



UNION EUROPÉENNE
Fonds européen de développement régional

Regional report : Compiègne



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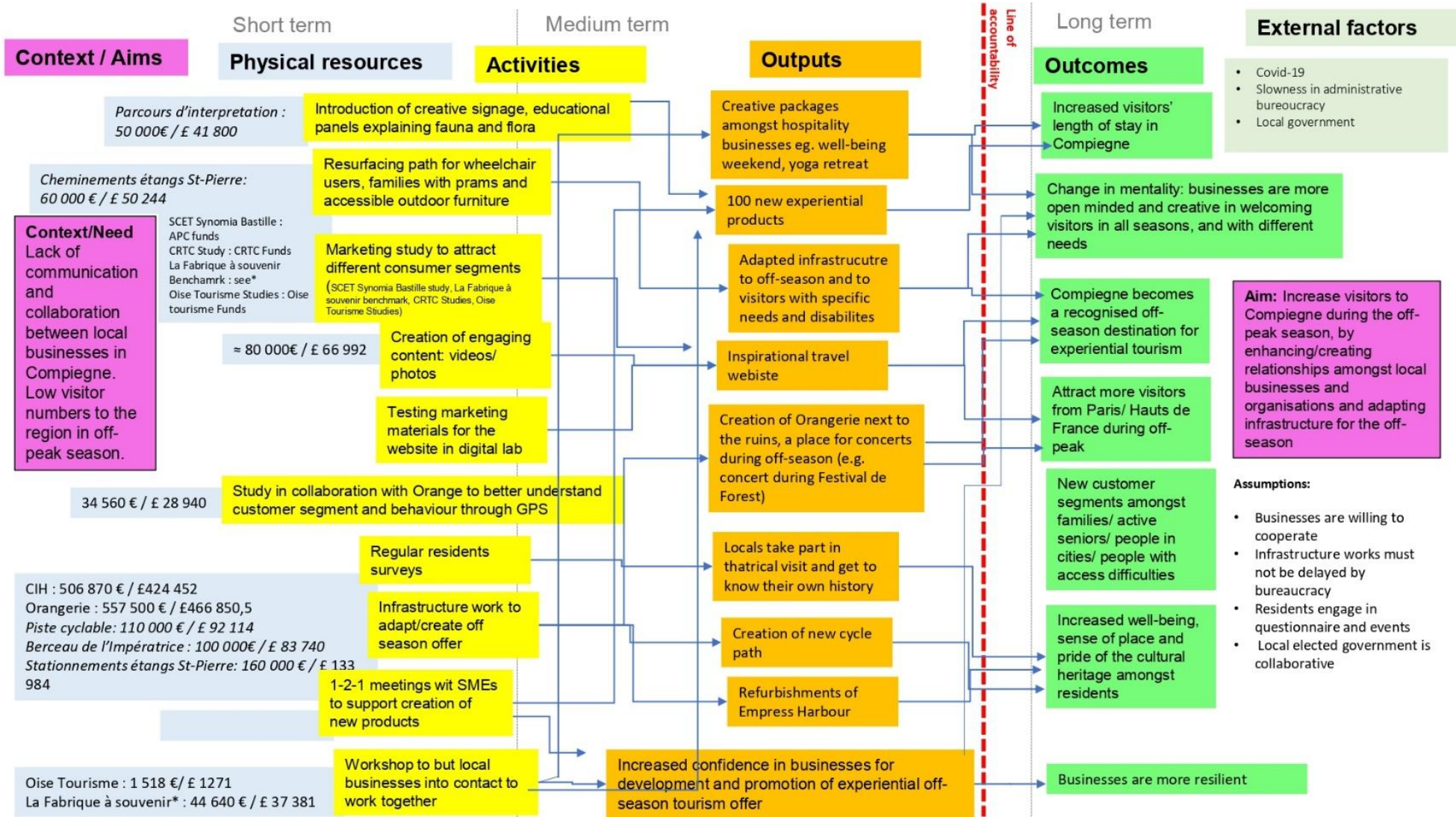
Introduction

In 2017, the Compiègne region was visited by 300,000 tourists a year. Ideally located between the European megalopolis and the Parisian region, the Compiègne region is a medium-sized urban area (83,000 inhabitants in 2018) with a national forest measuring 14 000 acres. With its rich history, heritage and Nature, Compiègne region is a tourist destination with great opportunities to seize, but it needs to develop its appeal beyond its own county: despite its Ile-de-France proximity, the region has not yet succeeded in establishing itself as one of the leading short-stay destinations for Parisians.

The objectives of the EXPERIENCE project for the region were:

- To take stock of our destination's target audiences to find out what they expect, how they behave and the tourist routes they take.
- To build a tourism development strategy based on the offer, which will be adapted to the area and innovative in order to stand out from the major tourist destinations nearby.
- Following the implementation of the new tourism strategy, work on and distribute new tourism products and new activities (modernisation of existing facilities).
- Finally, to draw up an innovative marketing plan and meet the challenges of transferability by making available all the lessons learned from the project.

Theory of Change - Compiègne Pilot Region



Stimulating a new dynamic among businesses in the sector in the Compiègne area (WP2)

The objective in implementing the EXPERIENCE project was to revitalise the existing offers in order to adapt them to the new consumption patterns of visitors and tourists. The destination's network of service providers was exploited on a day-to-day basis and more strategic thinking had not really been initiated.

Implementation

T122 - The Compiègne regional network

We quickly sought the support of a consultant in November 2019 to have the most impactful experience-based tourism development strategy possible:

This partnership took the form of workshops for all possible types of stakeholders. A first conference was organised in February 2020 and focused on the customer experience. Around fifty people took part: we brought together elected representatives, public stakeholders from within Compiègne and the neighbouring areas (department of culture, other units of the attractiveness department, Oise Tourism), major heritage sites (Pierrefonds château), private stakeholders such as accommodation providers, shopkeepers, activity providers (SPL le pôle équestre [the equestrian centre]), theatre associations, etc.

A workshop was also organised in June 2021 on the development of experience-based tourism. Around 25 people took part in this event (activity providers, accommodation providers, shopkeepers, Oise Tourism, CRTC Hauts-de-France, elected representatives, etc.)

Beyond that, the work of *Fabrique à Souvenir* was materialised through the holding of personal interviews: the aim was to build 10 prototype experience-based offers for the actions of the Experience project. On our end, and as a tourism office, we also needed to develop more offers. Therefore, 22 interviews were conducted.

In order to better involve restaurant owners, the Tourism Office of the Compiègne region adopted the *POTager à la Table* [Garden to Table] approach in April 2020. This approach was created as a result of the lockdown and to help support the restaurant owners. Created by the *Plateforme des Organismes de Tourisme* [Tourism Organisations Platform] (*Fédération des Office de Tourisme des Hauts-de-France* [Federation of Tourism Offices in Hauts-de-France]), its aim is to offer consumers the opportunity to buy gift vouchers for culinary experiences in partner restaurants in Hauts-de-France. 4 meetings were held in our region (*Auberge La Bonne idée*, *La Table de César*, *L'Atelier du 14* and *Etangs de l'Abbaye*) and their aim was to explain the approach to restaurant owners and to reflect together on the culinary experiences to be developed. In this way, partner restaurateurs are put in contact with each other and can help each other.

We also wanted to involve certain people who are important in the Compiègne tourism landscape. A Steering Committee was therefore created for the project. It brings together elected officials from the inter-municipal region, technicians from the ARC and representatives of the major tourist sites in the Compiègne area. It is made up of 17 people. Within the framework of our missions for the conurbation, we also organise tourism committee meetings with the elected members every 2 months. These elected members are aware of the issues in the sector and are sometimes even professional stakeholders in the sector. This committee brings together 33 elected members of the inter-municipal

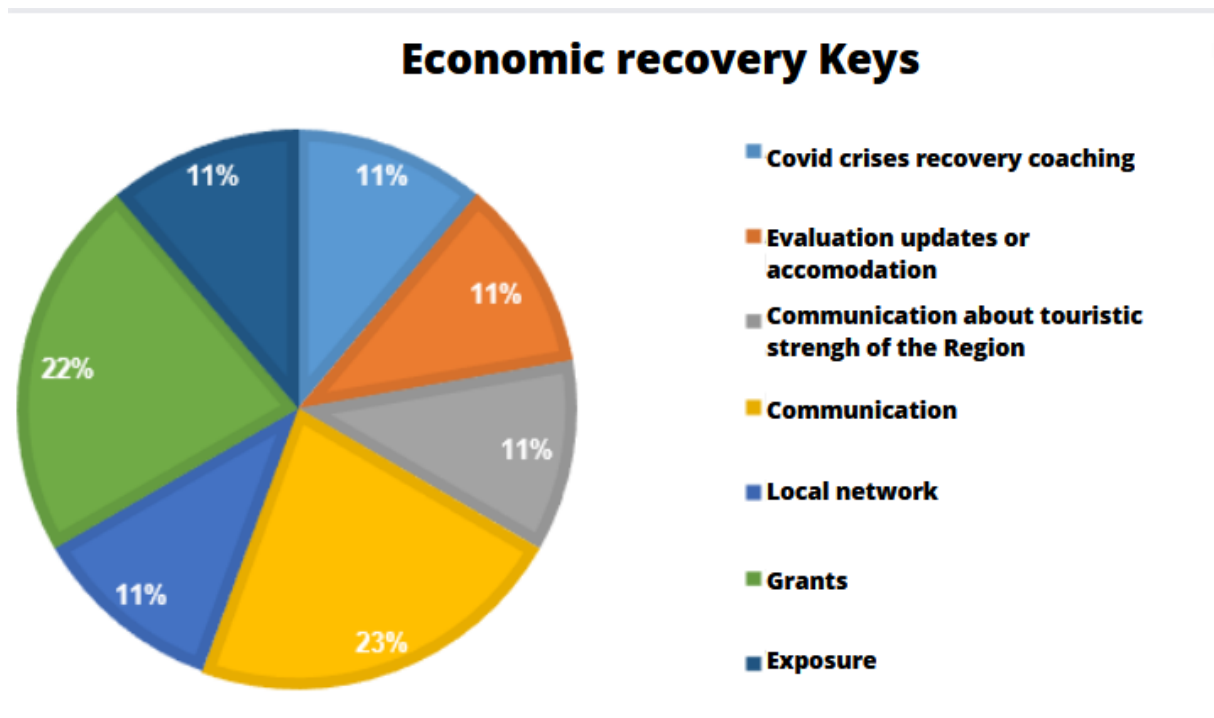
area. In this committee, we almost systematically present our progress on EXPERIENCE (which they can communicate to their constituents) and submit our future actions to their opinion.

Finally, the Compiègne City Council is committed to a process of cooperation with its residents. To this end, Neighbourhood Local Interest Committees have been created. They represent a creative force for the city council on the needs of the city's districts on various topics, including culture and tourism.

T131 – The skills audit

In partnership with the University of Surrey and before setting up our training programme, we carefully studied the needs of tourism professionals in our area.

We received 37 responses out of 169 sent to socio-professionals, which represents 22% of responses.



T1.3 – Training for tourism businesses

The formation of a coordinated network of tourism professionals was a first objective to encourage professionals to attend the proposed training. The first conference about the project at the *Théâtre à Moustaches* served as a first step. At the beginning of the project, we also contracted a support mission with *Fabrique à Souvenir*, a consultant in tourism strategy. This firm helped us to develop our training programme, which took two main forms.

Group training sessions

- A conference and workshops on the customer experience: all types of businesses were invited. The day was divided into 2 phases, with a first lecture given by the consultant and a part with organised workshops.
- A workshop on a car-free weekend given by *Fabrique à Souvenir* and Oise Tourism on the theme of receiving a Parisian family arriving by train in Compiègne.

Individual coaching

Individual coaching was essential for the creation of new experience-based offerings. We have coached several types of businesses such as restaurants, accommodation providers (via the week-end in Hauts-

de-France scheme), activity providers, associations or even Tourism Office staff thanks to the *writing for the web* course.

Results

A total of 91 people were coached during the implementation of the EXPERIENCE project and 57 products were developed.

This coaching with the *Fabrique à Souvenir* nevertheless enabled us to realise how complex an unusual tourism project can be: during the various coaching sessions, solutions to bypass the threats and weaknesses were not found: these threats and weaknesses were related to legislation, town planning, financial engineering or political choices.

Lessons learned

- Set up a real network organisation throughout the support phase: the objective is to bring businesses and socio-professionals into a network logic and to facilitate communication
- Define formats that are adaptable to all to encourage professionals to participate through flexibility

Case study - Coaching of professionals on experience-based tourism: work with *Fabrique à Souvenir*

What we offer

A boost for innovation among tourism businesses and organisations in the region to encourage innovation. This assistance takes the form of a coaching programme, to include businesses in our new tourism strategy and also to make them aware of the new practices specific to the sector. This course took the form of workshops and also personalised coaching, the co-construction of tools such as an implementation guide and an evaluation tool...

How does it work?

A first conference on customer experience was organised and this enabled an initial awareness raising among the stakeholders. The mission as such started in April 2021 and a first workshop was organised in June. The aim of this first workshop was to initiate the creation of about ten experiences in the Compiègne region through co-construction. This workshop was followed by several one-to-one interviews with the consultant Patrick Goas. After these interviews, a guide of 10 experiences was given: the aim is to design and market them. The different products are: going to a restaurant on horseback, a night of adventure in the forest, a glamorous night in the forest, a Yoga and forest weekend, etc. Patrick Goas is assisting the service provider in the creation of this unusual offer and work has also been done to identify the distribution channels capable of selling these products.

Sustainability

The offers set up within the framework of the coaching provided by *Fabrique à Souvenir* are intended to be sustainable and to last over time. The learning that has been accumulated in the course of this coaching will not disappear.

Stakeholders involved in this project

Fabrique à Souvenir, a tourism engineering firm, and the socio-professionals who have signed up for the project: La villa du châtelet (Alix De Lauzanne), The Peacefull Place (Véronique Jagla), Taim' Hotel (Cécile Picy), Château le Quesnoy (Clary Langlois), Picardie Forêt verte (Vincent Penot), Le château de Pierrefonds (Karin Lechevin), Veteix (Didier Teixeira), the service dedicated to the craftsmen and shopkeepers of the Compiègne area, the rural third place L'Hermitage, the classical music festival *Le Festival des forêts*, a nature guide specialising in forest immersion (Christian Decamme)...

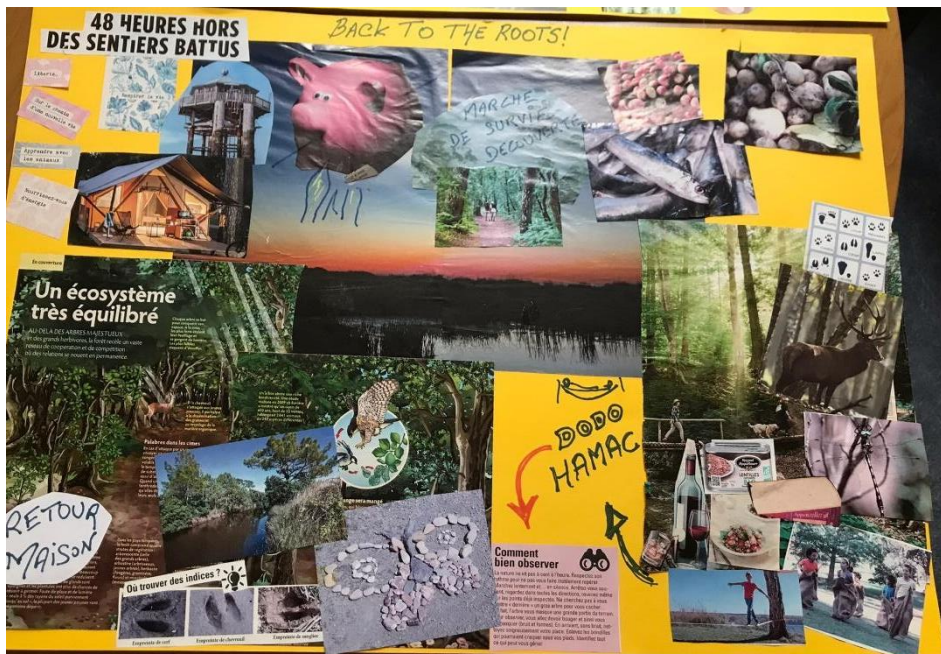
Tips

- Have the HR capacity to innovate or give yourself the means to do so
- Work in project mode to monitor developments, assess difficulties, delays, external threats, opportunities
- Find support (institutional, financial, consultants, from the economic ecosystem you are in...)

Photos



Workshop 1: thematic tour of Compiègne in a vintage vehicle ©ARC



Workshop 2: back to the Roots! ©ARC

New immersive activities to boost the tourism season (WP3)

The tourist destination of Compiègne-Pierrefonds is not, in essence, a destination strongly marked by seasonality: it is a short-stay and weekend destination, enjoying particular recognition for its heritage and its forest. The greatest number of visitors is concentrated between the beginning of April and mid-July and between September and October.

However, the implementation of the EXPERIENCE project has enabled the destination to revitalise its tourism offer, which was fairly traditional (visits to museums and historic sites) and to seize the opportunity to attract winter tourists and tourists from further afield than those traditionally hosted.

Implementation

In parallel with the EXPERIENCE project, the tourist destination also initiated a reflection on tourism strategy on the scale of the Pays Compiégnois territory and the 3 agencies SCET, Synomia and Bastille have carried out a study. This enabled us to precisely analyse how the destination should focus these new actions by analysing the options (T221). First of all, the actions to be planned for the destination's three priority targets were highlighted: families, by expanding the existing offer to encourage repeat visits, active seniors by positioning itself in the wellness tourism niche, and young urbanites, who should be seduced by proposing new, dynamic offers. 10 action sheets were also delivered and the actions to be considered include the creation of experience-based visits and the implementation of destination marketing.¹

In total, 57 new offers were created (T222). Of these offers created, 55 are adapted to the off-season. The themes of these offers are quite diversified: they concern relaxation and well-being (Yoga in a cultural space, relaxation and spa weekend), classical music (Musical forest immersion), sports, biodiversity, heritage and culture (food tours)

About fifty itineraries were also created (T224)

An autumn support event took place on 15 and 16 October and will be replicated as a biennial event. The aim of this event was to highlight all the activities that can be carried out in autumn and in the forest.

A stimulating interpretation (T225) will open its doors on 13 May 2023: the Historical Immersion Site *Connaître Compiègne* [Know Compiègne]. This new multimedia space, located within the Antoine Vivenel Museum, has been designed as a trailer for the discovery of the Compiègne-Pierrefonds destination. The projection of a film and 9 interactive stations will showcase the territory's emblematic sites and immerse visitors - whether families, couples or groups of friends - in history through fun and innovative multimedia approaches. At the end of this experience, which lasts about an hour, visitors, equipped with a fun and educational exploration booklet, will set off to discover the treasures of our destination.

Finally, the access road to Mont Saint-Pierre has been repaired to allow easier access to the new facilities in Saint-Pierre-en-Chastres. One lane has been created for motor vehicles and one lane has been created for cycles and pedestrians.

¹ SCET Synomia Bastille study

Lessons learned

- To be really involved in a product marketing strategy, tourism businesses have to feel they belong to a genuine network and that the work they put in will give them a substantial ROI. Meetings must be recurrent but not take up too much of their time, and they must be synonymous with co-construction.
- The distribution of these new innovative products also needs to be adapted: many of the products developed are aimed at very specific customer groups, and a genuine distribution action plan needs to be devised.
- Generally speaking, the objective of WP3 was very ambitious and more human resources within the ARC should have been put in place to better achieve the WP3 objectives.

Case study - Dramatised tours: Guided Imperial tour - when theatre meets history

Who?

Camille Copigny, La Cahute collective

What we offer

Visitors will discover the history of the two Empires in Compiègne and in particular the lives of Empress Marie-Louise (wife of Napoleon I) and Empress Eugénie (wife of Napoleon III) through this unique tour conducted by professional actors from the *La Cahute* collective.

“Initially, it was a commission from the ARC Tourism Office to the Association *le bord de l'eau* and the company *l'acte théâtral* led by Vincent Martin (actor). The request was to create a historical show on the two Empresses and to highlight the Empress' arch. In order to be as close as possible to history, the script was developed in collaboration with the historian and journalist David Chanteranne. The aim was also to focus on the lives of Empresses as wives of Emperors so that they could reappropriate the historical word.”

The performance, aimed at the general public, plunges the visitor into the history of the imperial city in the heart of the national forest of Compiègne, in a fun and immersive way. The participants interact with the actors: they are invited by the Empress Eugenie to perform a few dance steps in the heart of the forest: this sequence, which at first surprises the visitor, turns out to be a moment of laughter and conviviality. The tour also highlights the arch of Empress Marie-Louise (wife of Napoleon I), the third stage of the restoration of which was co-financed by the INTERREG France-Channel-England programme (an ironwork arbour, formerly covered with climbing plants, which allowed the Empresses to stroll in the park sheltered from the sun). This tour is accessible to people with reduced mobility and to families. These services are available all year round, even outside the tourist season.

Stakeholders involved in this project

This service has multiple partners: for the construction of the scenario and the performance, we called on the collective of actors *La Cahute*, with whom the team of the ARC Tourism Office and the historian David Chanteranne worked in close collaboration. We also approached the SPL *Pôle Equestre du Compiégnois*, which provided an agent and a Breton draught horse for the tour. These are two non-traditional stakeholders in tourism. We are also giving visibility to the work commissioned by the ONF (PP12) by highlighting the Empress' arch.

Sustainability

In order to make this offer sustainable, the ARC needs to think about an economic model. Indeed, the cost of the actors' services for two performances per day amounts to €3,000, which cannot be covered fully by the participants' ticket prices: there would be a discrepancy between product marketing and price marketing: in order to cover the costs, 100 participants would have to pay €30

each: not only would the number of participants be very uncertain, but this offer would be totally out of line with the market (Benchmark: between €8 and €15 per performance/person). The solution would be to find a patron or sponsor.

How does it work?

This offer is marketed directly by the ARC Tourism Office in the front office and through web ticketing. The offer is also promoted through the traditional communication channels of the ARC Tourism Office. (Website (as a reminder, a new destination platform is online since 7 November 2022), our social networks (Instagram, Facebook), the traditional published materials of the ARC, the CRTC blog). On the D-day, ARC staff, seconded to the Tourism Office, are responsible for welcoming visitors to the site and supervising the tours. Oise Tourism also assisted us in promoting this offer to the press: Karine Guibert was interviewed by Europe 1 and some articles appeared in the local press.

Tips

- Use a troupe of professional actors who are comfortable with street performance
- Multiply the partnerships to make it a more unique tour: for example, the provision of the horse and its trainer
- Ideally, this tour should be done in a private area, where there would be only spectators and no interference with the use of the forest open to all.

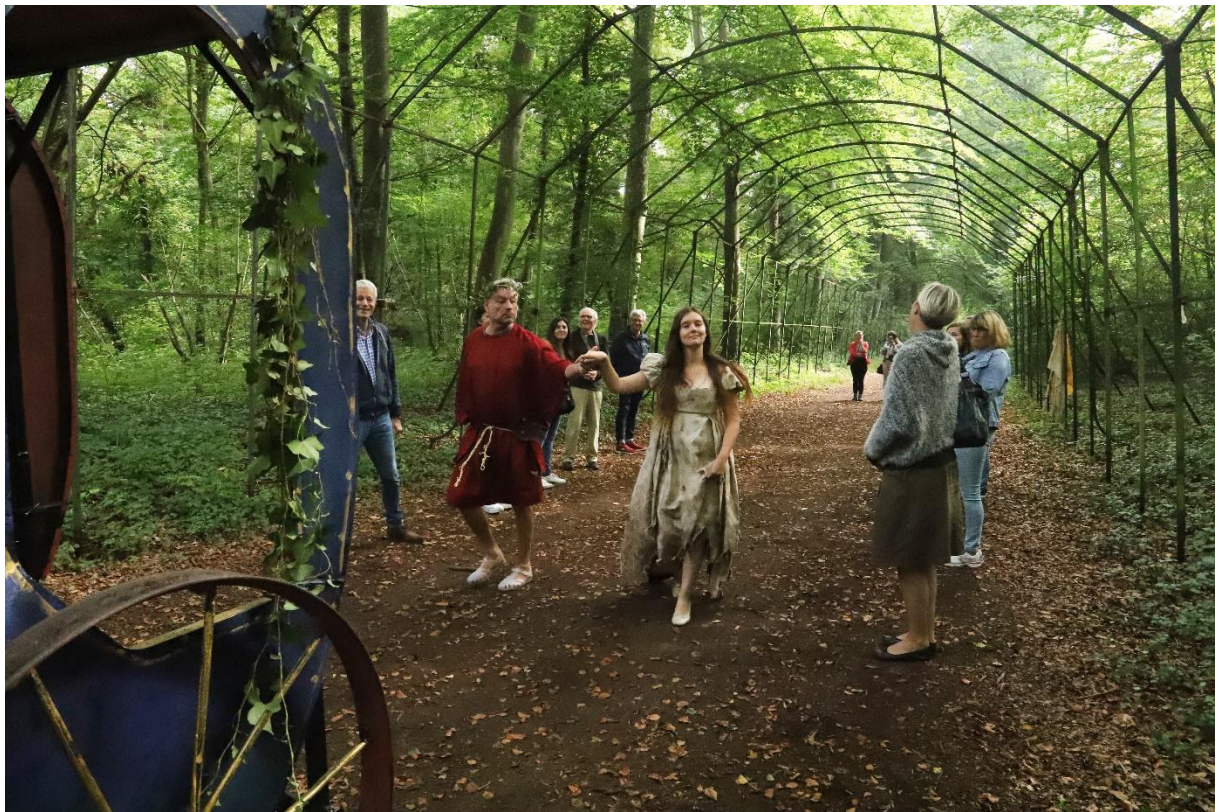
Photos



The Empresses under the empress's arch ©ARC



The time machine pulled by Lardon ©ARC



Under the empress' arch ©ARC



Camille Copigny, Cie la cahute ©ARC

Infrastructure to be redesigned for off-season tourism (MT4)

What infrastructure?

Restoration of the empress' arch

A witness to the imperial history of the Compiègne region, the "Empress" arch is an ironwork structure built in the 19th century. Originally covered and shaded by climbing plants, it allowed the imperial couple and the Court to access the forest, whose edge was then much further away than today, while remaining sheltered from the sun.

Since the 19th century, the forest has continuously crept closer to the town and the castle, now shading the Arch in place of the wisteria.

After more than two centuries of existence, over two-thirds of the structure is still standing.

By restoring this emblem of local heritage, we have enabled the inhabitants to reappropriate the history of their territory and tourists to discover a unique work of art in French forests, which today constitutes the link between historical and natural heritage. This restored site allows for new experience-based offerings, including dramatised guided tours developed in WP3.

Developing the St Peter's Ponds site for off-season use

The St Peter's ponds [*étangs Saint-Pierre*] site is a major tourism point and one of the most frequented in the Compiègne forest. Located in the north-east of the forest, the St Peter's ponds form a group of three ponds. In the centre and at the bottom of a wooded relief, these ponds are a strong identity element of the massif.

To develop this site, we have taken up all the challenges by restoring the car parks to make them accessible in winter, by developing the reception area for all users, including people with motor disabilities, and by creating an interpretation trail in the forest for the 4 seasons with sensory stations.

Developing a cycle route

The renovated St Peter's Ponds site will offer visitors a place to reconnect with the forest and the environment. In order to complete the immersive experience in the forest, it is necessary to create an access to the site through a route reserved for soft mobility.

We have created a cycle route linking the city centre of Compiègne to the priory of Saint-Pierre en Chastres. This 4 km route consists partly of a cycle path and partly of a dedicated forest trail, which is closed to transit traffic. The absence of conflict with car traffic allows users to ride safely and therefore to develop cycling, thereby reducing CO2 emissions.

The orangery of Saint Pierre en Chastres

Since 2018, the Conurbation of the Compiègne Region (ARC) has been the owner of the Saint-Pierre-En-Chastres site in the forest and on Mont Saint-Pierre. Used for several years by the *Festival des Forêts* [Festival of forests], the idea was to make this place a real cultural and artistic landmark in the preserved setting of the forest of Compiègne. At the beginning of EXPERIENCE, the idea was to develop the ruins as an open-air theatre, but this was rejected by the architect of *Bâtiments de France*. Instead, we imagined the installation of a new, fully modular facility with an unobstructed view of the ruins and the environment of Mont-Saint-Pierre. This glass orangery allows concerts to be held at any time of year, but at the same time allows you to be inspired by the great serenity of the place. This achievement offers a great tool for an emblematic tourism stakeholder, the Festival of forests.

Results

At this stage we do not have figures for the use of the infrastructure. The work has just been completed. The COVID-19 crisis and the war in Ukraine caused many delays.

However, an observation of the visitor numbers and the modified uses on the sites allow to assess the first qualitative results.

On the St. Peter's Ponds site, visitor numbers have already changed. There are more families and older people. This allows us to conclude that the planned work meets the expectations and the challenges of seasonality.

Various evaluation measures can be put in place to assess the results (bicycle counters, questionnaires etc.).

Lessons learned as a partner

The implementation of this work module reinforced our belief that it was essential to co-construct the project with the users and stakeholders of the forest, as well as with the economic stakeholders and associations. This is the key to success if we want the facilities to meet expectations and if we want them to be of real tourist interest. This is all the more important when the project is located in a natural environment such as a forest where it is necessary to manage and anticipate conflicts of use while taking care to preserve the environment.

Case study - Developing a reception area suitable for off-season use

What we offer

Receiving the public is one of the three main missions of the National Forestry Office in the context of the multifunctional management of public forests. When they are part of a territorial project that goes beyond the limits of the forest, the ONF [national forestry office] carries out development projects for public reception sites.

The development of reception areas is carried out in consultation with local stakeholders to define the needs and expectations on each site.

How does it work?

We restored a public reception area to make it suitable for off-season use. We redeveloped the parking areas to make them waterproof in winter.

We set up an educational interpretation trail on the forest in the 4 seasons specifically for families and people with reduced mobility. This trail in the heart of the Compiègne forest, on the edge of a pond, connects inhabitants and visitors to the surrounding forest environment thanks to the remarkable landscape (mountains and ponds) and sensory equipment installed along the way.

Before the work was carried out, there was no path for people with reduced mobility and the natural surface did not allow families with small children and pushchairs to walk in autumn and winter. The development of the trail with a durable stabilised sand surface has made it fully accessible all year round, while at the same time making the pedestrian flow safer by isolating it from the main road.

In order to increase the sustainability of the investment, the trail's furniture is made of local wood species, manufactured by carpenters from a company located less than 300 kilometres from Compiègne.

The route is connected to the city of Compiègne and the villages of Pierrefonds and Vieux-Moulin by cycle routes, so that visitors and residents can discover the trail by bike without taking their car.

Tips

Build infrastructure that is designed to be accessible to all and sustainable over time. Make sure you offer facilities that meet the expectations of all users, whatever their practice. In addition, consider installing furniture that is accessible to people with reduced mobility and children by adapting the size and text of signs.

Photos



Educational signs at the Saint Peter's ponds



Pathway for a forest immersion



Outdoor furniture



Porch for groups

An ambitious marketing plan (MT5)

What marketing plan?

Tests with travel professionals (T4.2.1)

In order to validate the practicality of the new offers we had devised, we organised a number of tests with tourism professionals in our region.

Test of the Henson horse ride

This test was carried out in February 2022 (period 5).

The Oise Tourisme experts were invited to come and test the new Henson horse ride set up by the SPL le pôle équestre du Compiégnois at the Cercle hippique in Compiègne.

The offer consists of a 2 to 3 hour ride, mainly in the Compiègne Forest. Visitors have the choice between two riding levels: "beginner" or "advanced". The ride includes a heritage and educational dimension: the riding instructor acts like a guide and provides heritage information about Compiègne and its forest. She interacts with the riders.

LA FORÊT DE COMPIÈGNE
À CHEVAL HENSON

DÉCOUVREZ LES BEAUX-MONTS
ENTRE NATURE ET PATRIMOINE

Informations et réservation
obligatoire à l'Office de Tourisme

> 03.44.40.01.00
> tourisme@agglo-compiegne.fr

Office de Tourisme
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ÉQUESTRE
& DU COMPIÉGNOIS

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France (Channel) England
EXPERIENCE



The aim of this test was to introduce the offer to the Oise Tourisme agency in order to gather feedbacks from the team and benefit from the promotional relay. The aim was also to have advices from Patrick Goas, customer experience consultant (La Fabrique à souvenir). Thanks to the test, we have co-organised a number of press events for this offer² and have been able to take better account of the needs and expectations of off-season visitors: a personalised welcome, a need for heritage knowledge, an offer suitable for all the family...

² See T4.3.1



Test of the sophro walk in Henson

This test was carried out on 21 April 2022 (Period 6).

We invited tourism marketing experts (from Oise Tourisme and Hauts-de-France Tourisme) to test the offer and take part in a debriefing lunch during which we were able to talk and fully understand customer expectations, their needs and the key success factors for this new experiential offer linked to the equestrian world in the heart of the national forest.

The offer consists of a ride on a Henson horse using mindfulness meditation (being totally in the present moment and letting your thoughts flow), interspersed with meditation exercises guided by a qualified instructor-sophrologist.



Sophro-balade en forêt
Découvrez la sophrologie par le cheval...

Le cheval est un sophrologue formidable et vous permettra de vous reconnecter à vous-même et à la nature dans le cadre unique de la forêt de Compiègne.

Pendant 2h, accompagnées par une enseignante diplômée d'équitation et de sophrologie, vous aurez la possibilité de découvrir ou d'approfondir vos liens à la sophrologie et aux chevaux.

D'abord par une approche à pied, puis par une promenade dans les bois en pleine conscience. Ces séances seront ponctuées par une pause touristique autour du Château et de son parc magnifique avant de profiter un dernier instant des chevaux en liberté pour ancrer et emporter avec vous des énergies positives et réconfortantes.

Cercle hippique du Compiégnois
Avenue de l'Armistice, Compiègne

Samedis 10 et 24 septembre et 1er octobre 2022,
de 16h30 à 18h30

70€

Informations et réservation
obligatoire à l'Office de Tourisme

> 03.44.40.01.00
> tourisme@agglo-compiegne.fr



General public leaflet

We asked Mathilde Roux, Head of Societal Trends - Research and Development at the Hauts-de-France tourism regional council, Hélène Reitzbaum, Communications Manager at the Hauts-de-France tourism regional council, to test the offer, Jean-Philippe Gold, Director of the Hauts-de-France tourism regional council, Marie Audierne, Communications Officer at Oise Tourisme agency, Chrystelle Fèvre, Deputy Director of Oise Tourisme agency and Giuliano Zitoli, Holiday Advisor at Compiègne Tourist Office.



Brief



Mindfulness walk



Final meditation exercise

The idea behind the test was to identify the best practices that could be put in place to ensure that the offer met visitors expectations and generate sales for the company marketing it (SPL le pôle équestre du Compiégnois). A questionnaire focusing on the customer experience, the 4Ps of marketing and the emotional dimension was therefore created³, and an exchange of views took place over lunch after the questionnaire had been handed in.

Overall, this test enabled us to determine a selling price suited to the market, to identify communication keys according to the different customer targets, to define the distribution of the offer and to improve the logistical points affecting the customer experience.

Product test: a Chinese tour operator's Henson sophro ride

This test took place on 22 July 2022. (Period 6)

Thanks to the first test carried out by the Hauts-de-France Regional Tourism Committee, a Chinese tour operator, Shunda Travel, came to test this offer as part of its eductour programme in the Hauts-de-France Region, organized by Ruying Wang, Business Manager of the Regional Tourism Council.

The test enabled the offer to be adapted to the cultural specificities of the Chinese clientele.



Brief

³ See appendices



Equitherapy session

Product test: discovering natural edible plants

This test was carried out on 2 May 2022 (period 6).

Prior to planning this rather unusual and innovative offer, the team of tourist advisors from the ARC Tourist Office took part in a test of this offer. The aim was to get a clear idea of how the outing would unfold and what visitors would experience, so that we could promote it and reassure participants if necessary.

The outing consists of a short walk in a part of the forest that is relatively rich in edible plants. As the walk progresses, the guide presents the different plants encountered along the way and hands out a recipe booklet incorporating the plants discussed during the outing.

À LA DÉCOUVERTE DES PLANTES COMESTIBLES

La forêt est un lieu magique qui regorge de surprises ! Savez-vous qu'elle possède de nombreuses plantes naturelles pour se soigner et pour manger ?

À l'issue de cette sortie, les participants pourront identifier quelques plantes à utiliser en cuisine. Un livret de recettes leur sera remis à l'issue de la prestation.

**RENDEZ-VOUS À L'HERMITAGE
17 RUE DE L'HERMITAGE, AUTRÈCHES**

SAMEDI 9, 30 JUILLET ET 6 AOÛT, DE 14H30 À 16H30

Chaussures de marches, vêtements longs (chevilles, bras, jambes couverts). Vêtements clairs. À partir de 7 ans.

**14€
par personne**

Réservations obligatoires

Office de Tourisme de l'Agglomération de Compiègne > 03.44.40.01.00	Office de Tourisme Pierrefonds, Usières de l'Oise > 03.44.42.81.44
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Leaflet

This test enabled us to find out about the different edible plants on display, to gain a practical understanding of how the outing would work for visitors and to make recommendations to the nature guide to enhance the customer experience.



Presentation of an edible plant



Eadible plant

Yoga session test

This test was carried out at the end of April 2022 (period 6).

A yoga session was organised so that the employees of the Taim' Hotel ****, which has 80 rooms and a high occupancy rate at weekends, could become ambassadors for this offer.

The yoga sessions, which were devised as part of the project, were designed to be a way of discovering Compiègne's heritage: the aim was to offer visitors a yoga session in a place with a history, and to encourage them to discover one of Compiègne's emblematic heritage sites.

Yoga au Cloître Saint-Corneille

Vivez une expérience de zenitude

Découvrez la pratique du Yoga au coeur d'un édifice emblématique de Compiègne. Le Jardin du Cloître Saint-Corneille vous ouvre ses portes pour vous initier à cette pratique millénaire accessible à tous. Inspirez et expirez à l'endroit même où les Chanoines méditaient...

Alliant postures, étirements et respirations profondes, le Hatha Yoga consiste en des enchaînements plus ou moins dynamiques, avec un travail d'ancrage et musculaire complet.

Dans le Jardin du Cloître Saint-Corneille
Entrée rue Saint-Corneille, Compiègne

Dimanches 8 et 22 mai, de 11h à 12h30

Pensez à apporter un tapis ou un plaid et terminez votre immersion relaxante par une visite libre du musée. En cas de pluie, la séance se déroulera dans la galerie Ouest du musée du Cloître.



Informations et réservation
obligatoire à l'Office de Tourisme

> 03.44.40.01.00
> tourisme@agglo-compiegne.fr

Leaflet

This test session enabled the T'Aim Hôtel team to ask the yoga teacher all the logistical questions and to learn all the information they needed to present and promote this offer to their customers.



taim' hotel team

Consumer testing (T4.2.2)

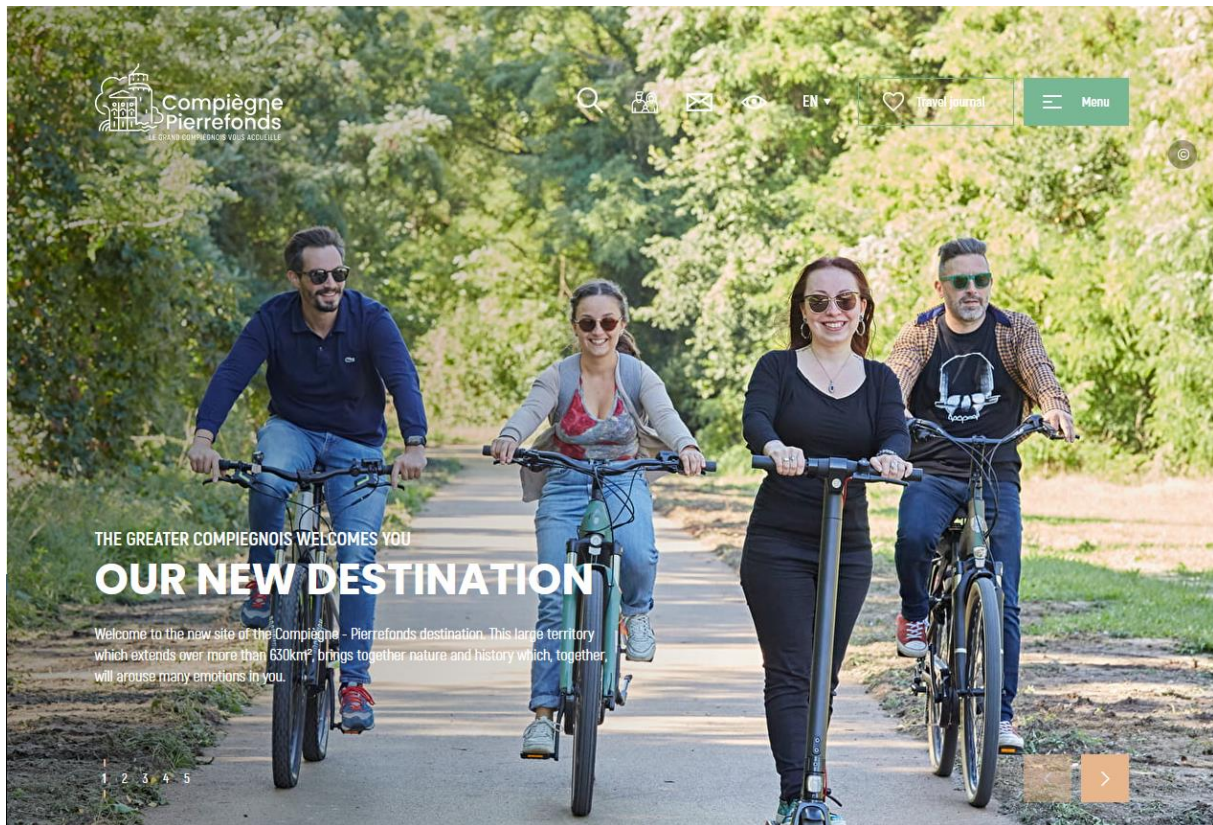
Satisfaction questionnaires were also submitted and analysed during the organisation of the new offers (Impériale visite gui(n)dée, A la découverte des plantes naturelles comestibles, Yoga au cloître (T222)). This enabled us to gain a better understanding of the content of the new offers, and to capitalise on what visitors like about them in order to provide them with new experiences, while not losing sight of the points for improvement expressed in the customer feedback. The results are available in the appendix to this document.

A new website, designed as a platform for inspiration

At the beginning of EXPERIENCE, the tourist destination had a website that could be described as a "catalogue": Internet users only had access to an improved list of possible activities in the territory and the destination did not have a real marketing tool. In the context of the EXPERIENCE project, communicating with this tool would not have been in line with the desired development of the destination and would not have been representative of the new life we wanted to inject into our destination.

We therefore took it upon ourselves to design a new website:

- To be a tool for tourists and visitors to plan their future visit to the destination by being inspired
- That meets the expectations of the main targets of our destination (families, young urbanites (groups of friends), couples)
- That is a real tool for planning a stay
- That has been designed from a marketing point of view



<https://compiègne-pierrefonds.fr>

The "I am at home / I am on site" tab

First of all, when the user arrives on the home page, they can choose whether they are still at home preparing their trip or whether they are already on site. Automatically, the information will be organised according to this criterion, making it easier to navigate. This tool allows for efficient navigation.

The travel diary

Each item on the website can be marked with a "Like" and can be saved in the travel diary, like a shopping cart on a website. This electronic travel diary can be sent by e-mail to the Internet user.

Suggested itinerary through Géotrek Rando®

Within the context of EXPERIENCE and in a logic of the sustainable development of tourism, the promotion of soft roaming has been developed within our tourist destination. To do this, we wanted to highlight the existing routes in our destination with a tool for promoting tourist routes. Thanks to this, Internet users can easily generate the routes they wish to test and can even find them on their smartphone thanks to the app. The routes include data such as places to eat, minor heritage sites, cultural facilities, accommodation, etc.

Content-wise tags

Thematic tags can also be attached to each element of the website and make it easier for the user to search the website (e.g. "rainy day" or "family")

A blog part to continue to inspire

As mentioned earlier, this new tool had to be able to inspire. For this purpose, a blog section was designed, like a destination magazine.

Content strategy

On the one hand, we needed to review our library of iconographic content: we didn't really have any visuals that would allow our target consumers to easily identify with the suggestions we make. We therefore contracted the company *Résonance Films* and we now have seasonal visuals and videos with our 4 affinity customer targets: the family, the group of friends aged 18 to 30, the mature couple and the young couple.

On the other hand, we needed an initial basis for writing content that was relevant and in line with the principles of natural SEO. We therefore contracted the SILAOS agency to write some twenty articles and to optimise another twenty or so that are already online.

Translation into 6 languages

In order to better welcome European customers, our website is accessible in 6 languages thanks to G-translate technology.

Travel marketing and distribution (T4.3.3)

A process of reflection was initiated at the start of the project, and a diagnosis was drawn up, together with action sheets, some of which were completed. ⁴

The new offers created were mainly distributed directly by the Tourist Office (Office de Tourisme de Compiègne et sa région): Impériale visite gui(n)dée, Yoga au cloître, VIVRE la Forêt en Automne event, A la découverte des plantes naturelles comestibles.

Products marketed directly by the Tourist Office are publicised on social networking sites, through the network of tourist offices and travel professionals in the Oise region, in print editions (destination guide, flyer, etc.) and at inter-institutional tourist documentation exchanges in the Oise department.

We had planned to take part in the Destination Nature trade show, but the President of the ARC did not agree. However, the Compiègne-Pierrefonds destination was able to benefit from visibility thanks to the communication elements sent to another Tourist Office taking part in this show. ⁵

We also have a partnership with the Week-end-Esprit Hauts-de-France platform, which markets our offers in conjunction with quality online accommodation (marketed by a dedicated Tourist Office marketer):

- La Villa du Châtelet accommodation, markets Musical Forest Baths and equine sophrology.

Finally, the test mentioned in deliverable T4.2.1 also aimed to programme the equine relaxation activity in the programme of the tour operator Shunda Travel. However, we are not yet certain that the tour operator has opted to include this offer in its brochure. In addition, Ruying Wang (Business Manager at the Comité Régional du Tourisme Hauts-de-France) has communicated widely with other tour operators about the Musical Forest Baths, offers developed during the EXPERIENCE project with the Festival des Forêts⁶. We don't yet know whether this offer will be programmed.

Working with the destination's tourism ecosystem

Working with the business managers of the Hauts-de-France regional tourism committee

The regional tourism and congress committee of the Hauts-de-France region is a precious aid to get in touch with B2B relays: we activated this network to be able to make the newly created offers better

⁴ Diagnostic available in the appendices

⁵ More details in T4.3.1

⁶ Communication document in the appendices

known to foreign clients. For example, we received a Chinese tour operator specialising in business tourism on a familiarisation trip thanks to Ruying Wang, business manager for Asia, and we also used the network of Jasmin Dubos, business manager for the Benelux countries, and Benoît Guilleux, business manager for the UK.

Press relations and media buying

The EXPERIENCE project represented an opportunity to innovate in the development of new offers, which was an attractive topic for the press. We therefore collaborated with the press relations department of Oise Tourism and this enabled us to get some good coverage:

Stories such as [People of the Hauts - The Mysteries of the Compiègne Forest](#) or [a summer feature on the Hauts-de-France channel \(Wéo\)](#).

Blog posts or vlogs: [Tolt en voyage](#) – n’allez pas dans l’Oise [Au fil de nos découvertes](#)

Radio interviews: [Guided Imperial Tour on Europe 1](#), Guided Imperial Tour on Graf’Hit (local radio)

Articles in the written press: General public leisure: télé 7 jours, Major newspapers: Le Monde, le Figaro, Women's press: Elle, femme actuelle, femme d’aujourd’hui⁷

We also worked with the online media France Today (English-speaking customers) for an article on green tourism and Cheval Magazine for a printed article on equestrian tourism in Compiègne.

GREEN TODAY

1 Destination Compiègne Pierrefonds - Fill up with positive energy!
Come and recharge your batteries and in the heart of the national forest of Compiègne... on foot, on horseback and by bike!
Compiègne-Pierrefonds 60 km from Paris and 45 minutes from Roissy-Charles De Gaulle airport, 2h30 from the Channel Tunnel.

2 Equine Sophrology (Sophrology - the physical and mental exercises intended to relax the body and mind)
The horse is a wonderful sophrologist who allows you to reconnect with yourself and with nature in the unique setting of the Compiègne forest. For 2 hours, with a qualified riding and sophrology teacher, you can discover or deepen your links with the Henson horses, on foot followed by a horseback ride in the woods, taking in the beautiful surroundings, in the heart of the Grand Parc du Château de Compiègne. The session will end with a moment surrounded by horses absorbing all their positive energy.
For information / reservations : Cercle hippique du Compiègne - polo-équestre-compiegne.fr, 03 44 40 02 02, 70€ / per person.

3 Musical forest bath:
These walks combine contact with nature and listening to live music, because they have many points in common and pursue the same goal: the connection with oneself, source of harmony and well-being.
For information / reservation: Festival des Forêts, festivaldesforets.fr, 03 44 40 28 99 / contact@festivaldesforets.fr, 24€/per person.

4 Incredible flora and fauna to discover / Rejuvenating activities : hiking, biking or carriage rides
ON YOUR BIKE!
Take the cycle path that connects Compiègne to Pierrefonds via the majestic forest of Compiègne! On your way, you will be charmed by the castle of Compiègne, the charming village of Neux-Moulins, the Abbey Church of Saint-Jean-Aux-Bois, the castle of Pierrefonds... and why not take advantage of the mid spring for a picnic stop at the Saint-Pierre ponds?
Location de vélo : www.velotz.com, 03 44 83 44 83, www.picardieforsetvertes.com, 06 07 54 99 26

Destination Compiègne-Pierrefonds : Le Grand Compiègnais vous accueille pour faire le plein d'énergie positive en pleine nature!

Monuments prestigieux, villages pittoresques, nature généreuse, pays de l'eau et des forêts, lieux de mémoire, le Grand Compiègne offre aux visiteurs une palette exceptionnelle d'activités culturelles, ludiques et sportives à deux pas de Paris.

Venez-vous immerger en forêt domaniale de Compiègne pour faire le plein d'énergie positive! Que vous soyez cavalier chevronné ou débutant, en quête de ressourcement et de reconnaissance avec la nature, nous vous proposons une multitude d'activités équestres pour petits et grands!

Promenade au fil du potirime avec les Henson
Découvrez la forêt comme vous ne l'avez jamais vue et découvrez de nos amis les Henson. Cette promenade vous fera découvrir au cœur du patrimoine le plus emblématique de Compiègne : suivez les traces des inséparables à travers les maisons forestières et les villages de charmes.

Une chevasse verte et tripléante avec les Henson
Vous rêvez de liberté, d'évasion au cœur de grands espaces forestiers? Découvrez, aux trois allures, la magnifique forêt domaniale de Compiègne et admirez ses arbres remarquables dont certains ont plus de 400 ans!

LE SAVIEZ-VOUS ?
La race Henson est associée à une légende: Dieu contemplant la Baie de Somme balayée par des vents et des marées déchaînées lorsqu'il était en reconnaissance l'insigne d'empereur aura une poignée de balles, soufflé dessus et donna vie à un cheval de la même couleur. Qui fut rêvéur au quel est jûgâ le robe de l'animal trop claire, il laissa couler l'un de ses doigts sur le dos de la bête et trouva une ligne sombre le long de son échine... Ainsi naquit le Henson : calme, confiant, sociable, et généreux.

Visites guidées au rythme des chevaux de trait
Envie de vous laisser porter? Choisissez la balade en voiture hippophile qui vous plongera dans l'Oise sans à votre écoute pour vous accompagner et vous conseiller! www.compiègne-pierrefonds.fr

Envie de prolonger votre expérience Chez nous ?
Les équipes des Offices de Tourisme de l'Agglomération de Compiègne et de Pierrefonds Lisières de l'Oise sont à votre écoute pour vous accompagner et vous conseiller! www.compiègne-pierrefonds.fr

Pour un séjour :
www.compiègne-pierrefonds.fr/loisirs/le-logis
Quelques suggestions :
Hôtels et Chambres d'hôtes:
Tant Hôtel à Compiègne - www.tanthotel.com
La Beauvais à Pierrefonds - www.hotel-pierrefonds.com
La Paroisse du Grand-Regal
www.kapartementsaugrandregal.com
Les Beau-Monts - www.gites-compiegne.com
Le Jardin de Saint-Jean - www.lejardindesauvents.fr
La Dix des Tilleuls - chambre-hôtels-welbien-oise.com
Château La Querony - www.chateauquerony.com
Un air de campagne - www.unairdecampagne.net
Il était une fois
www.chateau-hotes-2-saint-jean-pierrefonds.com

Pour une pause gastronomique :
www.compiègne-pierrefonds.fr/loisirs/le-restaurant
Quelques suggestions :
Caféier - d'ères - www.cafetier.com/fr/restaurant-compiegne/restaurant-compiegne-foire
Bistro des Arts - www.bistrodesarts.com/fr
Bistro du Ferret - www.bistroduferret.com/fr
Les Herminettes - www.lesherminettes.fr
Les Étoiles de l'Oise - www.restaurant-lesetoiles.com
Le Chalet du lac - www.chaletdulac-pierrefonds.com
Le Château - restaurant-pierrefonds-seafood.fr
Auberge de la Bonne Idée (*) - Michèle
sebastien-tartart.com/fr/

Informations et réservations
Cercle Hippique du Compiègne : polo-équestre-compiegne.fr / le-cercle-hippique / présentation
03 44 40 02 02, Entre 25 € et 70 €

Community management
Community management

We also continued to use our usual social networks to promote new experiential offers on [@destinationcompiegnepierrefonds](#), [@CompiègneTourisme](#) [@Compiègneetonagglomération](#).

⁷ Articles available in the appendix

When we took part in campaigns beyond the boundaries of the Conurbation (ARC), some offers were also relayed on [@hdfourisme](#) and [@OiseTourisme](#)⁸.

We also benefited from 2 online articles on the platform: [Compiègne et pierrefonds : instants nature et détente en amoureux](#) and [Compiègne et Pierrefonds : le top 5 des visites en famille](#) (free offer)⁹ [OiseTourisme.com](#) also relays our new offers on their diary.

Following the newsstand publication of our articles in France Today and Cheval Magazine, we were given visibility on the websites of these two major media: France Today and [Cheval Magazine](#).

Distribution of brochures

We have also continued to create new brochures, distributed through our usual network.

We choose visuals that suggest action and experience (e.g. the Yoga visual in the garden of the Cloister Museum near a tea room). We also adapt the vocabulary to match the experience being promoted. They appear on their website. This allows us to take advantage of a large BtoC audience on social networks and on their destination site.

Visibility of the destination at a number of trade fairs

[Destination nature](#), [Tourissima](#) et [Foire Expo de Compiègne](#)

Some results

Results of the Marketing Lab

Some visual communication elements were tested by a panel of potential tourists. The experiment was conducted by the University of Surrey:

- Flyer, ephemeral sale on 11 December 2021
- Flyer, botanical treasure hunt of May 2022
- Flyer, guided imperial tour, September 2021 to March 2023
- Flyer, Yoga in the cloister, spring 2022

The main points of this analysis are that the presented flyers arouse some emotion but that the transformation into an act of purchase is difficult.

⁸ Facebook post in appendices

⁹ 1st campaign results in appendices



Visual points of contact of the panel

Web audience

The traffic visiting our networks on the new experiences was measured at 887,104 views.

The new website generated 13,444 visitors by 31 March 2023.

Audience through press relations

Actions engaged through press relations generated 1,596,927 views.

Lessons learned

Because of their main role in promoting the territory, communication is at the heart of the missions of tourism offices and all institutional tourism entities.

However, the project forced us to admit that this role was fulfilled but out of step with the new consumption patterns and needs of tourists and visitors: as we wanted to widen the area of origin of our clientele, we had to think about other means of communication (more substantial investments in advertising) and we will continue to deploy these means in the future.

In addition, thanks to the digital lab, we learned about what makes up a good flyer.

Case studies: Promotional visuals for the territory's socio-professionals (WP2 & 5)

Who is testifying?

Pascal Destrez, manager of *Petite Brasserie Picarde*

What we offer

The organisation of photo reports among the professionals of our territory according to what the tourism office wants to promote. Here we explain the organisation of the report on the *Petite Brasserie Picarde*.

How does it work?

An activity provider is chosen to prepare the report. We chose Pascal Destrez's brewery because we know it is very popular with tourists and it is an ideal place to see local beer making up close. Moreover, the reception is warm and the decor typical. We contacted him beforehand to see if he would agree and if the date and time were suitable, the activity would take place using the photographer's and videographer's equipment. Pascal was obviously keen: this report would provide him with a basis of visuals for his communication. The Tourism Office undertook to send them the visuals and videos. This transmission was accompanied by the rules of use of this material (copyrights, how to use the visuals...). The immortalized scenes are natural and in action to create immersive photos and videos. However, we had to make sure that the protagonists did not turn their backs, that the pose remained natural but that the gestures were visible, that the light was good... The content and editing of the videos were then processed by the service provider and given to the tourism office and then to the service providers.

Stakeholders involved in this project

Production company (Résonance Films) and the professionals who accepted the report and shooting.

Tips

- It should be noted that the production company does not stay on site for long. The better organised the professional is, the more visuals from different angles and themes can be delivered. You have to try to think in advance about the types of visuals that can be made. However, what you imagine must be in line with what the contractor of these reports had in mind. (Tourism Office)
- Prepare the decor: it saves time for taking photos and images
- Have storage space available: be aware that high quality visuals require a lot of space. So have a dedicated USB stick or external hard drive ready.
- Ensure that you have time to capitalise on the visuals received: communication takes time. List the useful communication channels to promote your business

Photos



Pascal Détérez ©Pascal Détérez



© Guillaume Chacun / résonance films



© Guillaume Chacun / résonance film



© Guillaume Chacun / résonance films

Sustainability of the tourism offer (MT6)

What tourist activity for Compiègne at the end of EXPERIENCE?

New experience-based tourism offers

In total, we had 57 new offers (T222) created, 1 challenging interpretation (T225), about 50 itineraries (T224) and 1 event (T223). These new activities had different themes such as relaxation and well-being, sports, heritage and nature. They were created with the aim of appealing to a majority of targets (families, young urbanites, couples).

To do this, we worked with 50 companies in the area and made sure that they were representative of the tourist economy ecosystem: we worked with accommodation providers as well as restaurant owners, activity providers, local associations and major events.

T5.2.1 – Economic evaluation

Summary

The tourist destination around Compiègne is not, strictly speaking, a popular destination for summer tourism: indeed, the concentration of visitors is historically located between April and July and between September and October. It is an ideal destination for weekends and short stays and attracts people from neighbouring departments (Hauts de France and Ile de France): in 2019, the winter months (November to March) accounted for 39% of the total number of visitors to accommodation. On the other hand, tourist activity was still slow during this period.

The EXPERIENCE project has enabled us to create a new tourism dynamic and to involve the socio-professionals of the area. We have developed some structuring offers such as the *Impériales Visites Guindées* [guided imperial tours] and the dynamic will have to continue after the end of the project in order to reach the 20% additional attendance in 5 years.

The implementation of EXPERIENCE has enabled us to strengthen the attraction of tourists to the destination by improving the offer, making it attractive in the off-season and giving impetus to a new dynamic in the making: the development of the infrastructure at the priory of Saint-Pierre en Chastres will enable the Festival of Forests to develop their off-season offer, the new room at the Historical Immersion Site will enable the Antoine Vivenel Museum to attract families and young clientele, and the support of tourism companies on off-season reception will enable a real development of the tourism offer.

Currently, we cannot say that we have reached the attendance targets set by EXPERIENCE due to a difficult context: the COVID crisis has paralysed the tourism sector for 2 years. In addition to slowing down the increase in attendance, this crisis has also slowed down the implementation of the project with the businesses.

Data and analyses

Tourism Data

This is a global database for the whole of the Hauts-de-France region that can be used to evaluate the number of tourism-related businesses. The offers are entered in a very precise manner: prices charged, description of the activity, access, labels, contact details, location, date of creation of the business, etc. This database includes accommodation, restaurants, free and paid tours, outdoor activities, walking, cycling and horse riding routes, cultural and natural heritage.

Use: We extracted the offers of cultural heritage, natural heritage, itineraries, festivals and events, the discovery of know-how, outdoor hospitality, rental accommodation, hotels, restaurants by integrating the pricing policy, the date of creation, and the openings and closings according to the season.

Time and frequency: each new offer was re-entered shortly after its release, the global extraction was done on 19 December 2022.

Tourist tax data

The Conurbation of the Compiègne Region has been collecting tourist tax from its tourist accommodation providers since 2009.

This tax helps support local tourism development. The collection is centralised by the Director of the ARC Tourism Office (main administrator).

Accommodations (whether hotels, hotel residences, holiday cottages, bed and breakfasts, furnished tourist accommodation) are listed.

All accommodation providers (except hotels and hotel residences) are required to declare their activity to their municipality of residence using a CERFA form.

Accommodation providers in Compiègne register with the ARC Tourism Office. Accommodation providers residing in other municipalities in the community register with their respective city council, which informs the ARC Tourism Office.

In 2018, the ARC subscribed to an online collection platform "Nouveaux Territoire".

Use: This allowed us to have visibility on the visitor numbers using the accommodations of the destination: the accommodation providers receive an access code to sign in to the *Nouveaux Territoires* platform and they integrate their numbers on a monthly basis.

The data collected via online booking platforms (Booking, AirBnB, Abritel, Gîtes de France, etc.) are also integrated into the digital tool.

All these entries allow the destination to have a global visibility on the number of nights booked directly and electronically.

Frequency of collection: collection is carried out in two periods: on 15 July for the period from 1 January to 30 June of year N and in January of year N+1 for the period from 1 July to 31 December of year N.

Tourist numbers - tourist sites

Each tourist site in our territory has implemented the collection of the number of visitors per year. Visitor numbers are collected throughout the year and are presented each year in the Tourism Office's activity report.

Use: We use it in order to know the season and off-season numbers of tourists visiting the tourist sites and places.

Time and frequency: Annual report. To find out the seasonality, a quotient was applied on the basis of the number of people visiting the tourism office.

Visitor sensor, Tourism Office

The Tourism Office has a sensor at its entrance to count the number of tourists passing through its doors. This figure is collected daily.

Use: It makes it possible to evaluate the number of visitors entering the Tourism Office. It allows accurate statistics to be made as the reading is done on a daily basis.

Time and frequency: Every day after 6 pm in the season, and after 5 pm in off-season.

Observatory - Oise Tourism

The Oise Tourism agency is responsible for the Oise department. It fulfils the missions of support and training for Tourism Offices, promotion of the destination and observation. It regularly carries out surveys about the tourist economy of the department or by "zooming in" on a particular tourist region. For this report, we used the results of the surveys: Key figures for 2019, key figures for 2021, visitor profiles for the Compiègne area (2019), summary of visitor profiles for Oise (2019), key figures for 2021...

Use: Helps to fill in the gaps in specific data on the Compiègne territory since the Compiègne destination benefits from the same aspects as the Oise destination as a whole (catchment area, tourist behaviour, strengths, weaknesses, opportunities, threats...)

Time and frequency: unknown

Objectives of the EXPERIENCE project

In order to meet the project objectives, we keep an accurate database of each project carried out within the context of EXPERIENCE. This document allowed us to accurately assess the businesses and stakeholders involved in the project.

Use: assessment of the number of businesses and stakeholders who took part in EXPERIENCE.

Time and frequency: every 6 months since the beginning of the project

Attendance sheet - workshops

In addition to keeping a database of the project's achievements, we also used the attendance sheets from the various workshops and training courses meant for tourism stakeholders.

Use: assessment of the number of businesses and stakeholders who took part in EXPERIENCE.

Time and frequency: at each event

Orange Flux vision study – visitor numbers in the Compiègne forest

The application to the EXPERIENCE project for the ARC was based on the development of tourism in the forest, an emblematic and extraordinary element of the territory. In order to accurately assess the impact of our actions, we studied the number of tourists visiting the forest between March 2020 and March 2023. This data is collected thanks to the data issued by Orange subscribers' mobiles. The study area is limited to the boundaries of the Compiègne State Forest.

Use: this evaluation allows us to have different types of data on visitor numbers and in particular the frequency of re-visits.

Time and frequency: daily collection, delivery every two months.

What were the visitor numbers at the end of the project?

Context

Before the application to the Experience project, Compiègne-Pierrefonds attracted a short-stay clientele mainly between March and October, but visitor numbers are stable throughout this period: we are not a particularly summery destination. Traditionally, it is a tourist destination known for its emblematic heritage with 2 major attractions: the castle of Compiègne and the castle of Pierrefonds

and for remembrance tourism with the Glade of the Armistice evoked in each textbook of French History: 39% of visits are for heritage reasons. Finally, it is a destination known for the predominance of the forest and all the possible activities that can be done. Tourist groups can reach up to 95 people. The traditional profile (49%) of the Compiègne visitor is a senior citizen, active or not, between 50 and over 65 years old. In terms of the socio-professional category, retired people are nevertheless represented by 20% of visitors, on par with senior executives. The clientele is essentially national or even regional: 82% of visitors were French, including 46% from Hauts-de-France and 35% from Ile-de-France¹⁰. The percentage of repeat visits is 69%¹¹ for all targets combined. Regarding the forest, we found that 31.93% of excursionists and tourists visited the forest only once during their visit and 58.56% visited the forest between 2 and 5 times during their visit.¹¹

Visitor numbers

In 2019, the Compiègne region received **305,515**¹² tourists in its accommodations, **71,972** people passed through the doors of the Tourism Office¹³ and **390,498** people visited the tourist activities and sites (individual customers). **9,437** were received as part of a group outing.¹⁴ Concerning off-season tourism, we found that tourist traffic represented about 40% of the annual volume: **126,720** tourists visited the accommodations in the Compiègne area, **27,933** people visited the Tourism Office and **151,558** people took part in an activity.

During the implementation of EXPERIENCE

The Experience project did not benefit from a favourable context for optimal project management: the ARC had difficulties in planning its implementation as soon as it applied because of the uncertainties linked to BREXIT. Once the project was launched at the end of 2019, the COVID-19 crisis unfortunately paralysed the tourism sector and the professional stakeholders, essential to the implementation of EXPERIENCE, could not be mobilised for almost 2 years, thus delaying the completion of the new activities. The ARC failed to turn this threat into an opportunity and has fallen behind.

As a result, the results of the evaluation of the period during the implementation do not speak for themselves, since the project's structural deliverables, such as the development of the priory of Saint-Pierre en Chastres or the Historical Immersion Site/Itinerary, were not delivered by 31 January 2023. (they will be delivered by 30 March 2023). At the end of this implementation period, we noted that tourists and excursionists continue to visit Compiègne as they did before the project was launched: they enter through the usual channels (word of mouth, family or friends on the spot, traditional communication) rather than through experience-based tourism, although they willingly consume the new services available once they are on site.

Volume of visitors

Over the winter period of 2020, a drop of **127,514 visitors** was observed, which represents a drop of approximately **41%** (remember that local customers are still present at our destination).

In the winter period of 2021, we observed an increase of **27,103 visitors** compared to 2020. This represents a decrease of about **32%** compared to 2019.

Over the winter 2022 period, we observed an increase of **28,664** visitors, representing a decrease of approximately **2%** compared to 2019. It should be remembered that at the beginning of 2022, in

¹⁰ Source: visitor profiles of the Compiègne region, 2019

¹¹ Source: flux vision study on the visitor numbers in the Compiègne forest, 2020-2022

¹² Source: data from the collection of tourist tax

¹³ Source: counter at the entrance of the Tourism Office

¹⁴ Source: data collected from activity providers and services provided by the Tourism Office

France, there was a resurgence of the epidemic, and visitors needed to regain confidence to travel again and border restrictions were still in place (e.g. France and the UK). For vendor accommodation, the trend was slightly different: we observed an increase of **5,289** for 2022 compared to **2019**. We can therefore assume that tourists are travelling again but are consuming less.

From March 2020, the ARC also commissioned a study of forest visitor numbers so that the conurbation can be aware of the popularity of activities in the forest, which is at the heart of the EXPERIENCE project application. The data collection is not the most representative as it took place in the middle of a health crisis with travel restrictions. Only the data for the year 2022 will be representative of reality.

According to this study, tourists are people whose area of observation is not their area of residence (area of presence in which the person must spend at least 22 consecutive nights) and who have been seen non-recurrently in this area (maximum of 4 weeks, at least once a week, over the last 8 weeks). Excursionists (day-trippers) can be defined as people present for more than 2 hours in the observation area and not present the day before and the evening of the day studied and present less than 5 times during the day over the last 15 days.

Thus, in 2021 we had **594,363 tourists** and **2,228,052 excursionists**¹⁵ in the forest and in 2022 we counted **729,860 tourists** and **2,196,620 excursionists**.

The territory of the tourist destination offers many activities in various forms (leisure activities, events) and this activity has been strengthened by the EXPERIENCE project by working to create new experience-based offers. All activities combined, in 2019 **19,003** people participated in these activities. This figure fell to **398** people in the off-season, as the outbreak of the epidemic had taken its toll on tourist activity. In 2022, the destination recorded **31,467** on these activities and **2,880** in the off-season. Focusing on experience-based and off-season offers, we counted **227** people in 2020, **331** in 2021 and **2880** in 2022.

Projections

As mentioned above, the ARC is not yet in a position to see the return on investment of the actions funded by EXPERIENCE. It also needs to work on a successful communication plan to reach a wide audience and position itself as the experience-based destination for Nature north of Paris.

On the other hand, thanks to the innovations of the actions put in place (the musical forest immersions, the historical immersion site and the resulting itinerary, the upcoming off-season scheduling of the festival of forests, the new experience-based activities, etc.), we know that the destination will be able to stand out and reach its objective of **+20%** of its current numbers. (Our target, taking 2019 as a base year, would be to reach **471,000** visitors in total)

The Antoine Vivenel Museum (3,910 visits in off-season in 2019) will be equipped with a brand new room: the Historical Immersion Site, which was created as part of EXPERIENCE. This room can hold 19 people per hour (maximum 133 people per day) and will be a totally unique facility in the Hauts-de-France region. A comprehensive and successful communication plan will ensure that visitors who live more than 50 km away will travel specifically to visit the site. The content of this centre is focused on the history of Compiègne through its sites and invites the visitor to move around the area with an exploration booklet, encouraging the visitor to stay in Compiègne and thus to consume overnight stays and catering services... Once it opens, we expect it to attract visitors quickly.

¹⁵ Excursionist living more than 20 km from the study area, Flux vision study – Orange Business Service

In addition, the facilities at the priory of Saint Pierre en Chastres allow the *Festival des Forêts* (a classical music festival supported by *Radio Classique*) to plan a year-round programme. In addition, the *Festival des Forêts* also wishes to develop business tourism on the site: ideally located north of Paris (and the headquarters of major businesses), the priory is conducive to team building. It should be noted that business tourism is a significant opportunity to attract off-season visitors with an average spending power higher than that of leisure visitors (1.8 to 5 times more expenditure¹⁶)

However, we can already mention that 58% of the respondents to the satisfaction questionnaires filled in during the participation in the new offers are ready to come back and repeat these experiences. This data allows us to say that these new unusual offers, in addition to improving general tourist numbers, will also influence the number of repeat visits by tourists.¹⁷

Economic opportunity

Context

The Compiègne-Pierrefonds destination was already well endowed economically and from a touristic point of view before the project started. It could rely on the existence of 13 museums (23% of the Oise destination), 32,000 hectares of forest (128,000 in the Oise) and 4 castles (40% of Oise) and, more generally, a very dynamic commercial economy with regard to the departmental economic situation¹⁸. In the hotel sector, the destination had 21 hotels (25% of the offer in Oise)¹⁹. In 2019, visitors spent an average of €36.08 on the destination and a tourist €123.52. (The average expenditure of a tourist in France in 2017 was €260 per day²⁰)

As our destination is not extremely dependent on seasonality, most of our service providers do not close down in winter. In 2019, 18% of museums closed in the off-season, while 25% of campsites and 3.36% of accommodations closed in the off-season.

During the implementation of EXPERIENCE

During the implementation of EXPERIENCE, we managed to solicit and involve: 3 from museums (13), 1 from castles (4), 2 from large events (12), 19 from activity providers (44), 1 from campsites (4), 13 from accommodation providers (150) and 9 from restaurant owners (133). All this represents 13.5% of the businesses and associations in the area.

This implementation, through the development of new offers for businesses, has generated additional turnover.

Businesses	Selling prices for new experiences
Festival of forests	€40, max. 25 people
Guided imperial tour (dramatised tour)	€3,000 fee for the company per day of performance (13 in total)
Taim'Hotel	€269 for two people
SPL Le Pôle équestre	Between €40 and €70
La Charmeraie Spa	€220 for two people
Compiègne museum	€4 per child

¹⁶ Source: <https://www.tangram-lab.fr/2021/04/08/le-tourisme-daffaires-un-secteur-qui-se-reinvente/>

¹⁷ Source: analysis of satisfaction questionnaires with participants in the new experience-based offers

¹⁸ Source: Procos study, 2019

¹⁹ Source: DataTourisme and Key figures for tourism in Oise 2019

²⁰ Source: <https://www.lesechos.fr/industrie-services/tourisme-transport/tourisme-international-la-france-numero-3-mondial-pour-les-recettes-1138117>

Villa du châtelet	€280 for two
Véronique Jagla, Yoga teacher	€15 per session, max. 12 people
René Zimmermann, entrepreneur	Between €14 and €24
Restaurants	€30 per menu sold
Traders in the Compiègne area: ephemeral sales	?

We can also mention some of the results of the survey campaign carried out among the inhabitants of the Compiègne conurbation:

- The majority of residents agree that tourism (and therefore its development) promotes employment in a territory (181 out of 314 respondents)
- The majority of residents agree that tourism (and therefore its development) supports the local economy (232 out of 314 respondents)

Projections

The EXPERIENCE project has enabled us, as previously mentioned, to instil a new dynamic which will be able to perpetuate the activities of businesses and key stakeholders for the destination:

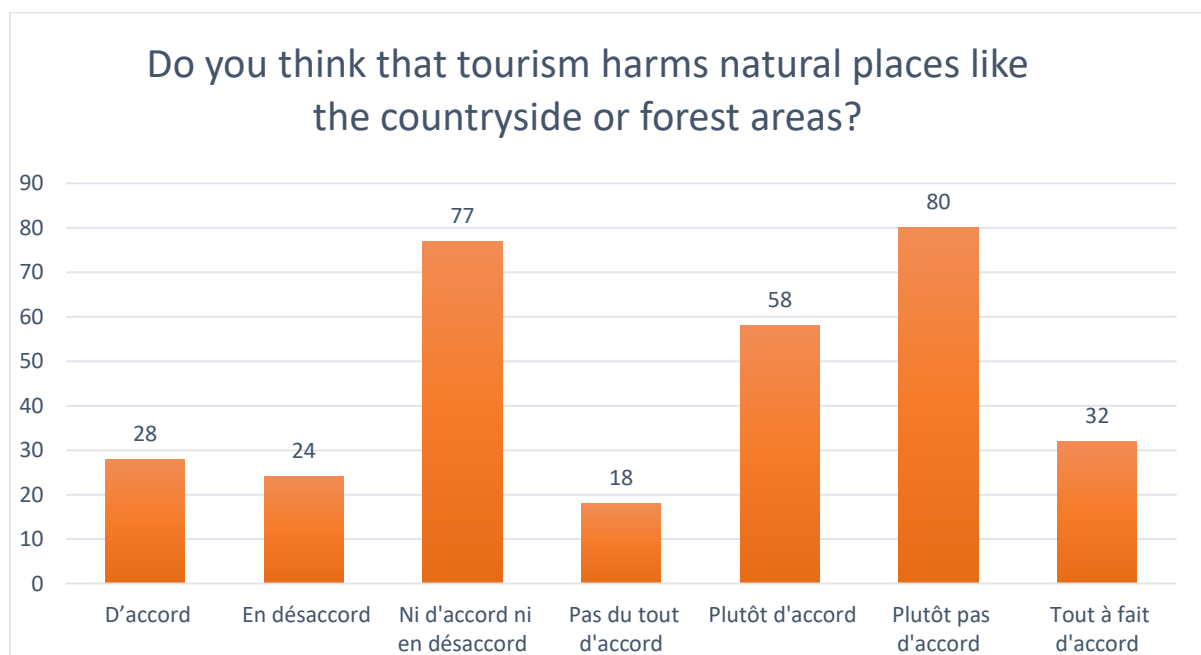
- From 2023 onwards, the Festival of forests will offer off-season activities, broadening its target audience and continuing the activities developed during the implementation of the project (Musical Forest immersion)²¹
- The equestrian centre of the Grand Parc is becoming a major asset for the destination by perpetuating its activities with Henson horses, offering a real added value to the tourist destination.
- The Antoine Vivenel Museum will have a new interactive tool and will help the destination to spread the flow of tourists thanks to the Historical Immersion Site and its itinerary system: this system will invite the visitor to walk outside Compiègne during their stay, which will encourage the tourist to stay longer in the area and therefore to consume more.
- With the ephemeral sales and the coaching of the businesses, the Tourism Office will continue its action to support the development of the sector with a view to developing visitor numbers in the off-season and rejuvenating the offer. Moreover, this action will be perfectly integrated into departmental and regional strategies. On the one hand, the Tourism Development Agency of Oise Tourism will work on a strategy to boost the offer through experience-based and nature tourism and on the other hand, the Hauts-de-France Regional Tourism Committee will promote wellness tourism.

²¹ Sources: presentation at the closing conference of the project on 31 January 2023

T5.2.2 – Assessment of the carbon impact

Tourism is a beneficial activity for territories and people, it contributes to the development of the economy and employment, allows the financing of infrastructure and developments to preserve natural sites, promotes 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)²². If nothing is done to limit its impacts, its growth will increase energy consumption by 154% and GHG emissions by 131%.

In Compiègne, more than a third of respondents to the satisfaction questionnaire on the new offers consider that tourism harms natural areas and forests.



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 the visitors, the professionals, the environment and the host communities.”²³

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

This is all the more important in the pilot region of Compiègne with the presence of the Compiègne forest which is suffering enormously from global warming. Now, even to the non-expert eye, a simple walk in the forest can unfortunately reveal the consequences of global warming on the forest.

In order to reduce the carbon footprint of the territory, the conurbation of the Compiègne region has set up a free inter-municipal transport network for all those who wish to use it, not just residents. Free access therefore directly benefits tourists and visitors to the area. The city centre is connected to a number of strategically located stops, such as the castle and the forest crossroads at the edge of the

²² Source: Ministry for Ecological Transition

²³ Definition by the World Tourism Organisation (UNWTO)

city (Carrefour Napoléon). A suburban line provides access to the villages of Vieux-Moulin and Saint-Jean-au-Bois within the forest.

New offers developed by EXPERIENCE are accessible through this transport network, such as: Guided imperial tours, which starts at the Paul Cosyn stadium, is accessible from the stop.

Furthermore, the cycle route developed by PP12 is fully in line with the cycling schematic of the Compiègne region conurbation and completes a missing link in the forest. Thanks to the project, the conurbation of the Compiègne region has 130 km of safe cycle paths and lanes. The delay in carrying out the work on the PP12 cycle route (see report on work module 4) meant that it was not possible to carry out counts; however, counts carried out on two other cycle routes in the area allow us to see the changes in user numbers: ²⁴

Finally, as part of the project, we focused on raising awareness of the environment and global warming

Nombre de passages annuels de cyclistes dans les 2 sens

Compteur/Année	2018	2019	2020	2021	2022	2023
COMPIEGNE	44 756	42 428	47 948	50 825	53 431	4 734
LA CROIX ST OUEN	25 300	24 991	26 952	34 608	35 754	2 886
Total	70 056	67 419	74 900	85 433	89 185	7 620

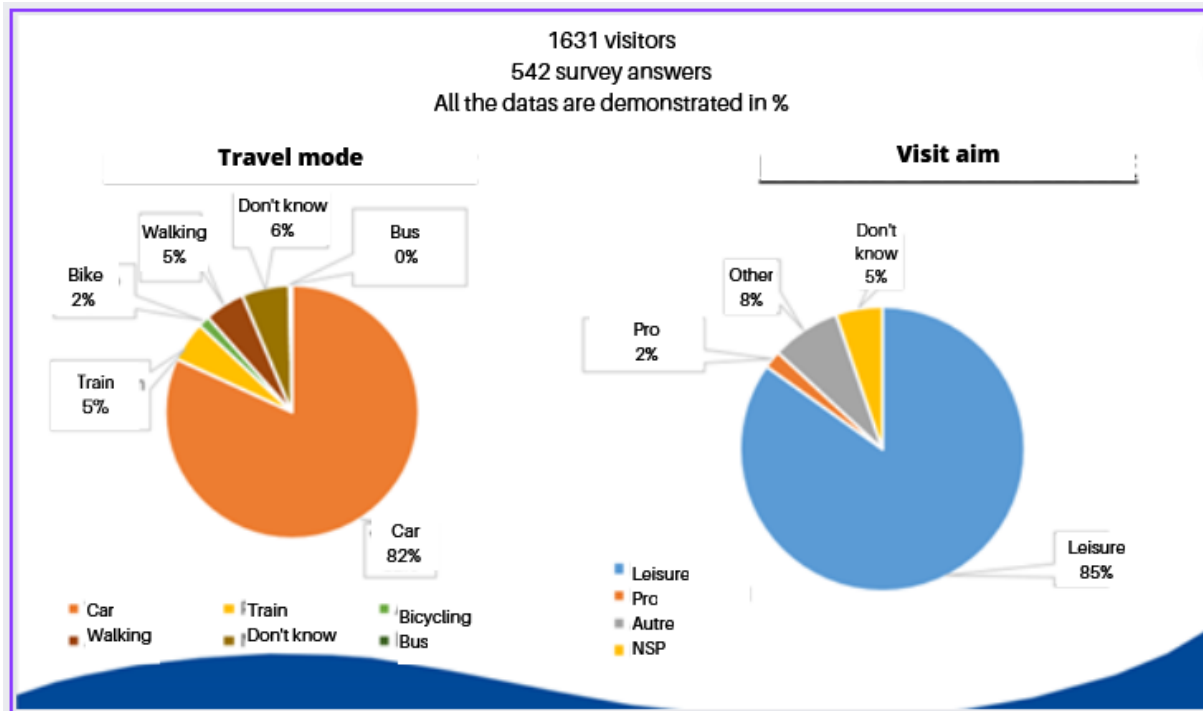
MAJ au 10/03/2023

with the development of an interpretation trail for young people on the seasons. This trail is set up in the forest along the path at the Saint Peter's ponds. And with the installation of an information panel on the management of the Compiègne forest and its adaptation to global warming.



For the new Guided Imperial Tours offer, a questionnaire was distributed to participants to find out how they travel. Although the car is still the preferred mode of transport to come (82%), 18% had chosen another mode of transport.

²⁴ Source: Oise Tourism



T5.2.3 – Social impact

Happy residents, keen to try new activities

Historically, the tourist activities that have been developed primarily attract the inhabitants of the Compiègne thanks to a context of well-being on the part of the households: the population is globally diversified and is composed of families, students and retirees. A population that is so attached to and generally satisfied with its living environment will therefore seek entertainment close to where it lives. It should also be noted that the Compiègne region is not particularly greatly affected by seasonality and that it is a fairly densely populated area. (762 inhabitants per km² versus 118 for the national territory).

The new emerging activities have therefore attracted a lot of people who are keen to try out new leisure activities. The results of these new experience-based offers are very favourable with the population and push us to continue in this direction: for example, during the last performance of the Guided Imperial Tours financed by the EXPERIENCE, many comments were sent to us to maintain this offer.

Data and analysis

ARC residents' satisfaction with tourism development

- Type of collection

Distribution of a standard multiple-choice questionnaire to obtain the opinion of the inhabitants of the conurbation on the development of tourism. 4 waves of distribution have been organised: summer 2021, winter 2021-2022, summer 2022, winter 2022-2023.

- Number of respondents

303 people responded to this questionnaire.

- Time and frequency of collection

A study carried out with the University of Surrey was shared with residents via an online questionnaire on the ARC website and shared on social networks. Respondents had access to it whenever they wished.

Participant satisfaction with new experience-based offerings

- Type of collection

Multiple-choice satisfaction questionnaires distributed in paper format to all participants in our experience-based offers (guided imperial tour, discovering edible plants, yoga at the cloister museum, EXPERIENCING the forest in autumn). We included this data since we noticed that many visitors were in fact inhabitants of the ARC or of the surrounding area (46% of the spectators of the Guided Imperial Tours, for example).

- Number of respondents

536 people responded to these questionnaires

- Time and frequency of collection

At the end of each experience

Statistical studies

Inhabitants attached to their region of residence but open to tourism development

First of all, the inhabitants of the tourism destination are generally beguiled by their living environment and very attached to the specificities of their territory, to their way of life. It is important to mention that the area around Compiègne represents a globally privileged territory, with a strong economic dynamism, a pleasant living environment with an easy proximity to nature and very present public services.

Thus, 94% of the respondents claim to live in a beautiful region, only 5% of the respondents claim that they do not like to live where they live and finally, 83% of the respondents claim that they would not leave the region if tourism developed in the off-season and 81% of the respondents are open to meeting visitors to their region. These encouraging data confirm that the tourism destination can act as a real ambassador network.

The overall perception of tourism is very good: 77% of respondents agree that tourism improves the local economy, 83% think that it is an asset for local employment, 84% think that this economic sector improves investments, 61% think that it contributes to the improvement of the public transport offer, 92% think that it contributes to the improvement of the cultural offer of a territory and 85% think that it contributes to the improvement of the leisure offer: on the whole, the inhabitants see the development of tourism as a positive development of their living environment.

38% think that tourism can harm natural sites such as the countryside or forest areas and thus contribute to the deterioration of their living environment. 49% are also aware that the development of the sector may have an impact on their daily life, notably with the rise in housing prices. These figures therefore underline the importance of controlled tourism development, in full consultation with the inhabitants and with due regard for the principles of sustainable development.

This major trend is also confirmed by the attendance of local residents to the new experience-based offers created: for example, 46% of the spectators of the guided imperial tours were residents of the Compiègne area.

Residents react very positively to these new offers, describing the experiences as unique, exotic, relaxing and rejuvenating.

Yoga session at the cloister and the Minimes - sports practice and cultural discovery

Who?

Véronique Jagla, Yoga teacher

What we offer

Visitors will experience a yoga session, supervised by a qualified teacher, in the heart of a unique site. This service combines a wellness experience with the discovery of the heritage of Compiègne. Participants can also extend their immersion by visiting the museum of the Cloister of Saint-Corneille or the exhibition at Saint-Pierre des Minimes (old desacralized church). This activity will allow participants, who have come for the yoga offer, to also take an interest in the museum's collection and to learn more about it. The sessions are for beginners.

The entire museum and the exhibition space of the Minimes are accessible to people with reduced mobility and the yoga session is adaptable.

“Practising in an unusual space is not necessarily an easy thing for a teacher, but can be highly inspiring! This was the case for me when I discovered the collection at the Minimes exhibition space. The place and the energies they give off can greatly influence a session. In addition, this programme makes it possible to democratize yoga and make visitors want to continue their discovery when they return home by taking part in a class! I've already seen participants come back week after week and ask for more.”

We have so far scheduled two different seasons of "unusual" yoga, since for the autumn of 2022, the sessions will take place at the Saint-Corneille cloister museum (collection of relics) and at the Espace Saint-Pierre des Minimes (old desacralized church and art exhibition space).

Stakeholders involved in this project

Veronique Jagla, a qualified yoga teacher, will lead this session (non-traditional stakeholder). This project was carried out in collaboration with the museum department of the city of Compiègne.

Sustainability

This activity is widely replicable in every prestigious location and does not require a significant logistical effort. On the other hand, it is of course necessary to obtain all the necessary authorisations and to fit the times of the yoga sessions into the normal opening hours of the sites. It can be adapted to each season. Véronique Jagla is independent and will be able to market this activity in consultation with the city's cultural services.

How does it work?

This offer is marketed directly by the ARC Tourism Office through direct ticketing and web ticketing. The offer is also promoted through the traditional communication channels of the Tourism Office. (Website (a new destination platform is online since 7 November 2022), our social networks (Instagram, Facebook), the traditional published materials of the ARC and the City (Le Picantin)). As mentioned above, the chosen teacher has her own entrepreneurial structure and is quite capable of marketing directly. The ARC Tourism Office should continue to support the communication of the offer.

Tips

- The location should be viewed favourably by the teacher even if it is not intended to host this kind of activity.

- Sessions should be accessible to all.

Photos



Garden of the Saint-Corneille cloister ©ARC Tourism Office



The Saint-Corneille cloister, ©ARC Tourism Office



Espace Saint-Pierre des Minimes,

All exhibitions are temporary

©ARC



Véronique Jagla, Yoga teacher

©Véronique Jagla

Appendices

- Economic study analysis
- Flux Vision study analysis
- EXP - economic list
- Analysis of satisfaction questionnaires
- Analysis of resident questionnaires
- Press articles
- SCET Synomia Bastille study