



EXPERIENCE project:

WPT5: Performance evaluation: economic, environmental and social performance.

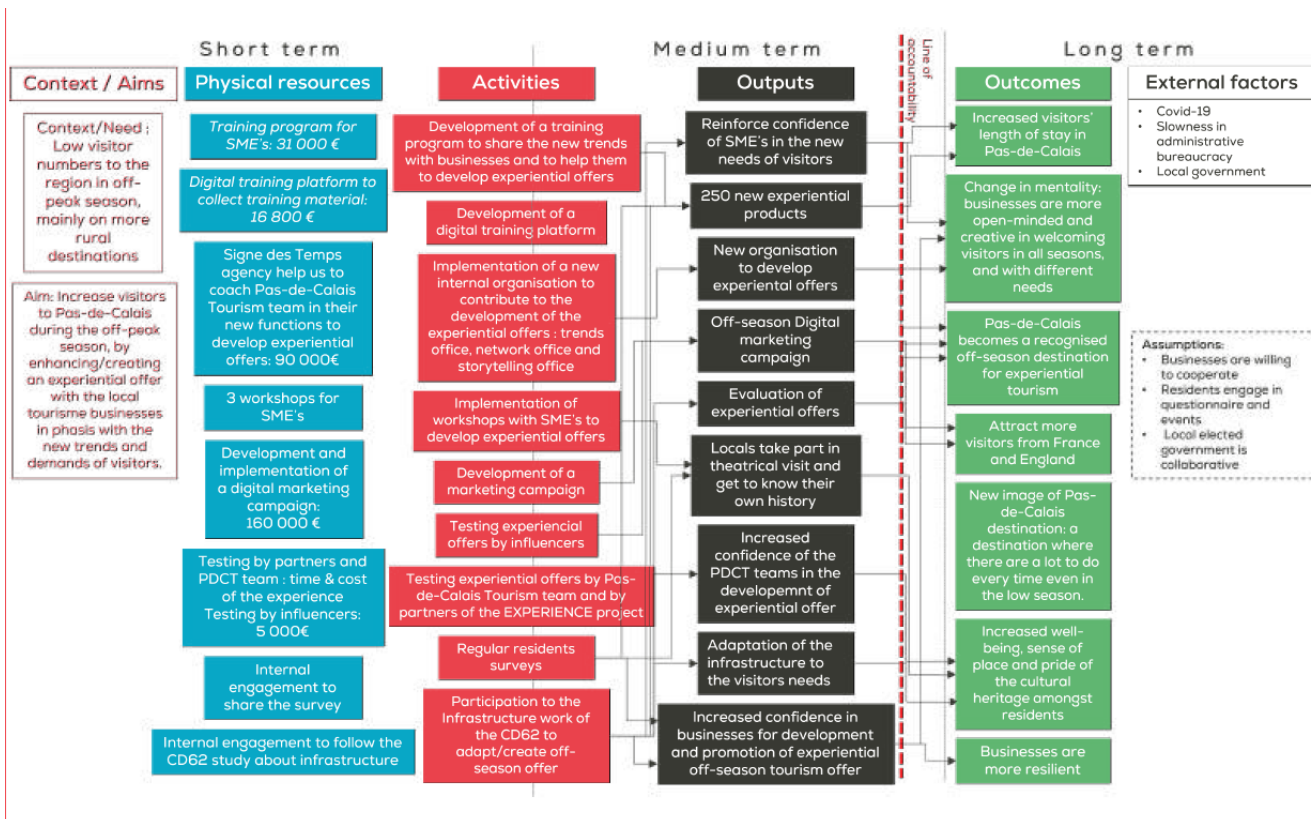


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Our theory of change

With the EXPERIENCE project,
 Pas-de-Calais Tourisme
 made the observation that
 tourism in our department
 is still highly seasonal,
 especially in the coastal areas.



WP2 : Mobilisation and training of tourism stakeholders

Project description

Pas-de-Calais Tourism's Experience project aims to extend the tourist season by developing tourism season through the development of experiential tourism offers by mobilising tourism entrepreneurs in the Pas-de-Calais. These entrepreneurs have the local knowledge needed to create these new authentic experiences, but are often locked away and isolated in the day-to-day running of their time-consuming business.

We asked them about their needs in terms of training and teamwork.

We wanted to use this approach to ensure their participation in future actions. This approach seems to us vital for a sustainable transition in and for the continuation of activities after the end of the project.

The audit carried out among the tourism service providers enabled us to identify the gaps and to create training tailored to their needs. The questionnaire was sent to 1,500 providers with the support of the University of Surrey.

Respondents were particularly interested in responsible tourism: producers of local produce spiritual and well-being activities, and activities linked to the environment and nature.

Only 17% of respondents felt ill-equipped to develop an off-season experiential offer.

There is therefore considerable potential for service providers to become involved in off-season experiential tourism. In particular, they have major needs in terms of digital technology.

The need to work as part of a network was also widely mentioned during our various with tourism entrepreneurs.

With the project's partners, we have worked to provide tailor-made assistance and mentoring to help entrepreneurs understand and respond to customer demand.

The topics covered in these modules are:

- Designing a service offering that stands out in the market through its added value
- Attracting customers outside the high season and developing your business year-round all year round
- Increase your turnover
- Set yourself apart from the competition by developing your digital presence

We have put together an awareness package (level 1) and a more in-depth package (level 2) with long-term support, pre-arranged appointments by videoconference or telephone for a cold assessment and follow-up on the implementation of the actions.

At the same time, we have developed a network of service providers who are committed to our values of sustainable, high-quality tourism.

The results

Results for Pas-de-Calais Tourisme :

Thanks to the many topics covered, we were able to train tourism businesses to respond confidently to off-season visitor demand. The people involved can consult the content, share it with colleagues and refresh their knowledge via the training platform on our pro website.

T1.3.2. Targeted, tailor-made training materials and services:

A complete training programme was offered, with 2 different levels on certain topics.

We used a variety of media, in particular videos, to help summarise, enhance, and segment the information. Users will be able to return to these "video capsules" at any time, according to their interests, in order to make the methods methods.

16 training materials have been developed: 14 PowerPoint presentations, 2 videos.

Tutorial sheets have also been produced.



To meet a wide range of consumer expectations, a number of training modules on digital: storytelling, photography, video, assessing your visibility on the web, etc. visibility on the web... and sessions on creating experiential offers to develop their offer. The Pas-de-Calais Tourisme team has also been trained to co-create new offers with tourism service providers.

T1.3.3. Number of training courses :

Training modules organised over the period: 20 modules proposed in 2021 to mobilise service providers. The creation of networks, especially that of tourism companies, will enable us to to strengthen our various actions with them.

Results for the tourism companies that have taken part:

Since the project began, we have trained 115 people. Throughout the project, tourism service providers are assisted by Pas-de-Calais Tourisme and by the consultants, which allows for constant professional development, skills enhancement and full capitalisation on the opportunities offered by this project.

Feedback from the participating companies has been very good, and the modules offered have fully met their expectations and needs:

« Hâte de travailler sur mes produits, avec de petites choses auxquelles on ne pense pas forcément » *"I'm looking forward to working on my products, with little things that we don't necessarily think about"*.

« Ça m'a permis d'avoir de bonnes informations sur le tourisme expérientiel » *"It gave me good information on experiential tourism"*.

« Ça fait naître de nouvelles idées » *"It gave me new ideas"*.

Lessons learned

The format chosen for these training modules highlighted the importance of post-training support to deepen their offer with the consultant. Companies are interested in group formats, but individual coaching has a greater impact and gives better results when it comes to implementing new offerings.

The mobilisation of service providers remains a major challenge for our organisation to attract them. The creation of the training platform has facilitated registrations and provided them with a permanent link to consult the content.

*" I offer a relaxing break in the countryside,
in support of sustainable tourism "*

Virginie Fovet has opened a domain dedicated to well-being,
Les Sens des Bois (Licques, Pas-de-Calais, France)



Background:

I developed my business in the context of the pandemic and I have to admit that I sometimes felt very alone in my project. So when I heard that Pas-de-Calais Tourisme was launching a whole series of training courses thanks to the EXPERIENCE project, I signed up without hesitation!

Although my accommodation was popular in the high season, I was still finding it difficult to rent out in the low season. The EXPERIENCE project has enabled me to develop more comprehensive offers. The estate has become a place to live.

My advice:

Don't hesitate to take part in the training courses and meetings organised by Pas-de-Calais Tourisme. I know it takes time, which is precious in our business, but this time is regained thanks to the advice we receive and the meetings that open up new prospects for development.

My offer :

Les Sens des Bois is an estate resolutely focused on well-being. Its three accommodations offer an interlude of calm and serenity in a green setting in the countryside: a 10-person accommodation, a 2-person accommodation with private SPA, and an eco-responsible chalet with Nordic bath.

The estate is also a lively place for exchanges, as I work with local artisans and stakeholders to offer a variety of workshops: local and eco-responsible products, cocooning workshops, beauty advice, training, local shopping, sustainable catering, etc.

Lessons learnt:

The training courses offered by Pas-de-Calais Tourisme gave me the opportunity to exchange ideas with other service providers and also to improve my skills.

I was able to update my website, generate more traffic and improve my photos.

I've realised that to attract visitors out of season, you need to offer a broader range of products and services, combining accommodation and activities (courses, wellbeing services, etc.).

WP3 : Delivering an experiential tourism offer

Description of the project

A new internal organisation to support the development of experiential offerings:

Developing a range of experiential tourism products is a challenge for the Pas-de-Calais Tourisme team.

Pas-de-Calais Tourisme team, who were not used to work this way.

Pas-de-Calais Tourisme has reorganised itself into 4 offices to build up networks of selected service providers through the production of experiential offers in each of our 3 destinations:

- The trends office: responsible for identifying consumer trends and consumer motivations. It produces a seasonal barometer of which is passed on to the network promoters' office.
- The network promoters' office: this is responsible for sourcing offers the 3 destinations (Grande Côte d'Opale, Campagne & Marais and Autour du Louvre-Lens) to create a pre-catalogue of experience opportunities with a description of the offers to enable the selection.
- The editorial office: this works on shaping the experience from an editorial and visual from an editorial and visual point of view, focusing on emotion and meaning.
- The Legends Office: made up of members of the Trends Offices, network, and editorial managers, it selects the offers to be published.

This organisation takes time to ensure that everyone have a good grasp of the issues but allows discussions amongst Pas-de-Calais Tourism staff and speeds up the production of offers once it is well in place.

T2.2.2 Develop new off-season tourist activities :

Number of offers developed: 250 offers + 100 itineraries (stays of 1 to 3 days).

Organisation of service provider workshops to co-construct these offers:

Then, to help enrich the portfolio of experiential offers, we organised service provider workshops to co-construct these offers.

The development of experiential offers must necessarily involve tourism service providers so that they become a trademark of the Pas-de-Calais destination.

We organised workshops with tourism service providers to train them to use experiential marketing.

We know that tourism entrepreneurs are very busy with their business and have very little time to devote to our projects.

We have chosen to train them in a short format of 2h30 to 3h00.

During this workshop, we introduce them to the new consumer trends linked to experiential tourism and get them to think about the experience they offer in their facilities/offer/activity. Pas-de-Calais Tourism gathers this information and then process it through the editorial office, which puts the experience into a communicative and inspiring content.

The workshop format is very short and entrepreneurs often find it difficult to express what is experiential. It's up to us, tourism DMO, to help them bring out the best in their offer.



Three workshops were held in March and September 2022, in Saint-Laurent-Blangy, Saint-Martin-lès-Tatinghem and Camiers-Sainte-Cécile. 24 service providers took part.

The results

The results for Pas-de-Calais Tourisme :

A rethink of the way the Pas-de-Calais Tourisme team works, with collaborative working in project mode where everyone can easily find their place according to their activity.

An increase in the skills of team members in the following areas:

- What is an experiential offer?
- How is it built?
- What are the techniques for writing an experiential offer?
- How can these offers be illustrated?

The results for the tourism businesses that took part in the workshops:

- A new vision of their tourism offer and a new way of presenting it making it more human and more real,
- Increased promotion of their offer thanks to the marketing campaign,
- Meetings with other businesses, enabling them to share best practice and, in some cases, partnerships to enhance their offer.

Lessons learned

The lessons for our organisation are of two kinds:

Firstly, we are now convinced that organisation is at the service of operational efficiency. Setting up “the offices” has enabled us to make coherent and orderly progress on the project.

Secondly, the difficulty of mobilising tourism companies in a context weighed down by the pandemic also revealed a strong commitment on their part as soon as they understood the meaning of our approach. It's important to present our projects clearly in a simple way and with concrete objectives.

« We tried out soft mobility hospitality for all in a vast and poorly connected area »

Martin et Dorian association UNIVOYAGE
Arras Pays d'Artois Tourism



Lessons learnt:

This staging had several advantages:

- complete immersion in the area,
- an understanding of the issues at stake, such as the need for connections between the "central" city and the surrounding municipalities,
- informal and formal exchanges,
- time for reflection and analysis.

We have learned that there are already many alternative reception networks in the area, but that they don't know each other.

The creation of a collaborative platform or meeting and exchange workshops is expected to strengthen this still confidential dynamic.

According to the ADEME method, we consumed 0.62g of CO2 by electric bicycle instead of 30kg by car and 3.8kg of CO2 by train.

Here's proof that, with a little effort, you can discover an area in a whole new way, meeting new people and emitting very little CO2.

Context:

The Arras Pays d'Artois tourist office is looking to set up a network of tourist service providers able to accommodate visitors in soft mobility in the area for one night or more. They want to develop what they call "solidarity hospitality" in their area, and to do this they called on us, who come from Villeurbanne, to come and test this concept.

Our advice:

This gentle itinerary engineering method is innovative and shatters traditional methods. Setting the scene takes time and effort (150 km by bike), but it also leads to encounters and exchanges that go beyond an initial understanding of the area.

How did we go about it?

We put ourselves in the shoes of two colourful characters, postal workers, who are surprised to discover local hospitality. Together, we're going to have to rely on the generosity of the local people to carry out our mission and collect the memories and desires of a region in transition....

WP5 : Marketing and promotion of experiential tourism

Description of the project

The Experience project recognises that travellers are looking to get off the beaten track and enjoy authentic experiences 'like a local' all year round.

Pas-de-Calais Tourisme wants to move from destination and consumer tourism to experience tourism in order to capitalise on this trend and extend the season.

Our ambition is to make Pas-de-Calais an unforgettable experience with the marketing campaign included in the project. We want to promote autumn-winter experiences in the 3 destinations: Grande Côte d'Opale, Autour du Louvre Lens and Campagne et Marais.

And around 3 objectives:

- Extend the tourist season from October to March
- Capitalising on the success of experiential tourism by creating new by creating new reasons to stay and responding to new target motivations
- Develop balanced and sustainable tourism

Following on from WP3, a catalogue of 250 experiential offers has been drawn up between 2021 and 2023. The promotional campaign is based on these offers. Its aim is to position Pas-de-Calais as an attractive off-season destination for families and couples, adapting the values of each destination to the communication and boost traffic to websites and social networks, as this is a digital-only campaign.

Product testing:

In order to test the quality and emotional level of each of the experiences, a test phase was carried out on a selection of products with influencers, members of the Pas-de-Calais Tourism team members or partners.

The participants were sent a satisfaction survey following their experience in order to validate or refine the offers tested.



The "EN VRAI, C'EST DANS LE PAS-DE-CALAIS" marketing campaign has been rolled out in 4 phases between April 2022 and February 2023.

Target: People aged 25 and over. Families and couples without children with an interest in travel, gastronomy and nature.



The launch phase in April 2022 involved a campaign on social networks based around 10 experiences:

- Chips
- Sand yachting
- The Audomarais marshes
- Mussel fishing
- RCL : football club
- Nordic walking
- Cycle routes
- The coalfield
- Local produce
- The unusual

The campaign on Instagram, Facebook and Youtube led to a link to our website www.pas-de-calais-tourisme.com where the offers were presented.

Overall: 3.6 million views and more than 39,000 clicks to the site. The click-through rate is very good, It came to 1.10% (average for tourism observed on similar campaigns: 0.75%).

Regarding the results and the points we were able to highlight:

- The best-performing content was as follows: Insolite, Bassin minier and Chips
- Stories are less effective than posts on social networks
- The age group most affected: 55-65+ (72% of impressions, 80% of clicks)

Tools developed for the second phase, from 23 October to 8 November 2022 :

3 promotional videos:

- <https://youtu.be/uu73ZGruAz>
- <https://youtu.be/RTSdVusZTq>
- <https://youtu.be/5w4dfNcXUS>

A dedicated website: www.envrai-pas-de-calais.com unveiling the experiences and organised around 4 emotional themes:

- WOW: experiences with an unmissable/unforgettable/goosebump-inducing
- WIZZ: unusual experiences found (almost) nowhere else
- MIAM: gourmet experiences based on local produce
- CHUUT: calm/relaxation/well-being experiences



Overall :

- Impressions: 27.5M
- Number of clicks: 400K
- Media buy: 83K
- Number of visitors to the site: 41K
- Click-through rate: 1.44
- Cost per click: €0.21
- Cost per thousand: €3.02

Campaign highlights:

- A new, more human, more playful tone for talking about the Pas-de-Calais, which has interest.
- A gradual rise in awareness of the campaign which is reflected in the increased visibility of the website over the
- January-February period (+31K new sessions).
- An effective campaign combining social networks with more traditional media such as TV replay or brand content to generate clicks while strengthening image and brand awareness.
- The public's interest in our accommodation is as strong as ever (the most visited page on the site).

CONTINUATION OF THE CAMPAIGN:

The promotion of the Pas-de-Calais through experiences will continue in 2023 by communicating through the 250 experiences produced by the Signe des Temps agency and the editorial office of the Pas-de-Calais Tourisme Agency, as well as the creation of a catalogue of experiences.



Lessons learned

You need to take ownership of the project from the outset and get to grips with it quickly. The time flies, and the slightest delay in putting a work package in place package is detrimental to the future.

We were a little late with the communication plan, which led to unforeseen events that we should have mastered beforehand if we had anticipated....

For example: regarding the essential video for the autumn-winter digital campaign, we chose an offbeat tone with the communications agency. As we were not satisfied with the end result, we had to quickly produce a new film, which was made in the middle of summer because of the deadlines.

The images didn't reflect the 'autumn-winter' atmosphere we wanted to promote.

To achieve all the actions planned in the programme, we had to mobilise more HR within the Pas-de-Calais Tourisme team and therefore more time dedicated to the project that had not been planned.

Nonetheless, we were able to secure the support of people who were not initially involved, who found motivation in the new actions proposed to them. They were able to contribute their skills and expertise to the programme. We succeeded in creating a cohesive team around this project, given the tight deadlines.

The BASTILLE agency that worked with us enabled us to try out new digital communication methods that we hadn't been able to use before which we'll be using again in the future.

The catalogue of 250 experiences

Valérie Sobirajski, Pas-de-Calais Tourism



As part of the EXPERIENCE programme, we had to produce a catalogue presenting 250 experiments that could be carried out in Autumn-Winter in the Pas-de-Calais.

The task seemed insurmountable at the outset... we doubted our ability to get to know our offers, extract the experiences to be enjoyed and write the associated texts.

- A 1st group was given the task of listing the offers and extracting the associated experiences,
- A 2nd group was tasked with writing up the experiences,
- A 3rd group was tasked with finding the associated visuals and integrating all the content on the dedicated website.

Initially, we selected 62 "unmissable experiences" for the digital campaign and website. The 250 were then grouped together in a catalogue aimed at our professionals, in order to embed the method within their organisation.

Workshops were also organised with volunteer service providers to teach them how to 'make' their own experiences within their establishments. They were also trained in how to write experiential offers in order to generate interest before the customer comes.

The programme enabled us to discover new offers in the department, exchange with service providers and present our department in a different way.

This work will enrich the content of the new Pas-de-Calais-tourism website, which will go online in May 2023.

WP6: Generating sustainable benefits for the economy environment and society

Description of the project

An unexpected and unusual 2020. Who could have expected, at the end of 2019 an epidemic causing a historic loss of business worldwide and in France? The Covid-19 pandemic dashed hopes of forecast growth of 1.1%, and dictated a different trajectory for our economy, causing GDP to shrink by 8,3%...

ECONOMIC PERFORMANCE EVALUATION

Data and analysis

At Pas-de-Calais level, there is no observatory capable of monitoring the economic impact of tourism. We have departmental and regional data to feed into this report.

The EXPERIENCE project was launched at the same time as the pandemic. In fact, from 13 March 2020, and for almost 3 years, we entered a period of great uncertainty. The years 2020 and 2021 alone saw 11 months of severe restrictions on tourism-related activities.

The year 2020 in review:

Tourism was particularly affected by the health crisis in 2020. Two periods of confinement came to a standstill:

- The first period began on 17 March and was progressively decontaminated from 11 May onwards, reopening of bars, restaurants and leisure and cultural facilities from 2 June.
- The second from 30 October, with no reopening of bars, restaurants and leisure and cultural facilities before the end of the year.

The decontamination periods, especially during the summer, were less busy than in previous years.

The late introduction of decontamination measures and health constraints, weighed heavily on both service providers and visitors.

In this context, it was impossible to work on an experiential tourism offer in the off-season.

In France, the tourism sector will have lost between 70 and 80% of its sales by 2020, i.e. around 60 billion euros.

- For travel agencies: loss of sales of between 70 and 80% according to the union of French travel agencies.

- As far as tourism businesses are concerned, only 5% of scheduled events have been maintained, 54% were cancelled and the rest were postponed.
- Summer attendance at campsites reached 84% of the forecast level for for 2019.
- The average occupancy rate for rentals in the Pas-de-Calais is 30.4% and because of the confinements, tourist activity is concentrated in the summer months with occupancy rates of 63.8% in July and 71.6% in August. 488,566 overnight stays in tourist accommodation in 2020.
- Number of visitors to tourist facilities in the Pas-de-Calais in 2020 Pas-de-Calais: 2,304,854 compared with 5,276,626 in 2019

The year 2021 in review:

Tourist numbers picked up again as soon as the travel restrictions were lifted, but the season really got underway with the Ascension weekend. Visitor numbers are better than in 2020, but still below 2019. It was driven mainly by the May long weekends and French visitors, but mitigated by the very low foreign and certainly by the measures still in force: curfews and the gradual reopening of establishments.

Even though tourist accommodation has returned to a higher level of than in 2020, the various constraints and restrictions have led to a fall in the overall volume of business : the Easter holidays, postponed from 12 to 26 April for all zones (with travel restrictions), the end of travel restrictions on 3 May, with the gradual reopening of restaurants and activities as well as a curfew in force until 20 June severely limited tourist activity.

According to our regional observatory's survey of tourism and accommodation professionals, visitor numbers in May were clearly better than in 2020 (for 76% of respondents) and picked up again as soon as the travel restrictions were lifted (on 3 May). However, the level remains lower than in 2019, a more "classic" year (80% of respondents).

It should be remembered that in 2020, visitor numbers were not very good, as the restrictions linked to the health crisis were severe.

In June, 82% of territories announced trends higher (47%) or equal (35%) to June 2020, but the level seems to remain below 2019 at the time of the survey. It should be noted that June 2021 has no public holidays, whereas Whit Monday fell in June in 2019 and 2020.

The trends are similar for all types of area, although the coast and the countryside stand out slightly (35% of destinations in the countryside destinations reported better-than-expected visitor numbers in relation to their expectations). Visitor numbers were mainly driven by French and local customers. There were very few foreign customers, even though some border destinations have noted the return of local foreigners, and some are seeing a gradual return of European markets.

Groups are still lacking.

In terms of accommodation, rental accommodation once again did very well, followed by outdoor accommodation.

Visitor numbers 2021 :

2,304,854 visitors to Pas-de-Calais facilities in 2021. (out of 324 facilities contacted, 124 responded to the survey*). As a reminder, and without possible comparison: 5,076,262 visitors in 2019.

Cross-Channel traffic even more disrupted in 2021 than in 2020: 2021 was a year marked by year of severe travel restrictions due to the Covid-19 context and the context and the implementation of Brexit:

Cross-Channel traffic in 2021			Evolution / 2020	Evolution / 2019
Eurostar	1 637 687	Passenger	-35%	-85%
Shuttle	953 143	Cars	-32%	-63%
	7 062	Coache	-71%	-86%
Port of Calais	2 387 757	Passengers	-27%	-72%
	248 217	Tourism vehicles	-42%	-83%

New consumer trends are emerging in the summer of 2021:

- Strong demand for outdoor activities and 'green tourism'.
- A growing budget for certain customer groups, with tourists less price-conscious and looking for local products but also trends and promotions.
- Holiday rentals more popular than hotel and residential accommodation
- Increased use of second homes instead of traditional mountain holidays.
- We are seeing a shift towards local tourism, with the need to "get away from it all", "get a change of scenery" and "get away from it all".
- Ultra-last-minute bookings
- Increase in short breaks
- Increased demand for takeaway food due to restaurant closures

Testimony from the director of the Terre des 2 Caps tourist office on visitor numbers during the during the 2021 winter holidays: "With Belgium confined, visitor numbers have has fallen sharply. They're usually our number one customer. French customers French clientele has dropped by 32%".

Local customers in the spotlight:

In a more favourable health context, the All Saints' Day 2021 holidays were particularly eagerly awaited. Strong growth in local French customers, return of foreign tourists, and the success of tourist residences and hotels on the coast and in town. Tourist numbers in the Hauts-de-France region are very positive for the fortnight.

Key figures:

- 74% of professionals gave a satisfactory assessment of visitor numbers over the two weeks (80% on the coast and 77% in urban areas). The level of activity is even up for 7 out of 10 professionals compared with the All Saints' Day 2020.

- The occupancy rate for regional accommodation was 58%.

- Same occupancy rate in hotels (58%), comparable to that for All Saints' Day 2019. Strong growth in local customers Local tourism has become a permanent feature in new consumer habits. Unsurprisingly customers from France are in the majority during this All Saints' fortnight.

They prefer to take things slowly, use gentle means of transport and meet local people. The Hauts-de-France region perfectly meets the expectations of its residents and visitors in terms of accessibility, discovery and a change of scenery close at hand.

- French tourists account for 85% of visitors during the All Saints' Day holidays.

- 1 French tourist in 2 comes from the Hauts-de-France region (48%, compared with 39% this summer).

The year 2022:

At this stage, it is too early to make an assessment of 2022.

Business survey by the Comité Régional du Tourisme et des Congrès des Hauts-de-France based on a panel of 127 professional respondents for the Pas-de-Calais.

All Saints' Day holiday 2022:

- 83% of professionals satisfied. A positive result that confirms the results recorded since the start of the year.

- What was particularly popular: solutions for getting away from it all in the great outdoors but also the innovative tours on offer. This suggests that the EXPERIENCE marketing campaign is starting to attract new visitors.

- Visitor numbers on the rise: 65% occupancy rate, up 7 points on

à 2021. The proportion of foreign visitors is increasing: 15% for All Saints' Day 2021 and 25 % by All Saints' Day 2022.

- For accommodation and facilities, the season is lengthening, with the lights on green until the 11 November bank holiday.
- While 38% of professionals cite the weather as the reason for these figures, 31% cite the loyalty of local customers who were satisfied with the experience.
- Hotel occupancy rate: 67% compared with 58% in 2021. And for the countryside the increase is even greater: 65% in 2022 compared with 50% in 2021.
- For open-air hotels, the occupancy rate is 64%, compared with 58% in 2021.
- For tourist residences, occupancy rate of 66% compared with 57% in 2021.
- Finally, for furnished accommodation, the number of overnight stays is up by 21.7% compared with 2021.
- We do not yet have the figures for tourist facilities (expected in June 2023) but 85% of them are very satisfied with visitor numbers during the All Saints' Day holidays 2022.

The tourism industry will once again have to contend with external shocks, which calls for The situation is so volatile that we need to be cautious in our forecasts. The explosion in energy prices will have an impact on the profitability and costs of operators, while demand demand may be affected by the weight of inflation and fears of recession, particularly for recession, particularly for the less well-off.

« I've opened a surf school in the middle of a pandemic! It offers a unique moment of harmony with the elements, for everyone. »

Pierre-Louis Couvelard opened a surf school labeled "Handisurf" (for disabled), Wimereux Surf School (Wimereux, Pas-de-Calais, France)



Background:

After 6 years teaching swimming lessons and 2 years teaching surfing in the Landes, I decided to return to my roots and bring my expertise to the beaches of the Côte d'Opale by creating a small-scale structure with values of sharing and conviviality.

My advice:

Don't be afraid to give life to projects that reflect your values, know-how and interpersonal skills. Sharing your passion with simplicity and authenticity is what people are looking for, beyond sport, beyond disabilities, the experience is even more powerful and unforgettable!

My offer :

Wimereux Surf School (WSS) is much more than a surf school... it's a place to live, share and meet people. The aim of the school is to offer surfing to everyone and to make it easier for people with disabilities to surf.

After training with the national Handisurf association and a training course at L'Arche les 3 Fontaines, our surf school is now certified. Adapted and personalised sessions are put in place to surf with confidence.

Lessons learnt:

Setting up a business in the middle of a pandemic might have seemed suicidal, but I had a lot of support. What's more, this pandemic has accentuated the need to reconnect with nature, so my offer came at just the right time!

The school has 2 permanent staff and 3 seasonal staff. Our courses are full almost non-stop from March to November! And through partnerships, WSS has helped to boost the business of a food truck set up next door during the season, as well as a photographer specialising in aquatic photography.

ASSESSING THE SOCIAL IMPACT

Pas-de-Calais residents' perceptions of the social and cultural impact of tourism :

- 78% of people think that tourism helps to preserve buildings and monuments
- Tourism increases the cultural offer: 90%
- Tourism increases leisure activities: 95%.

BUT

- Tourism harms the preservation of natural areas 56%
- Tourism limits access to parking spaces 71%
- Tourism leads to over-frequentation: 70%

65% of respondents enjoy meeting visitors to the region

43% think that tourism protects and enhances the natural landscape

Residents want infrastructure to be developed first and foremost for their own needs, before those of tourists, while respecting the environment. The coastal communities complain about the influx of visitors to their resorts, the pressure on land from the development of second homes and rising rents.

Village dwellers, on the other hand, regret the lack of tourism development in their area. The development of cycle paths is strongly requested.

Pas-de-Calais residents' perception of the economic impact :

- Yes, tourism helps to increase employment for over 70% of the population
- Tourism improves the local economy for over 80% of the population
- It improves local investment, development and infrastructure spending for infrastructure spending for 73%
- Only 41% think that tourism improves local transport services
- 58% think that tourism increases the price of local facilities and equipment local

Residents think there is still a lack of tourism facilities, especially in rural areas.

Residents' perception of their well-being :

- 58% of respondents feel that their life is close to their ideal
- 60% think their living conditions are excellent
- 65% feel calm and relaxed in their lives
- For almost 80% of respondents, summer tourism will not cause them to leave their region
- 73% of respondents feel personally safe living in the Pas-de-Calais

- 54% felt financially secure
- 9% of respondents do not like living in the Pas-de-Calais
- 72% find their locality quiet, peaceful, and calm
- 95% of respondents feel they live in a beautiful region
- 87% feel strongly connected to their region

Generally speaking, the region offers many interesting landscapes and activities, but beware of tourist development that could harm local residents.

The perception of visitors to the region:

- 58% of respondents believe that the number of visitors to the region has increased significantly
- 50% believe that the number of cultural attractions available to visit has increased in recent years
- The quality of life has not changed in recent years for more than 62%.

In general, residents like to take advantage of their free time to visit their region.

- 77% of respondents support tourism in their local area

For a number of years now, tourism has been an increasingly important economic activity for the Pas-de-Calais, generating employment and attracting visitors. A large number of developers are coming to or returning to the region to create a tourism offering (mainly unusual, themed or eco-friendly accommodation).

That said, increasing pressure on coastal land is limiting the appeal of tourism to local residents: more difficult access to property, parking problems, conflicts of use, etc. between different users of natural areas, etc. A balance therefore needs to be struck in space and time. In space, with greater development in more rural destinations. In time, with continued development of off-season tourism.

" We created social links through gardening in a cultural tourist site "

François Colin, gardener Château d'Hardelot,

(Condette, Pas-de-Calais, France)



What we offer:

We set up a partnership with Eden62 and the Portel Social Centre to create workshops and make the park's vegetable garden available to the centre's members. We chose the vegetable garden because it allows us to tackle a number of themes and to garden all year round without any constraints. What's more, these workshops are aimed at people living in urban areas who don't necessarily have access to a garden. Around ten members of all ages have signed up to take part throughout the year in the gardens of Hardelot Castle.

Lessons learned:

These intergenerational workshops encourage mutual support and reduce feelings of isolation. The members of the social centre, who didn't dare come to the park, have finally made it their own and are free to go there whenever they like to garden or pick the fruits of their labour.

Context :

The Château d'Hardelot is located in a landscaped park managed with respect for the environment. In conjunction with the gardener, we wanted to make the management of an area available to the local population so that they could take ownership of the site, but also to raise awareness of environmental issues. On this occasion, we wanted to create moments of sharing, get people involved in beautifying the gardens and pass on our knowledge of garden management.

Our advice:

Involving the local population in the management of the château's kitchen garden is a great way to build social links and raise awareness of environmental issues. This experience could encourage other cultural venues with gardens to organise these highly rewarding moments of sharing.

ASSESSMENT OF THE ENVIRONMENTAL IMPACT

For this evaluation, we chose to focus our tests on the Arras Pays d'Artois.

This vast area is made up of more than 200 small rural municipalities around a centre, Arras. The tourist positioning of the destination seeks to attract a clientele of stressed urban workers looking for city breaks. This target group can be found in towns with more than 100,000 inhabitants within a 300km radius of Arras.

While access to the city centre by road and rail is very easy and straightforward, the same cannot be said of Arras, the same cannot be said for the countryside. The hub-and-spoke transport network the links between villages. Collaborative modes of transport are developed. The number of greenways is low and walking and cycling itineraries are poorly developed.

Aware of these obstacles, the region has embarked on a master plan for the railway station and secondary road network, which should facilitate mobility in the coming years.

With the region, we have built a carbon tool to assess the carbon impact of tourist stays in the region.

The aim of this tool is to compare the same holiday whether it is carbon-based or low-carbon.

For example, for the "getting to your destination" criterion:

- If you use public transport for a 200 km journey, including connections to and from the station, the carbon impact is estimated at connections to and from the station, the carbon impact is estimated at 8.4 kgCO₂.

- For the same journey by car, the carbon impact is 42 kgCO₂.

For the "activities" criterion (40 kilometres travelled during the stay for activities):

- In the case of the use of soft mobility, the carbon impact is estimated at 0.8 kgCO₂

- If we use the car, the impact is 6.1 kg

For the criterion "eating within a 50 km radius during the stay".

- For travel, we estimate 2 kgCO₂ by soft mobility compared with 5.3 kgCO₂ by car

- For meals, we estimate 29.3 kgCO₂ for the entire stay if the meal is and 68.1 kgCO₂ for meat meals, without organic or local products.

On the "accommodation" criterion, eco-labelled accommodation produces 66.2 kgCO₂ compared with 82.8 kgCO₂ for standard accommodation for a two-week stay.

Finally, for the criterion "bringing back souvenirs for a purchase of 100 euros", the carbon impact is estimated at 0.3 kgCO₂ for eco-designed/local products, compared with 0.8 kgCO₂ for traditional/imported products.

This tool makes it very easy to calculate the carbon impact of the holidays on offer.

This tool is shared with tourism professionals to convince them to work on more responsible holidays.

It was also presented to the area's elected representatives to convince them to continue their reflections on soft mobility in the area. They are currently working on a strategy around 5 issues:

- Giving priority to discovery cycling (particularly electrically assisted)
- Providing safe, high-quality service providers and itineraries
- Building an immersive offer based on hospitality
- Offering car-free holidays (multimodality)
- Network the destination from Arras and its major routes (walking and cycling) to link the key sites.

During the construction of the 250 experiences in Pas-de-Calais, aware of the difficulties of Pas-de-Calais, the marketing team chose to focus on:

- Locavore experiences
- Cycling experiences
- Experiences on foot
- Experiences in 'green' accommodation

For example, the lifestyle collection presents experiences that correspond or respond to a current trend or lifestyle. They are based on customer motivations and are particularly in tune with the times, to send out a strong signal to target audiences.

The seasonal collection presents ephemeral experiences for the autumn and winter seasons, which are the only months you can experience them. They are infused with natural elements, the ambience of nature and the traditions and events of these periods.

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EXPERIENCE

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