








RESHAPING THE EXPERIENCE &  
PRESENTING YOUR OFFER

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# Introduction to Creating Experiences for the Domestic Market



## Topics we will cover

-  What is a saleable experience?
-  Why is this important in light of Covid-19?
-  Communications via the saleable experience during Covid-19
-  Clearly define the business proposition
-  Define the experiences available for sale and associated parameters
-  Think about where you can sell these experiences
-  Adapt your pitch based on the sales channel or platform

# What is a Saleable Experience?

*Defines experiences and services that are ready and available to bring to market for sale to customers by a tourism business*

## EXAMPLES

- Self- guided and guided tours
- Cookery workshops and demonstrations
- Adventure activities like walking or surfing
- Dining activities like an afternoon tea or a farm picnic
- Overnight stays

## Purpose:

Diverse saleable experiences offer customers a menu of options that can match individual interests, needs and budgets.

# What does a Saleable Experience look like?



**Experience the Raw Beauty of Hook Peninsula's Historic Rugged Coastline through Adventure**  
 Sea Cave Kayaking | Coastal Canyoning | Off the Beaten Track | Small Group Experiences | Expert Guides

Located on the dramatic, rugged coastline of the Hook Peninsula, the **Irish Experience** is a passionate Eco Adventure Tourism Company that combines a pure love for adventure with a pure love for the island of Ireland. Brace yourself to become part of a highly skilled team with people who know just how to reveal the beauty, heritage and history of Ireland through unforgettable adventure experiences.

Get out of your comfort zone and into your adventure zone! Hike to the summits of stunning mountains, kayak down through the picturesque valleys on exciting rivers. Join a Sea kayak Experience that will take you on a voyage through a magical wildlife-packed ocean and into the recesses of amazing sea caves.

Discover the true beauty, the secrets and culture of Ireland by adventuring off the beaten track with experts who know exactly where to take you. And at the end of a fun filled day, relax and interact with locals in an Irish pub.

**Key highlights of experiences with The Irish Experience include:**

- ◆ **Landscape** | experience the secrets of Ireland's stunning coastal landscape | Hook Peninsula
- ◆ **Feel Alive** | Atlantic breeze in your hair | Celtic sea salt on your lips
- ◆ **Sea Caves** | kayak into one of the most spectacular sea caves in the world
- ◆ **History** | hear stories of The Normans in Wexford
- ◆ **Nature** | wildlife including dolphins, sharks and seals | Birdlife
- ◆ **Guides** | expert guides who are passionate about adventure and the island of Ireland

T: +353 87 6612299 | E: graham@theirisheexperience.com | www.theirisheexperience.com  
 A: The Irish Experience, Main Street, Fethard-On-Sea, Co. Wexford, Ireland

### The Irish Experience | Schedule of Experiences


Experiences	Short Description	Min/Max	Duration	Public Price Per Person
Sea Cave Kayaking Experience	Guided Sea Cave Kayaking Experience. Launching from an amazing hidden cove alongside a stunning outcrop of headland to one of the most impressive examples of sea caves in the world. Paddle inside. <b>Inclusions:</b> Fully Guided, Hot Drink & Snack, Wetsuit	Min: 3 Max: 12	Approx. 3 hours	€XX
Sunset Kayaking Experience	Guided Sunset Kayaking Experience. Launching before sunset from an amazing hidden cove alongside a stunning outcrop of headland to one of the most impressive examples of sea caves in the world. Paddle inside. <b>Inclusions:</b> Fully Guided, Night Cap & Snack, Wetsuit	Min: 3 Max: 12	Approx. 3 hours	€XX
Sea Kayaking Mini Experience	This mini 'Sea Cave Kayaking Experience' is ideal for younger children and families. <b>Inclusions:</b> Fully Guided, Safety Gear	Min.4 Max.14	Approx. 1.5 hours	€XX U12 €XX Family: €XX
Coastal Canyoning Experience	Experience the thrill of jumping off ancient limestone slabs into clear blue waters, swimming through caves and scrambling over rocks along this amazing adventure. <b>Inclusions:</b> Fully Guided, Hot Drink, Safety Gear, Wetsuit	Min.4 Max.14	Approx. 2.5 hours	€XX

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### The Irish Experience | Experience Highlights


#### Sea Cave Kayaking Experience

Get out of your comfort zone and into your adventure zone on this magical guided kayaking experience through sea caves and arches. Immerse yourself in the raw beauty of the Hook Peninsula as you listen to epic stories of battles and invasions of The Normans who sailed these waters. Stop off at a hidden beach or cove and re-energize with a hot drink and snack. Marvel at the beautiful birdlife and marine life such as dolphins, seals and basking sharks.




#### Sunset Kayaking Experience

Get out of your comfort zone and into your adventure zone to admire a beautiful Irish Sunset along the visually stunning coastline of the Hook Head peninsula. Feel alive with the Atlantic breeze in your hair as you marvel at the stunning scenery while listening to epic stories about battles and invasions of The Normans who sailed these waters. Catch a glimpse of birdlife and marine life such as dolphins, seals and basking sharks. Enjoy a night cap with friends as you watch a beautiful south east sunset.



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# What does a Saleable Experience look like?





## The Irish Experience | Experience Highlights

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### Sea Kayaking Mini-Experience (Family Friendly)



Discover the Sea Caves and arches during a truly magical guided kayaking experience. Immerse yourself in the spectacular scenery of Hook Peninsula as you listen to epic stories of battles and invasions of The Normans who sailed these waters. Prepare to be mesmerised by the beauty of birdlife and marine life such as dolphins, seals and basking sharks. This family friendly tour is suitable for young, and old!

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### Coastal Canyoning Experience


Get out of your comfort zone and into your adventure zone on a coastal canyoning (coasteering) experience within the powerful raw beauty of the Hook Peninsula. Experience the thrill of jumping off ancient limestone slabs into deep blue waters, swimming through caves and scrambling over rocks, surrounded by the dramatic Hook Head coastline. During this laughter-filled, adrenaline-packed activity, prepare for potential meet and greets with local seals, porpoises, gannets, sun fish, star fish and other amazing sea creatures!





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## The Irish Experience | General Information

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- ❖ **Booking Enquiries:**
  - Contact Graham T: +353 87 6612299 or E: [graham@theirisheexperience.com](mailto:graham@theirisheexperience.com)
  - 2020 Schedule is live and available to book online now at [www.theirisheexperience.com](http://www.theirisheexperience.com)
- ❖ **Opening Dates:**
  - Our outdoor adventure season runs from March 1<sup>st</sup> – October 31<sup>st</sup>.
  - Private group bookings are available outside these dates.
- ❖ **Eco Tourism:**
  - The Irish experience is committed to sustainable and responsible tourism as well as taking responsibility for our actions while in the great outdoors.
  - As a proud member of the [Irish Wildlife Trust](#) we are committed to raising awareness of Ireland's rich natural heritage and protecting it for future generations.
  - We are also a firm believer and active member in the [Green Tourism business scheme](#). We believe that sustainable tourism protects environments, respects local cultures, supports communities, conserves natural resources and minimises pollution.

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# Why Create a Saleable Experience during Covid-19?

**1**

Put your **destination** on the radar



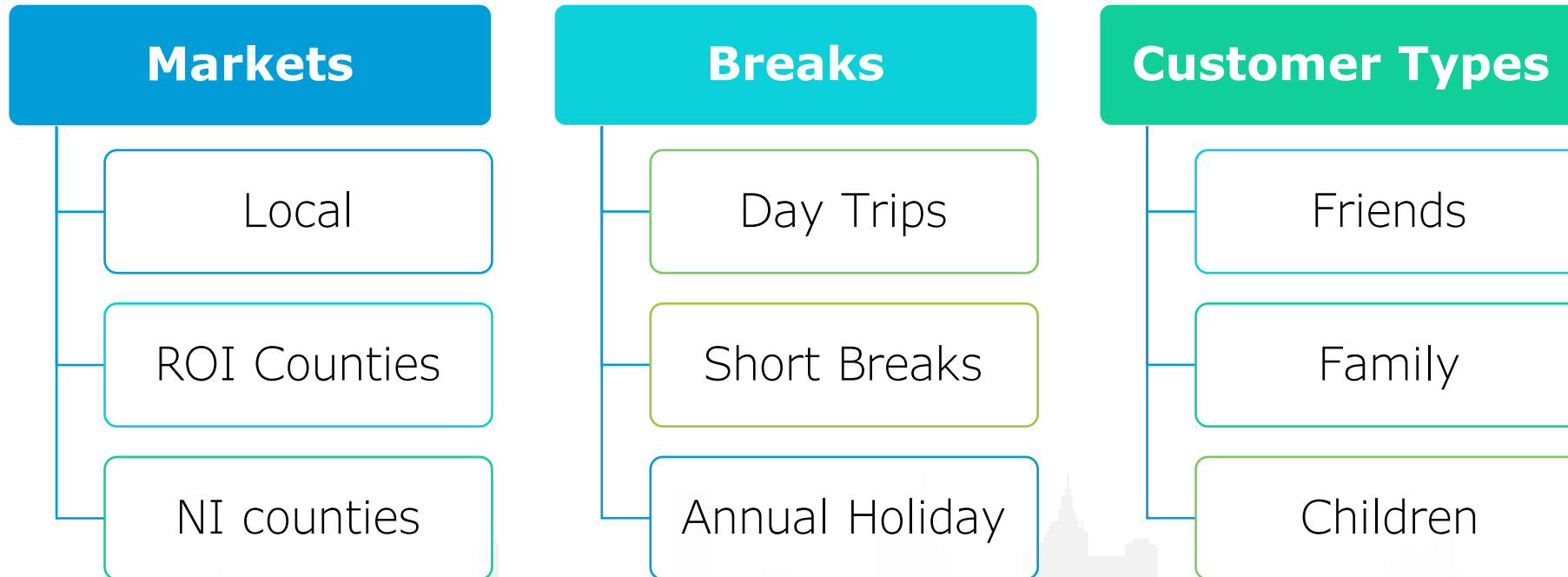
**2**

Put your **tourism business** on the radar

**3**

Ensure your offer stands out in the market and highlights value for money

# What is the opportunity via the domestic market?



# KEY Communication Messages

Saleable Experience: Covid-19





## **WHAT are you selling?**

Be clear on what's on your market stall


Let's learn from how hard retail stores work to engage customers


- Clear & tidy displays
- Clear product offering
- Reliable labelling
- Clear branding
- Rapport between product and price


**Same clarity required for sale if tourism experiences**



## Define the business offering in one line and via imagery







Connect through Adventure & Discover the Awe-Inspiring Beauty of Cavan's Hidden Islands

Kayak & Canoe Hire | UNESCO Global Geopark | Water Park | Guided Boat Tours | Biking | Hidden Islands







**explorium**  
National Sport & Science Centre

Interactive & Inspirational Fusion of Sports & Science at the Foothills of the Dublin Mountains

Science | Lightning Room | Climbing Walls | Be Inspired | Makers Lab | Sports Science | G-Force

# Define the business offering in one line and via imagery





**MOUNT CONGREVE**

**100 acres of Woodland Hikes and Walks on an 18<sup>th</sup> Century Estate**

Rare & Exotic Plants | Congreve Family Story | Walled Garden & Woodland Walks | Vast Horticultural Collection





**ARAN ISLANDS**  
*goats' cheese*  
CÁIS GABRAIE ARANN

**Experience Food, Heritage and Culture with Native Aran Islander, Gabriel Faherty**

Family Run Goat Farm | Award Winning Cheese | Island History Tour | Seaweed Tasting | Island Life

# Define **WHAT** you are selling?

## The Sea Gardener

- Seaweed Walk, Talk and Taste
- Seaweed Forage & Beach Picnic
- Ireland's Ancient Feast
- Cookery Workshop

The power of a  
compelling image



Explore the Shore and the Land & Rediscover your Inner Hunter-Gatherer

Seaweed Walk | Hedgerow Walk | Foraging | Cookery Demonstrations | Tastings & Wild Food Experiences


## CLARITY: Defining the parameters

Experiences	Short Description	Min & Max	Duration	Public Price Per Person
Seaweed Walk, Talk & Taste	Guided seaweed walk along a secluded beach at low tide to harvest sustainably and learn about 12 different seaweeds.	Min: 5 Max: 30	Approx. 1.5 hours	€XX
	<b>Inclusions:</b> Forage, Cookery tips			
Seaweed Forage & Beach Picnic	Guided seaweed walk along a secluded beach at low tide to harvest sustainably and learn about 12 different seaweeds.	Min: 5 Max: 30	Approx. 2.5 hours	€XX
	Tasting of fresh seaweed and prepared snacks on the beach, picnic-style			
	<b>Inclusions:</b> Seaweed tea, 3 seasonal savoury snacks and 1 sweet snack			

### Create a Grid for Clarity

- Clear experience names and offerings
- Clear Inclusions
- Clear Min & Max Number
- Clear duration
- Include Retail price

# CLARITY: Setting out your market stall



**Discover Kerry's Wild Atlantic Way Coastline on a Stand- Up Paddle Adventure**  
Exceptional guided tours | Explore the magnificent scenery | Wildlife spotting | An inspiring sport

## Wild SUP Tours General Experiences

- Half day SUPfari
- All day Adventure
- Fresh Water Half-Day
- Fresh Water All-Day
- Eco Explorer Kids Camp

## Wild SUP Tours Premium Experiences

- Night SUP in a Dark Sky Reserve
- Stand up paddle & Free Camp the Coast of Kenmare Bay
- Kenmare Bay: SUP Adventure Retreat

# CLARITY: Setting out your market stall

## Wild SUP Tours | General Experiences

Tours and Experiences	Short Description	Min/max Numbers	Duration (Approx.)	Price /person
<b>Half Day SUPfari</b>	<ul style="list-style-type: none"> <li>A short tour of Dingle Harbour or the surrounding areas, route determined by the paddle conditions on the day</li> <li>Includes all equipment – board, paddle, leash, wetsuit, buoyancy aid</li> <li>Instruction and guide</li> <li>Photos</li> <li>Transport to/from launch site</li> </ul>	2/16	3 hours	€XX
<b>All Day Adventure</b>	<ul style="list-style-type: none"> <li>A longer tour of the Dingle Peninsula, stopping for lunch along the way at a private beach – picnic lunch included</li> <li>Includes all equipment – board, paddle, leash, wetsuit, buoyancy aid</li> <li>Instruction and guide</li> <li>Photos</li> <li>Transport to/from launch site</li> </ul>	2/16	6 – 7 hours	€XX
<b>Fresh Water (half day)</b>	<ul style="list-style-type: none"> <li>A short tour of the River Laune or Caragh Lake set in The Reeks District of mid Kerry</li> <li>Includes all equipment – board, paddle, leash, wetsuit, buoyancy aid</li> <li>Instruction and guide</li> <li>Photos</li> </ul>	4/16	3 hours	€XX
<b>Fresh Water (all day)</b>	<ul style="list-style-type: none"> <li>A longer tour of the inland waterways of The Reeks District, stopping in a secluded place for a picnic lunch</li> <li>Includes all equipment – board, paddle, leash, wetsuit, buoyancy aid</li> <li>Instruction and guide</li> <li>Locally sourced picnic lunch</li> <li>Photos</li> </ul>	4/16	6 – 7 hours	€XX

## Wild SUP Tours | Premium Adventures

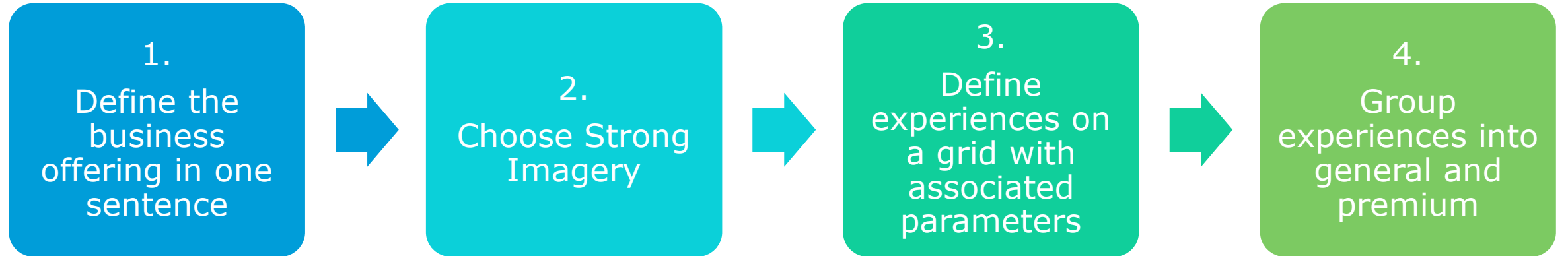
\*prior SUP experience recommended

Tours and Experiences	Short Description	Min-max numbers	Duration (Approx.)	Price /person
<b>Night SUP in a Dark Sky Reserve</b>	<ul style="list-style-type: none"> <li>Experience the night sky from Cloon Lough in the MacGillicuddy Reeks, part of a gold tier dark sky reserve.</li> <li>Includes all equipment – board, paddle, leash, wetsuit, buoyancy aid</li> <li>Below water lights</li> <li>Instruction and guide</li> <li>After paddle bonfire and hot drink</li> <li>Photos</li> </ul>	4/10	2 hours	€XX
<b>Kenmare Bay: SUP Adventure Retreat</b>	<ul style="list-style-type: none"> <li>Paddle the 40 km from Sneem to Kenmare over the course of 4 days.</li> <li>SUP instruction and guide</li> <li>5 nights in luxury accommodation</li> <li>All meals – 5 dinners, 4 picnic lunches, 5 breakfasts, plus snacks</li> <li>A welcome drink</li> <li>Luggage transfers</li> <li>Evening entertainment – music, storytelling, cookery demo</li> <li>Airport transfers at start and finish from Kerry Airport</li> <li>Photos</li> </ul>	4/8	5 days	€XX

General & Premium Experiences

# Fast tracking saleable experiences

for the domestic market





## **Create a short description for each experience**

### **Seaweed walk, talk and taste**

During this experience, learn how to identify 10-12 edible species of seaweed on a foraging walk along the quiet seashore within the pristine waters of County Waterford's Copper Coast Geopark. Under the expert guidance of passionate food author and wild food expert, Marie Power, discover seaweeds such as Dilisk and Carrageen that are both vitamin dense and low in calories. Leave with culinary tips on how best to cook seaweed to maximise its nutritional and flavour benefits.

**Approx. 75-85  
words**

## Where can you sell your experience?



**DIRECT**  
to Customers

- Own brand website, phone email
- Social Media: Facebook, Instagram



**INDIRECT**  
via Partners

- [greatdaysout.ie](http://greatdaysout.ie)
- A referral via a local neighbouring business e.g. local accommodation provider or tourist office

Adapt communications based on sales channel or platform

# Communications: Diverse rules of engagement

Building Sales Channels, Customer Types, Markets,



## NOTE:

- It's the same with sales channels: each one needs to be treated differently
- Each sales channel and customer type is looking for different things

Adapt the messaging in the Saleable Experience Template to fit Diverse Communications Platforms

# An experience description sold via a partner

## Seaweed walk, talk and taste

During this experience, learn how to identify 10-12 edible species of seaweed on a foraging walk along the quiet seashore within the pristine waters of County Waterford's Copper Coast Geopark. Under the expert guidance of passionate food author and wild food expert, Marie Power, discover seaweeds such as Dilisk and Carrageen that are both vitamin dense and low in calories. Leave with culinary tips on how best to cook seaweed to maximise its nutritional and flavour benefits.

- **Price:** €XX per person | **Duration:** 2 hours
- **Minimum/Maximum People:** 10/20
- **Inclusions:** forage with expert, Marie Power | cookery tips | seaweed recipes to take home

Placing experiences within the context of their destination  
succinct, yet compelling text  
third party language



Special Offers

Bestsellers

Under €100

Gift Vouchers



View Basket (0 items)

Flying Gifts

Driving Gifts

Great Outdoors

For Couples

Water Sports

Spa and Pampering

Weekend Getaways

Learn How To

Wine &amp; Dine



## Country Pursuits Day

Enjoy a great combination of thrilling outdoor activities - choose from archery, clay shooting, horse riding and 4x4 driving!

Product code: GDGOAD

€175.00

Buy Now

### Description

Set on 500 acres of beautiful and scenic countryside, this outdoor pursuit and adventure centre offers an escape to nature and an enjoyable selection of activities. This experience entitles you to do two of the following four outdoor activities:

Horse Riding - perfect for the novice, the intermediary and experienced rider

Archery - compete in challenging competitions between you and the other guests

Clay Pigeon Shooting, complete your country-living experience shooting with XXX shotguns

4x4 Off Road Driving, drive over and through a purpose-built off road course putting a land rover through its paces with manoeuvres you can only day dream about.

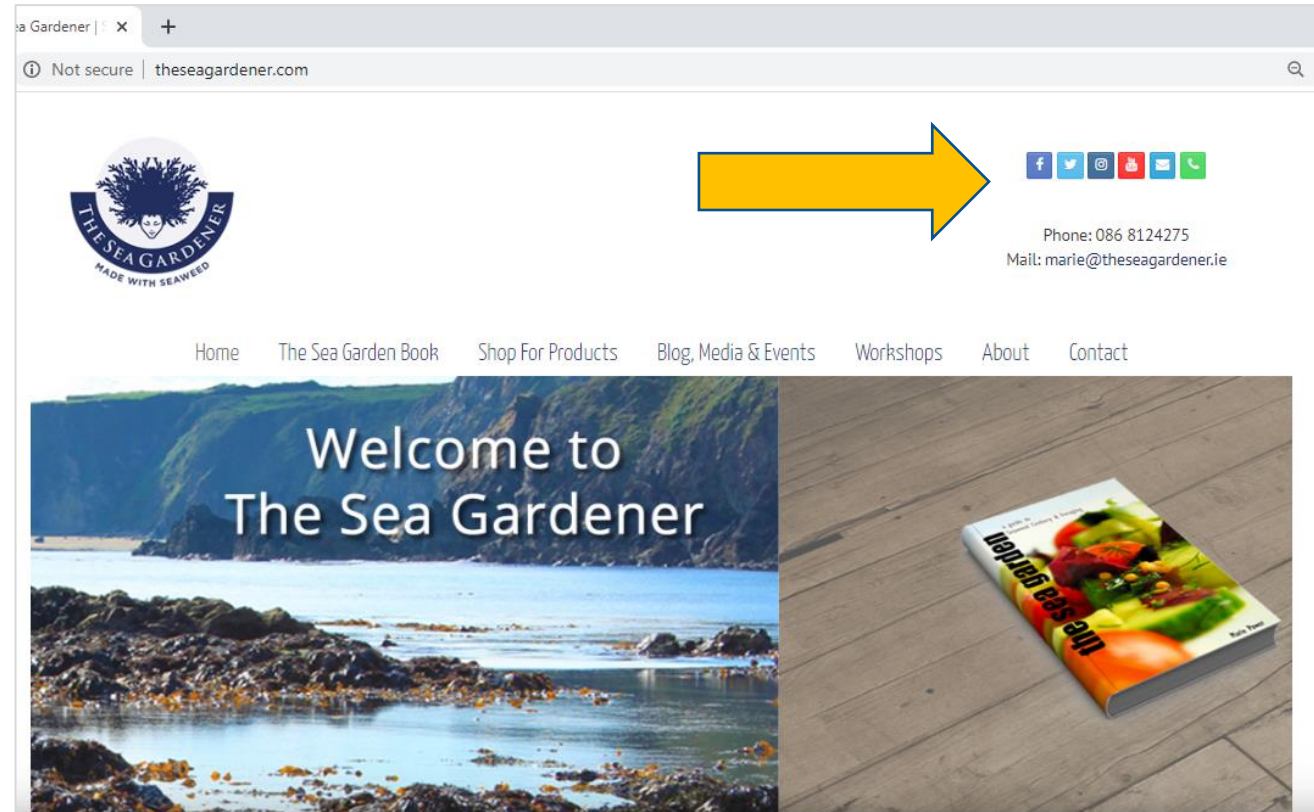
Your experience will start with a welcome and full safety briefing held by one of the instructors. You will then be taken out to enjoy your two selected experiences. Lunch will be provided for you on the day.

# Own brand website: speaking **DIRECTLY** to customers

## Seaweed walk, talk and taste

Join me on a seashore foraging walk in County Waterford's Copper Coast geopark. Learn how to identify and cook edible seaweeds for incredibly healthy, low calorie and nutritious food!

- **Price:** €XX per person | **Duration:** 2 hours
- **Minimum/Maximum People:** 10/20
- **Inclusions:** forage with Marie Power, acclaimed author of the Sea Garden | cookery tips | seaweed recipes to take home



RESHAPING THE EXPERIENCE &  
PRESENTING YOUR OFFER

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**Reshaping your  
Experience & Presenting  
your offer  
for the domestic market**



## Topics we will cover



Communications with your domestic market during Covid-19



Review and update existing saleable experience for the domestic market



Re-positioning saleable experiences



Necessary Covid-19 adjustments to all Saleable Experiences

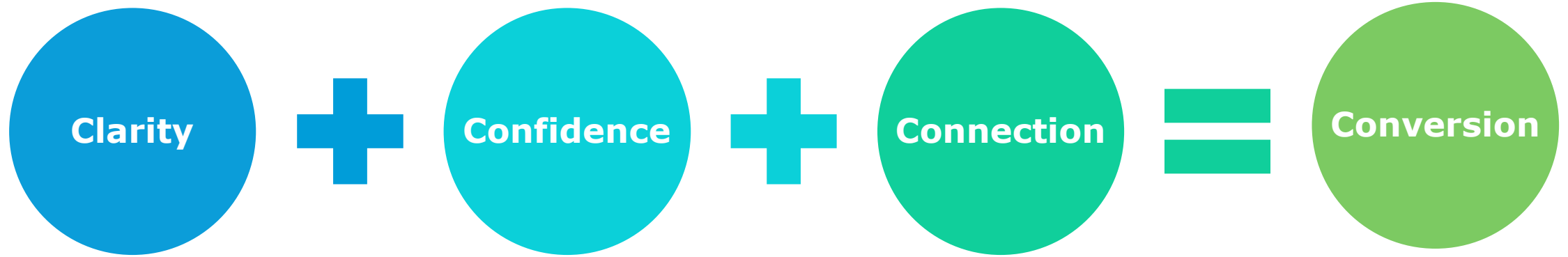


Adapting Communications to Match the Sales Channel Needs



# Communications via the Saleable Experience During COVID-19

*The 3 C's*

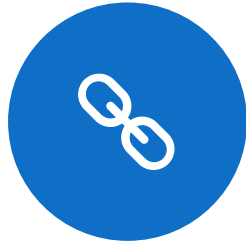


It is crucially important that we remember the 3 C's

# KEY communication messages



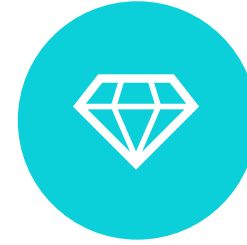
**Freedom!**



**Re-Unite**



**Inspirational  
Landscapes**



**Local Insights  
& Gems**



**Fun**



**Rewards & Treats**



**Community**



**Reassurance**

## The Target

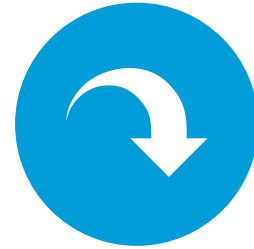


## Review and update

The existing saleable experience



Read the experience from the perspective of a domestic customer



These will need to be re-shaped or removed from the document



Highlight words, imagery and descriptions that are obvious, an incorrect match or unnecessary for this market



To note that some experiences will fit both **International** and domestic customers without much need for change

# Review of Existing Saleable Experience



**Fun Filled Experience of Irish Country Life and Culture on the Murtagh Family Farm**

**Murtagh Family Farm | Traditional Dance & Music | Hurling | Bread Making | Sheepdog Demos | Farm Trails**

Causey Farm is a gem of old-fashioned Irish hospitality. Conveniently located in Navan, County Meath, just 40 miles (64 kilometres) from Dublin in the heart of Ireland's Ancient East, the Murtagh family have been farming here for three generations and love to share their home, heritage, food, farming traditions and sense of good old Irish craic (fun) with visitors.

Prepare for a giant Irish welcome on a visit of this 350-acre rolling farm with animals including Connemara ponies and pasture fed sheep and cattle. A whole host of memory making experiences are available from walking the farm and seeing the amazing sheepdogs herding their sheep to cutting turf in the bog and learning how to make bread with Lily Murtagh's traditional family recipe. Head to the "Session Shed" to dance an Irish jig and learn how to play the bodhrán (Irish drum). Puck a hurl as you test your skill at Ireland's ancient national game. Discover your inner farmer as you head off to the bog on your tractor. But mostly, breathe in the fresh country air as you revel in the sound of laughter!

**Highlights of a visit to Causey Farm include:**

- ❖ **Murtagh Family** | large, happy, united Irish family with a giant Irish welcome
- ❖ **Laughter** | the laughter and atmosphere in the céilí barn as you learn to dance a jig
- ❖ **Music** | learn to play the bodhrán (Irish drum) | a traditional Irish instrument
- ❖ **Food** | traditional recipes | smell and taste your own bread, fresh from the oven
- ❖ **Animals** | milk a cow | cuddle a lamb | meet the resident farm animals
- ❖ **Rural Landscape** | trails through lush fertile grasslands on a 350-acre rolling farm
- ❖ **Sheepdog Demonstrations** | clever dogs doing what they were born to do!
- ❖ **Sport** | interactive hurling workshop | one of Ireland's most loved national Gaelic games
- ❖ **Farmer** | experience the life of an Irish farmer in a fun and interactive way

**T:** +353 46 9434 135 | **E:** info@causey.ie | [www.causey.ie](http://www.causey.ie)

**A:** Causey Farm, Girley, Fordstown, Navan, Co. Meath, Ireland

# Review of Existing Saleable Experience

Written for the international customer

May include experiences that are **UNIQUE** to the international visitor, but common place for the domestic market. E.G.

- Brown-bread making workshops
- Learn how to make an Irish coffee
- Perfect an Irish stew



## Some Saleable Experiences will Need Little/No Change



Dublin's legendary studios, creating music since 1978

Orchestral Studio | Binaural Ghost | Virtual Rock Band | Group Recordings Sessions | Insight & Stories

With a rich musical heritage reaching back to the 70's, Windmill Lane Recording studios have been at the heart of the Irish music industry for over four decades. Rooted in the centre of the 'digital docklands' of Dublin, this beautiful Art Deco building is a home for some of Ireland's most passionate and creative people.

In Windmill Lane, you can connect with some of your favourite artists' most iconic works and delve deep into the phenomenal world of recording. From the Rolling Stones to U2 and from Kylie Minogue to Lady Gaga, this musical mecca has been graced by some of the world's most visionary artists!

Key highlights of experiences with Windmill Lane Studios include:-

- ❖ **Absorb the vibe** | wander the corridors | feel the music in the walls
- ❖ **Record a classic** | recording sessions with a skilled production team
- ❖ **Virtual Band** | operate a studio console with a recorded band in Studio Two.
- ❖ **Spectral Experience** | meet 'Cosmo,' the resident ghost via a spine-tingling binaural audio recording
- ❖ **History** | insights and stories from the magic of Ireland's vibrant music scene
- ❖ **Guided Tours** | who better than a producer, or musician to show visitors around the studio?

E: [niall@windmillanerecording.com](mailto:niall@windmillanerecording.com) | T: 00353 1 6685567 | [www.windmillanerecording.com](http://www.windmillanerecording.com)

# Some Saleable Experiences will Need Little/No Change



## Windmill Lane Studios | Schedule of Experiences

E: [niall@windmillanerecording.com](mailto:niall@windmillanerecording.com) | T: 00353 1 6685567 | [www.windmillanerecording.com](http://www.windmillanerecording.com)



Experiences	Short Description	Min/Max	Duration	Public Price per person
Visitor Experience: <b>Backstage Pass</b>	<ul style="list-style-type: none"> <li>Guided tour of the studios to learn about its history and rich legacy.</li> <li>See how a recording session works.</li> </ul>	15 / 50	1 hour	<b>Adult:</b> €XX
	<b>Inclusions:</b> <ul style="list-style-type: none"> <li>History of the studio</li> <li>Virtual Band</li> <li>Binaural experience</li> <li>Surround Sound experience</li> </ul>			<b>Under 15-year old:</b> €XX <b>Student:</b> €XX <b>Family of 4:</b> €XX
Group Experiences: <b>Artist Pass</b>	<ul style="list-style-type: none"> <li>Group Recording Session in Studio One, the jewel in the crown of Windmill Lane.</li> <li>Guided by a skilled producer, record your favourite song together</li> </ul>	10 / 80	2-3 hours	<b>€XX for 10 people</b>
	<b>Inclusions:</b> <ul style="list-style-type: none"> <li>Brief history of the studio,</li> <li>Experience day to day life as a producer</li> <li>Record a song.</li> <li>Unlimited tea, coffee, water, fruit and cookies</li> </ul>			€XX per person over 10 (+11 people) <b>NB:</b> Artist Pass prices are exclusive of V.A.T. at 23%
<b>VIP Pass</b>	Live band in Studio One performing songs by the many world artists who have recorded in Windmill Lane	30 / 50	2-3 Hours	Minimum €XX per person
	<b>Inclusions:</b> <ul style="list-style-type: none"> <li>Introduction to the studio</li> <li>Live band performance</li> <li>Unlimited tea, coffee, water and 5 canapés per person.</li> </ul>			<b>NB: Price dependant on group size and requirements</b> <b>NB:</b> VIP Pass prices are exclusive of V.A.T. at 23%





# Some Saleable Experiences will Need Little/No Change



Connect through Adventure & Discover the Awe-Inspiring Beauty of Cavan's Hidden Islands

Kayak & Canoe Hire | UNESCO Global Geopark | Water Park | Guided Boat Tours | Biking | Hidden Islands

Nestled within the Lough Oughter waterway system and part of the wider UNESCO Global Geopark, Cavan Adventure Centre invites you to relieve your mind of clutter, be at one with nature and relish a unique adventurous break on the magnificent hidden Island of Lough Oughter within Ireland's Hidden Heartlands. Renowned for its 365 lakes and abundant drumlins, surrounded by native birds and wildlife, Cavan will not disappoint!

Established since 2008 Cavan Adventure Centre supplies numerous land and water-based activities suitable for all ages. Experience action packed adventure in one of Ireland's most spectacular landscapes from kayak and bike trails to a splashtastic Water Park, Cavan Adventure Centre is the beating heart of unforgettable outdoor fun.

Reenergise and revitalise your body on any of our experiences that include one day to five days of adventure or soothe your soul on a break of health and wellbeing.

Key highlights of experiences with Cavan Adventure Centre include:

- ❖ **Landscape** | located within a designated Special Area of Conservation | islands and waterways
- ❖ **Nature** | connect with native wildlife | by foot, bike or water | biodiversity workshops all year
- ❖ **Guided Tours** | expert guides | passionate about the area they live and work in
- ❖ **History** | hear stories of Clough Oughter Castle's turbulent past | Norman history
- ❖ **Geology** | one of the largest expanses of ribbed moraines in the world
- ❖ **Versatile Experiences** | choose from one day to five days | camp site available

## Cavan Adventure Centre | Schedule of Experiences

Experiences	Short Description	Min/Max	Duration	Public Price Per Person
<b>Kayak or Canoe to Clough Oughter Castle</b>	<ul style="list-style-type: none"> <li>• Go solo or guided kayak or canoe to Clough Oughter Castle.</li> <li>• Paddle to this amazing 13<sup>th</sup> century Anglo Norman Castle, hidden in the maze of islands and waterways.</li> </ul>	Min: 2 Max: 30	Approx. 3.5 hours	EXX unguided
	<b>Inclusions:</b> Map, Wetsuit, Buoyancy Aid			
<b>Biking among the Drumlins</b>	<ul style="list-style-type: none"> <li>• Go solo or guided on a mountain bike or e-bike.</li> <li>• Choose one of three picturesque trails (12, 24 or 30 kilometres)</li> <li>• Visit some impressive sites such as Killykeen Forest Park and Drumlane Abbey, which are part of the wider Marble Arch Caves UNESCO Global Geopark.</li> </ul>	Min: 2 Max: 10	Approx. 3 hours to 6 hours	EXX unguided
	<b>Inclusions:</b> Map, Helmet			
<b>Erne Island Water Park</b>	<ul style="list-style-type: none"> <li>• Experience the thrill of one hour bouncing, sliding and slippery fun!</li> <li>• Laugh and splash your way around the numerous swings and trampolines.</li> </ul>	Min: 2 Max: 50	Approx. 1.5 hours	EXX per adult
	<b>Inclusions:</b> Wetsuit, Buoyancy Aid, Helmet, Hot Shower			EXX per under 16 years  Family: EXX (2 adults and 2 children)
<b>Guided Boat Trip to Clough Oughter Castle</b>	<ul style="list-style-type: none"> <li>• Experience a unique guided boat trip with a local Geopark Guide.</li> <li>• Hear all about the Castle's fascinating turbulent history.</li> <li>• Learn about the wide variety of biodiversity that inhabits the land and waterways.</li> </ul>	Min: 6 Max: 12	Approx. 2.5 hours	EXX
	<b>Inclusions:</b> Fully Guided, Buoyancy Aid			

## Cavan Adventure Centre | Experience Descriptions

### Kayak or Canoe to Clough Oughter Castle

Paddle your way through Lough Oughter's many waterways with wildlife swooshing and ducking alongside you. Immerse yourself in the sounds of all types of nature that inhabit this romantic and unspoilt landscape. Discover the historic 13<sup>th</sup> century Anglo Norman Castle that lies serenely amid the lakes, hidden in a maze of islands and waterways. Enjoy a picnic by the Castle with just the wildlife for company, before paddling your way back to shore.



### Mountain Biking among the Drumlins

Go solo or through an experienced local guide enjoy the countryside air, sounds and smells as you meander along your chosen trail. Killykeen Forest Park lies a short distance from Cavan Adventure Centre and is a popular recreational destination that offers abundant wildlife, heart-of-nature views and beautiful cycling and walking trails. Choose one of three picturesque trails and visit some impressive sites such as Drumlane Abbey. Live like a local as you stop off for a picnic and immerse yourself in the allure of nature.



# RE-POSITIONING SALEABLE EXPERIENCES

## **Re-Shape / Re-Position**

If your experiences have been created to target global markets, think about ways to re-shape and re-position these to make them relevant for the domestic market

# Repositioning Experiences for the Domestic Market

*What to do with experiences traditionally sold in global markets?*



**Example: Bread making**

## Highlight nostalgia, fun and opportunity to learn

- Unique to Ireland
- Pride in Ireland's traditions
- Inter-generational activity
- Potential to create memories
- Potential to learn a new skill, gain a super recipe!

## Make the experience more contemporary: for example

- By adding seeds or fruits
- Easy to bake bread-making kits: Craft Beer bread?
- Adapt: add sides and accompaniments for brown bread?
- Make traditional Irish bread as fashionable as sourdough!

# Repositioning Experiences for the Domestic Market

*LOOK at the potential opportunity*

## Highlight

- Outdoors
- Connection with nature
- Potential for all ages to learn and HAVE FUN!
- Understand where our food comes from
- Showcase the quality of Irish food
- Get close to animals



**Example: Farming**

# Repositioning Experiences for the Domestic Market

Example: Glenstal Farm

## GLENSTAL FARM



**Experience Rural Life on the Rolling Green Pastures of a Golden Vale Dairy Farm**  
 Fresh Country Air | Irish Family Heritage | Meet the Cows | Nature | Irish Hospitality | Traditional Irish Food

Glenstal Farm is beautifully set within green pastures and woodlands, near the tranquil historic village of Murroe, Co. Limerick and its famous Benedictine Abbey. Conveniently located within 30 minutes of Limerick City and 40 minutes of Shannon Airport, the farm is owned and managed by Andrew and Sharon Gow who are the fifth-generation family to run Glenstal Dairy Farm.

This is a special opportunity to see what daily farming life is like for the Gow family within the Golden Vale of Ireland's south west that is known for its rich and fertile soil. Visit the farm to see the cows grazing while Andrew shares insights into the farm's history and farm management. Relax in the open countryside and fill your lungs with fresh country air. Laugh out loud and feel the grass beneath your feet as you take a selfie with a friendly cow! Enjoy the warm hospitality of the Gow family who love to open up their home where cooked meals are served- without ceremony- at the kitchen table. Highlights include:

- ❖ **Irish Hospitality** | a warm Irish welcome awaits you as Andrew and Sharon open up their home
- ❖ **Family Story** | hear about the Gow family story | the deep connection with their land
- ❖ **Cows** | Get up close and personal with the dairy herd | take a Selfie with a cow!
- ❖ **Traditional Food** | enjoy traditional Irish food, cooked and baked, by Sharon
- ❖ **Nature** | Stroll through the lush countryside of the Golden Vale and connect with nature
- ❖ **Dairy Farming Insights** | Andrew shares his extensive knowledge on all aspects of dairy farming
- ❖ **Golden Vale** | learn why the Golden Vale yields some of the best food in Ireland!
- ❖ **Kerrygold Butter** | learn how milk from Glenstal Farm is used in this world-famous butter brand!

## Glenstal Farm | General Experiences

### General Tour

Experiences	Short Description	Min/Max	Duration	Public Price Per Person
Guided Farm Tour	Guided tour of the farm and historic buildings with Glenstal Farm Owner and Manager Andrew Gow	5 - 55	1 hour	€XX

OK

### Enhanced Tour

Experiences	Short Description	Min/Max	Duration	Public Price Per Person
Guided farm Tour with Tea & Homemade Scones	<ul style="list-style-type: none"> <li>❖ Meet in the Barn on the Farm, enjoy a cup of tea with homemade scones, hosted by Sharon Gow and Andrew</li> <li>❖ Followed by a guided tour of the farm with Glenstal Farm Owner and Manager Andrew Gow</li> </ul>	5 - 55	1.5 hours	€XX
Inclusions:	Mug of tea, homemade scones, Kerrygold Butter, selection of jams			
Note:	<ul style="list-style-type: none"> <li>❖ Groups of up to 15 can be served in the farmhouse kitchen</li> <li>❖ Groups of 16+ can be served in the farmhouse barn</li> </ul>			

OK



## Glenstal Farm | Premium Experiences

### Premium Farm Tour | with traditional Irish family meal

Experiences	Short Description	Min/Max	Duration	Public Price Per Person
Guided Farm Tour with Traditional Irish Family Meal	Following a guided tour of the farm and historic buildings with Glenstal Farm Owner Andrew, you will be welcomed into the home of Sharon and Andrew to join them for a traditional home cooked meal at the family kitchen table. This experience is Irish hospitality at its best.	4-8	2 hours	€XX
Inclusions:	Irish Stew or Bacon and Cabbage. Tea/coffee			

Change 4

### Premium Farm Tour | Tea & Scones | Learn how to milk a Cow!

Experiences	Short Description	Min/Max	Duration	Public Price Per Experience
Personal Farm Tour with Afternoon Milking!	<ul style="list-style-type: none"> <li>❖ A bespoke tour with Andrew Gow, owner and Manager of Glenstal Farm for those who want to gain a real insight into Irish dairy Farming.</li> <li>❖ Learn how to milk a cow with Andrew during the afternoon milking session between 2-4pm</li> </ul>	1-4	2 hours	€XXX
Personal Farm Tour with Sunrise Milking!	<ul style="list-style-type: none"> <li>❖ A bespoke tour with Andrew Gow, owner and Manager of Glenstal Farm for those who want to gain a real insight into Irish dairy Farming.</li> <li>❖ Learn how to milk a cow with Andrew during the early morning milking session between 6.30-8.30am</li> <li>❖ Enjoy beautiful sunrise and early morning views of the Golden Vale</li> </ul>	1-4	2 hours	€XX
Inclusions:	Tea/Coffee & Homemade Scones. And, the opportunity to milk a cow!			
Note:	Exact times for afternoon and sunrise milking will be confirmed at the time of booking			

OK

Change 1

Change 2

Change 3

# Repositioning Experiences for the Domestic Market

## Example: Glenstal Farm

### Glenstal Farm | General Experience Descriptions

#### Guided Farm Tour with Farm Owner, Andrew Gow

On arrival at Glenstal Farm you will be greeted by farm manager and owner, Andrew Gow. Join Andrew on a walking tour of the farm as he shares his extensive knowledge of dairy farming in Ireland, what daily life is like for him and his family, the reasons behind the Golden Vale's fertile land and how his family have farmed here for more than five generations. Walk among the cows, feel the soft lush grass beneath your feet, breathe the fresh country air, enjoy the beautiful scenery and don't forget to take a selfie with a cow!

#### Guided Farm Tour with Tea and Scones | Meet Farmers, Andrew and Sharon Gow

On arrival at Glenstal Farm you will be welcomed into The Barn by Sharon and Andrew Gow to enjoy tea and home-made scones. After that, join Andrew on a walking tour of the farm as he shares his extensive knowledge of dairy farming in Ireland, what daily life is like for him and his family, the reasons behind the Golden Vale's fertile land and how his family have farmed here for more than five generations. Feel the soft lush grass beneath your feet, breathe the fresh country air and don't forget to take a selfie with a cow!



### Glenstal Farm | Premium Experience Descriptions

#### Glenstal Farm Tour and Family Meal

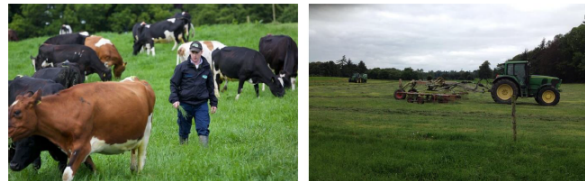
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#### Guided personal farm tour with Andrew Gow including how to milk a cow during the farm's scheduled afternoon milking time

On this personal farm tour with Farm Manager and owner, Andrew Gow, you will gain a deep insight into Irish Dairy Farming through Andrew's extensive experience and knowledge. This is a very special and intimate opportunity to get to learn what daily life is like for Andrew and his family who have farmed here for more than five generations. Walk among the cows and breathe the fresh country air. Then, join the scheduled afternoon milking session and, with Andrew's guidance, learn how to milk a cow!

#### Guided personal farm tour with Andrew Gow including how to milk a cow during scheduled Sunrise Milking

On this personal farm tour with Farm Manager and owner, Andrew Gow, you will gain a deep insight into Irish Dairy Farming through Andrew's extensive experience and knowledge. This is a very special and intimate opportunity to get to learn what daily life is like for Andrew and his family who have farmed here for more than five generations. Breathe the fresh country air while watching the sun rise over the Golden Vale. Then, join the scheduled early-morning milking session and, with Andrew's guidance, learn how to milk a cow!



### Glenstal Farm | General Information

#### ❖ For Bookings:

- Please contact Andrew or Sharon
- T: 0878116272 / 0872389365
- E: glenstalfarm@gmail.ie

#### ❖ Availability

- Farm Tours are available between March and October
- Please contact Andrew or Sharon Gow for further information

#### ❖ Limerick's Golden Vale

- The Golden Vale is an area of rolling pastureland in the south west of Ireland
- It is the best land for dairy farming!
- It is home to the famous Kerrygold butter!

#### ❖ Limerick Wild Atlantic Way Gateway

- Limerick offers the perfect base to explore the Wild Atlantic Way

#### ❖ Location:

- <https://goo.gl/maps/p7P2DSdKZm5KRdgA6>

# Repositioning Experiences for the Domestic Market

Example: Glenstal Farm



**WILD ATLANTIC WAY**  
SI AN ANATI ANTAIGH FUIRÉ

## GLENSTAL FARM







**Meet the Gow Family for Laugh-Out-Loud Fun & Picnics at a Golden Vale Dairy Farm**

Fresh Air | Take a Selfie with a Cow! | Great Outdoors | Quality Irish Food | Family Life & Farming Tradition

Glenstal Farm is beautifully set within green pastures and woodlands, near the tranquil historic village of Murroe, Co. Limerick and its famous Benedictine Abbey. Conveniently located within 30 minutes of Limerick City and 40 minutes of Shannon Airport, the farm is owned and managed by Andrew and Sharon Gow who are the fifth-generation family to run Glenstal Dairy Farm.

This is a special opportunity to see what daily farming life is like for the Gow family within the Golden Vale that is known for its rich and fertile soil. Visit the farm to see the cows grazing while learning all about the farm's history, **farm management, the care that goes into Ireland's quality Irish food and how milk from this farm is used to make Kerrygold butter!** Relax in the open countryside and fill your lungs with fresh country air. With the Gow family, rest assured that there will be plenty of laughs along the way as you feel the grass beneath your feet and take the opportunity to take a selfie with a friendly cow!

**Highlights:**

- ❖ **Create Memories** | a County Limerick family that knows how to create a memorable day out!
- ❖ **Family Story** | hear about the Gow's long and deep connection with their land
- ❖ **Cows** | get up close and personal with the dairy herd! | take a selfie with a cow!
- ❖ **Nature** | stroll through the lush countryside of the Golden Vale and connect with nature
- ❖ **Dairy Farming Insights** | Andrew shares his extensive knowledge on all aspects of dairy farming
- ❖ **Golden Vale** | learn why the Golden Vale yields some of the best food in Ireland!
- ❖ **Kerrygold Butter** | learn how milk from Glenstal Farm is used in this world-famous butter brand!
- ❖ **Farm Picnics** | grab a rug and enjoy a picnic hamper with Glenstal Farm & local produce!

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A: Glenstal Farm, Murroe, Co. Limerick, Ireland

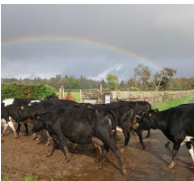
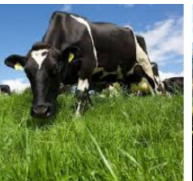

## Glenstal Farm | General Experiences

### General Tour

Experiences	Short Description	Min/Max	Duration	Public Price Per Person
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### Enhanced Tour

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<b>Inclusions:</b>	Mug of tea, homemade scones, Kerrygold Butter, selection of jams			
<b>Note:</b>	<ul style="list-style-type: none"> <li>❖ Groups of up to 15 can be served in the farmhouse kitchen</li> <li>❖ Groups of 16+ can be served in the farmhouse barn</li> </ul>			

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<b>Inclusions:</b>	Irish Stew or Bacon and Cabbage. Tea/coffee			

Change to Tour & Picnic

### Premium Farm Tour | Tea & Scones | Learn how to milk a Cow!

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Personal Farm Tour with Afternoon Milking!	<ul style="list-style-type: none"> <li>❖ A bespoke tour with Andrew Gow, owner and Manager of Glenstal Farm for those who want to gain a real insight into Irish dairy farming.</li> <li>❖ Learn how to milk a cow with Andrew during the afternoon milking session between 2-4pm</li> </ul>	1-4	2 hours	€XXX
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<b>Inclusions:</b>	Tea/Coffee & Homemade Scones. And, the opportunity to milk a cow!			
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3

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# Repositioning Experiences for the Domestic Market

## Example: Glenstal Farm

### Glenstal Farm | General Experience Descriptions

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### Glenstal Farm | Premium Experience Descriptions

#### Glenstal Farm Tour and Picnic

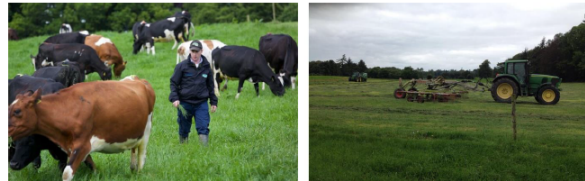
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#### ❖ Limerick Wild Atlantic Way Gateway

- Limerick offers the perfect base to explore the Wild Atlantic Way

#### ❖ Location:

- <https://goo.gl/maps/p7P2DSdKZm5KRdGAG6>



## CLARITY: Defining the parameters

Experiences	Short Description	Min & Max	Duration	Public Price Per Person
Seaweed Walk, Talk & Taste	Guided seaweed walk along a secluded beach at low tide to harvest sustainably and learn about 12 different seaweeds.	Min: 5 Max: 30	Approx. 1.5 hours	€XX
	<b>Inclusions:</b> Forage, Cookery tips			
Seaweed Forage & Beach Picnic	Guided seaweed walk along a secluded beach at low tide to harvest sustainably and learn about 12 different seaweeds.	Min: 5 Max: 30	Approx. 2.5 hours	€XX
	Tasting of fresh seaweed and prepared snacks on the beach, picnic-style <b>Inclusions:</b> Seaweed tea, 3 seasonal savoury snacks and 1 sweet snack			

### Create a Grid for Clarity

- Clear experience names and offerings
- Clear Inclusions
- Clear Min & Max Number
- Clear duration
- Include Retail price

# CLARITY: Setting out your market stall

## Considerations for Covid-19



1

### Min and Max Numbers

Will need to be clearly advised: mindful of restriction guidelines  
REASSURE: that your business knows how to keep customers safe

2

### Price & Inclusions

Need to be clearly stated  
Price and bullet point  
Emphasising the VALUE in pricing for DOMESTIC market

3

### Onsite vs Virtual Experiences

Virtual experiences sold via: Zoom? Facebook Shop? Your own website shop?  
Add these to your saleable experience document






## **ADD your Covid-19 Policy: Online & offline communications**

### **Covid 19 Policy**

“At Rose Farm, we would like to assure all our customers that we have been working hard to welcome and look after you so that, together, we can begin to create new memories! As always, the wellbeing of our team and customers is really important to us. With this in mind, we are happy to inform you as follows”

Example: Fictional Farming Company

## **Covid-19 Policy**

-  In accordance with government guidelines on social distancing, group visitor numbers for all experiences have reduced from 55 to 25
-  All wellies provided for farm visits are washed and sterilised after each customer use. Customers are also most welcome to bring their own walking shoes, or welly boots
-  Hand sterilisers are available throughout the farm.
-  While on-site masks are not provided as part of the experiences, they are available for sale at the farm for an additional charge of €2 per mask
-  Farmers Jane and Noel who conduct all tours will do so at an appropriate distance from visitors. As a vast 400-acre farm, customers can rest assured that there is no issue maintaining social distance between visitors.

## What did we learn in training?



### Saleable Experience Document

- Enables a partner to sell on behalf of the tourism business. Therefore third-party language is used.
- Third party examples: OTA, tour operator, referrals via accommodation providers, tourist offices etc.



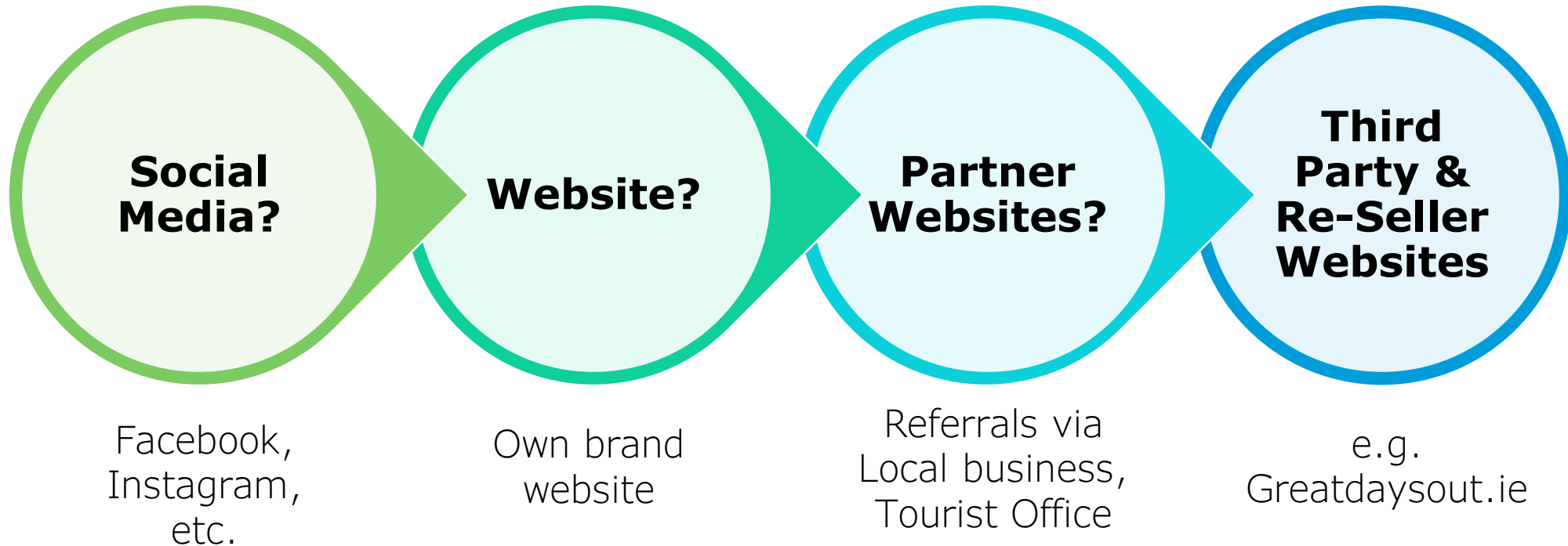
### Saleable Experience Document

- The language needs to be amended for DIRECT communications with a customer who can ENGAGE & BOOK DIRECTLY
- Direct sales channel example: own brand website, social media platforms like FB

Diverse sales channels and platforms behave differently.  
They require diverse approaches and communications

## Defining the HOW

*Via which sales channels will you bring your experiences for sale for the domestic market?*

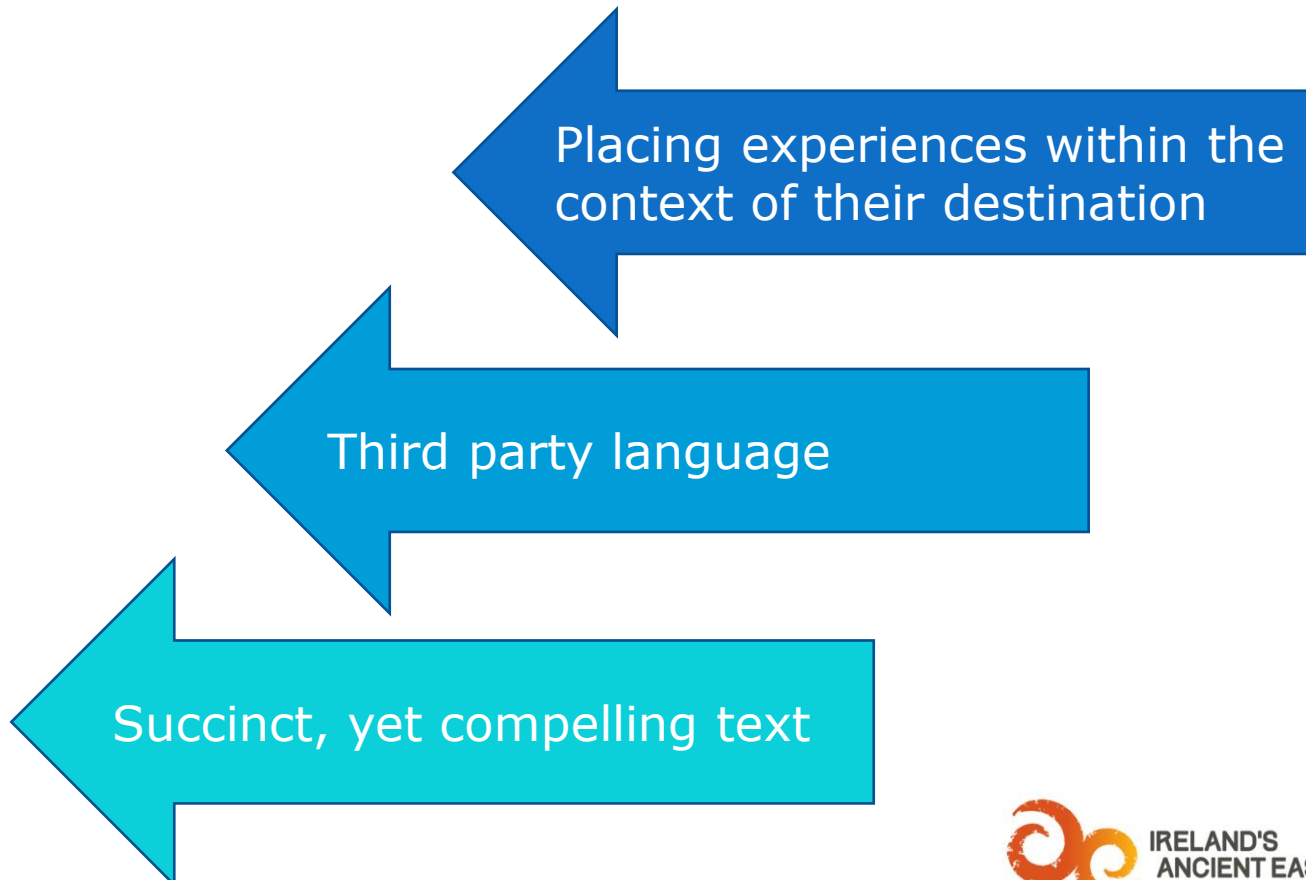


# An experience description sold via a partner

## Seaweed walk, talk and taste

During this experience, learn how to identify 10-12 edible species of seaweed on a foraging walk along the quiet seashore within the pristine waters of County Waterford's Copper Coast Geopark. Under the expert guidance of passionate food author and wild food expert, Marie Power, discover seaweeds such as Dilisk and Carrageen that are both vitamin dense and low in calories. Leave with culinary tips on how best to cook seaweed to maximise its nutritional and flavour benefits.

- Price: €XX per person | Duration: 2 hours
- Minimum/Maximum People: 10/20
- Inclusions: forage with Marie Power, acclaimed author of the Sea Garden | cookery tips | seaweed recipes to take home



Placing experiences within the context of their destination

Third party language

Succinct, yet compelling text



Special Offers

Bestsellers

Under €100

Gift Vouchers



View Basket (0 items)

Flying Gifts

Driving Gifts

Great Outdoors

For Couples

Water Sports

Spa and Pampering

Weekend Getaways

Learn How To

Wine &amp; Dine



## Country Pursuits Day

Enjoy a great combination of thrilling outdoor activities - choose from archery, clay shooting, horse riding and 4x4 driving!

Product code: GDGOAD

€175.00

Buy Now

### Description

Set on 500 acres of beautiful and scenic countryside, this outdoor pursuit and adventure centre offers an escape to nature and an enjoyable selection of activities. This experience entitles you to do two of the following four outdoor activities:

Horse Riding - perfect for the novice, the intermediary and experienced rider

Archery - compete in challenging competitions between you and the other guests

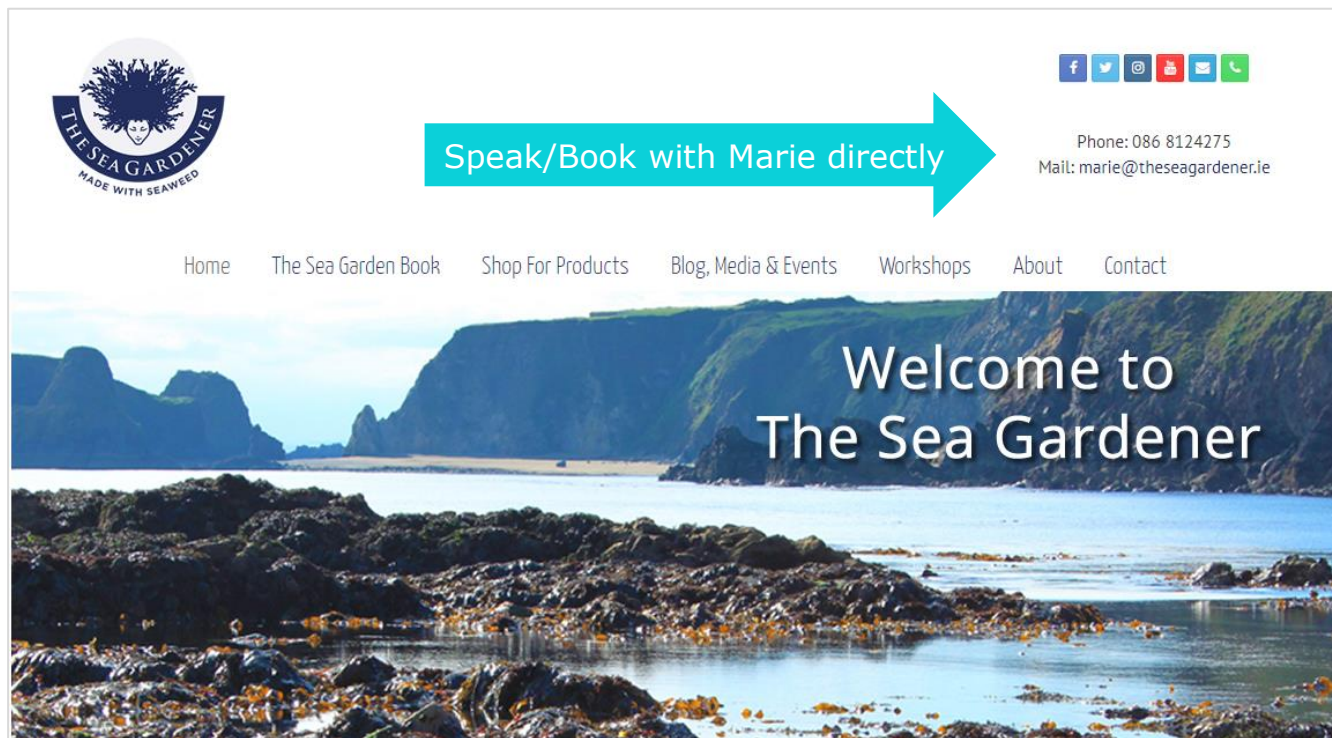
Clay Pigeon Shooting, complete your country-living experience shooting with XXX shotguns

4x4 Off Road Driving, drive over and through a purpose-built off road course putting a land rover through its paces with manoeuvres you can only day dream about.

Your experience will start with a welcome and full safety briefing held by one of the instructors. You will then be taken out to enjoy your two selected experiences. Lunch will be provided for you on the day.



# Own Brand Website: speaking **DIRECTLY** to customers



**Example: The Sea Gardener**

## Seaweed walk, talk and taste

Join me on a seashore foraging walk in County Waterford's Copper Coast geopark. Learn how to identify and cook edible seaweeds for incredibly healthy, low calorie and nutritious food!

- Price: €XX per person | Duration: 2 hours
- Minimum/Maximum People: 10/20
- Inclusions: forage with Marie Power, acclaimed author of the Sea Garden | cookery tips | seaweed recipes to take home