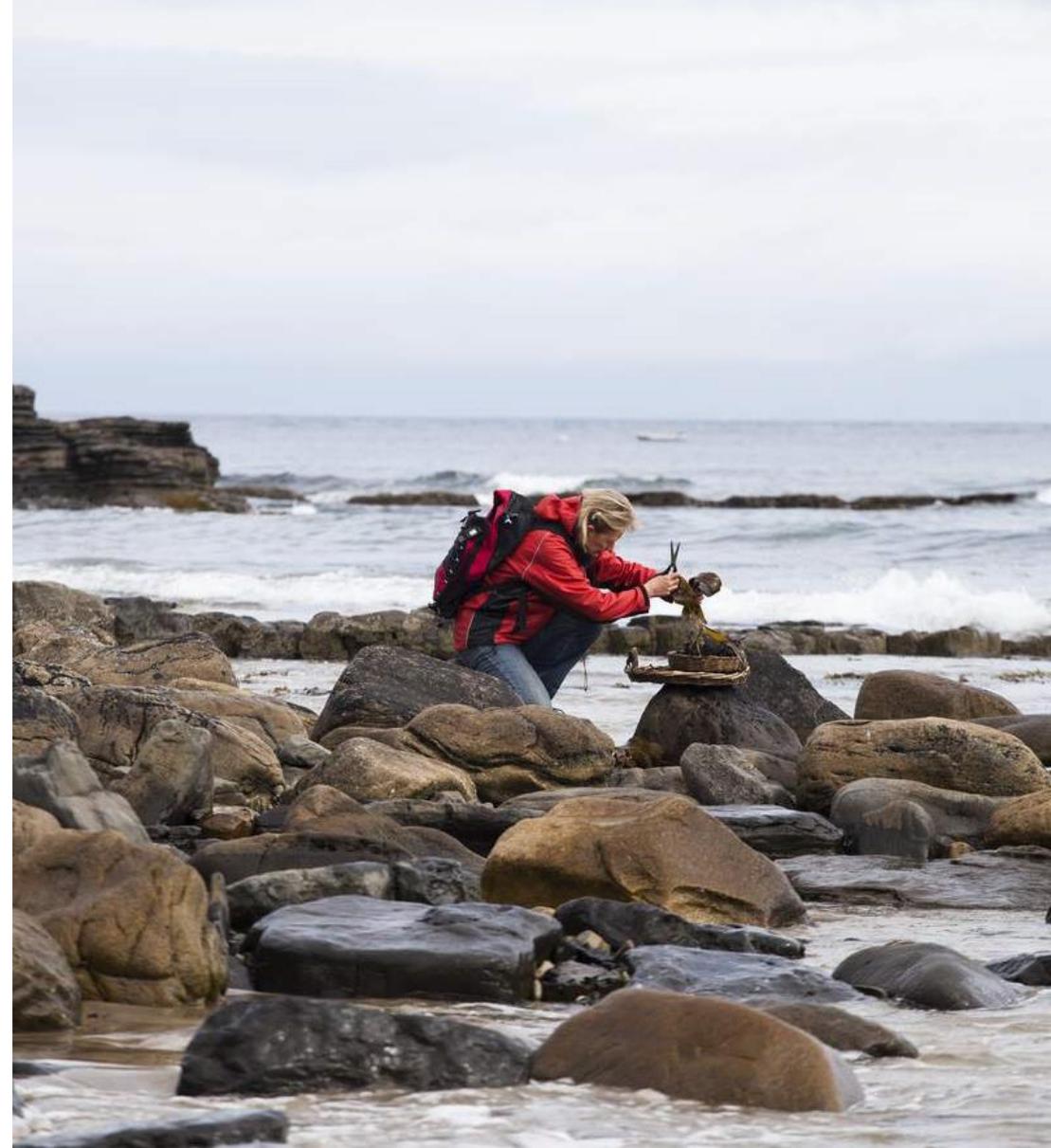
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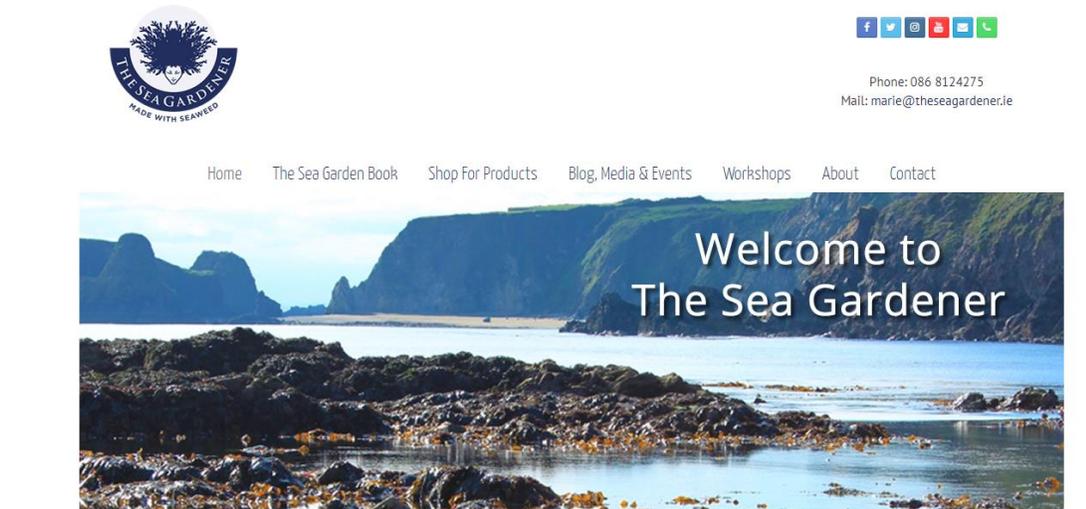
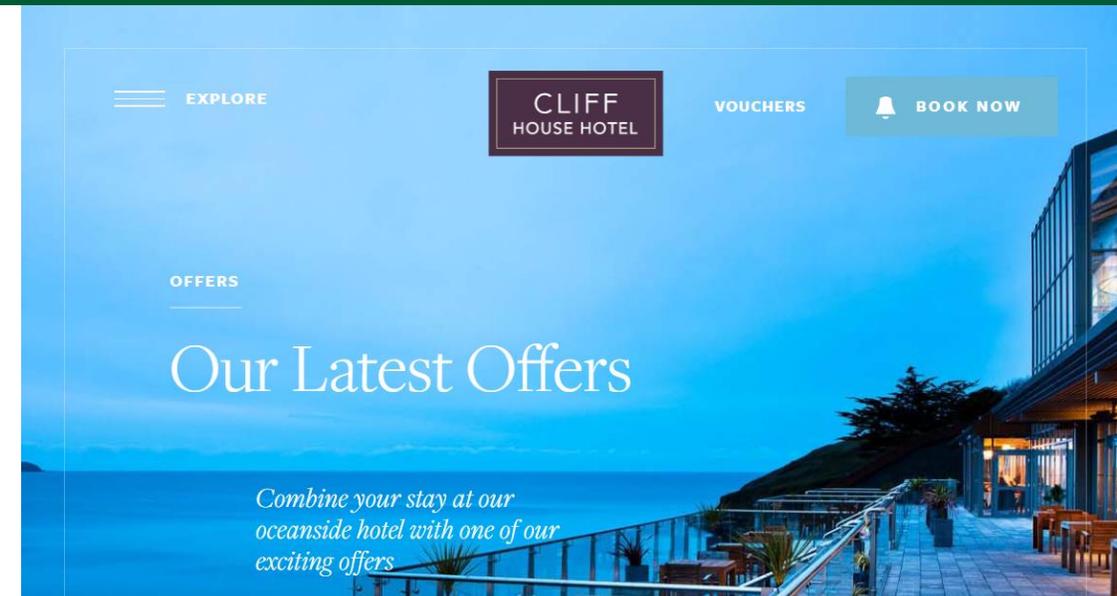
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Rock Pool Safari



Cornwall, UK





Rock Pool Safari

Location: The Rock Pool Project, Cornwall, UK (Castle Beach in Falmouth)

Description: Rock pool safaris are perfect for families looking for a healthy and educational activity they can experience together. A not-for-profit enterprise dedicated to education and the study of marine wildlife. All profits go towards supporting research and community engagement activities

Timing: Daytime

Pricing: From €11 per person

Target Audience: Families, pre-family couples, unconstrained adults 45+, singles U45

Storytelling: An expert marine biologist show and explain the wonders found in the rock pools as you explore Cornwall's beautiful coastline and its mesmerising marine life

Linkages to Enhance the Experience: Accommodation provider for the option of an overnight stay and F&B element

Innovation: National Biodiversity Network, Virtual Rock Pool Experience

Link: <https://www.therockpoolproject.co.uk/rock-pool-safaris/>



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Storytelling: An expert marine biologist show and explain the wonders found in the rock pools as you explore Cornwall's beautiful coastline and its mesmerising marine life

Linkages to Enhance the Experience: Accommodation provider for the option of an overnight stay and F&B element

Innovation: National Biodiversity Network, Virtual Rock Pool Experience

Link: <https://www.therockpoolproject.co.uk/rock-pool-safaris/>



Rock Pool Safari

Location: The Rock Pool Project, Cornwall, UK (Castle Beach in Falmouth)

Description: Rock pool safaris are perfect for families looking for a healthy and educational activity they can experience together. A not-for-profit enterprise dedicated to education and the study of marine wildlife. All profits go towards supporting research and community engagement activities

Timing: Daytime

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Reshaping the experience and presenting your offer

Our 'Reshaping the experience and presenting your offer' video playlist, supporting template and guidance will help you create great experiences for your domestic market segments and highlight some stand-out 'good practice examples' of winning experiences and offers.

Video Resources



Video 1: Creating experiences for the domestic market (21:02)



Video 2: Reshaping your experience & presenting your offer for the domestic market (21:45)



Fáilte Ireland

National Tourism Development Authority



THANK YOU