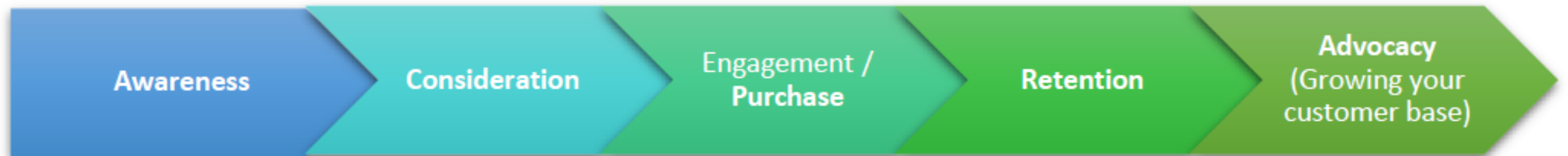


# Session 5B

## Developing a Customer Experience - The Customer Journey

18 December 2020

# The Customer Journey



# The Customer Journey



## **Awareness**

How do your customers find out about you?

Where do your customers find out about you?



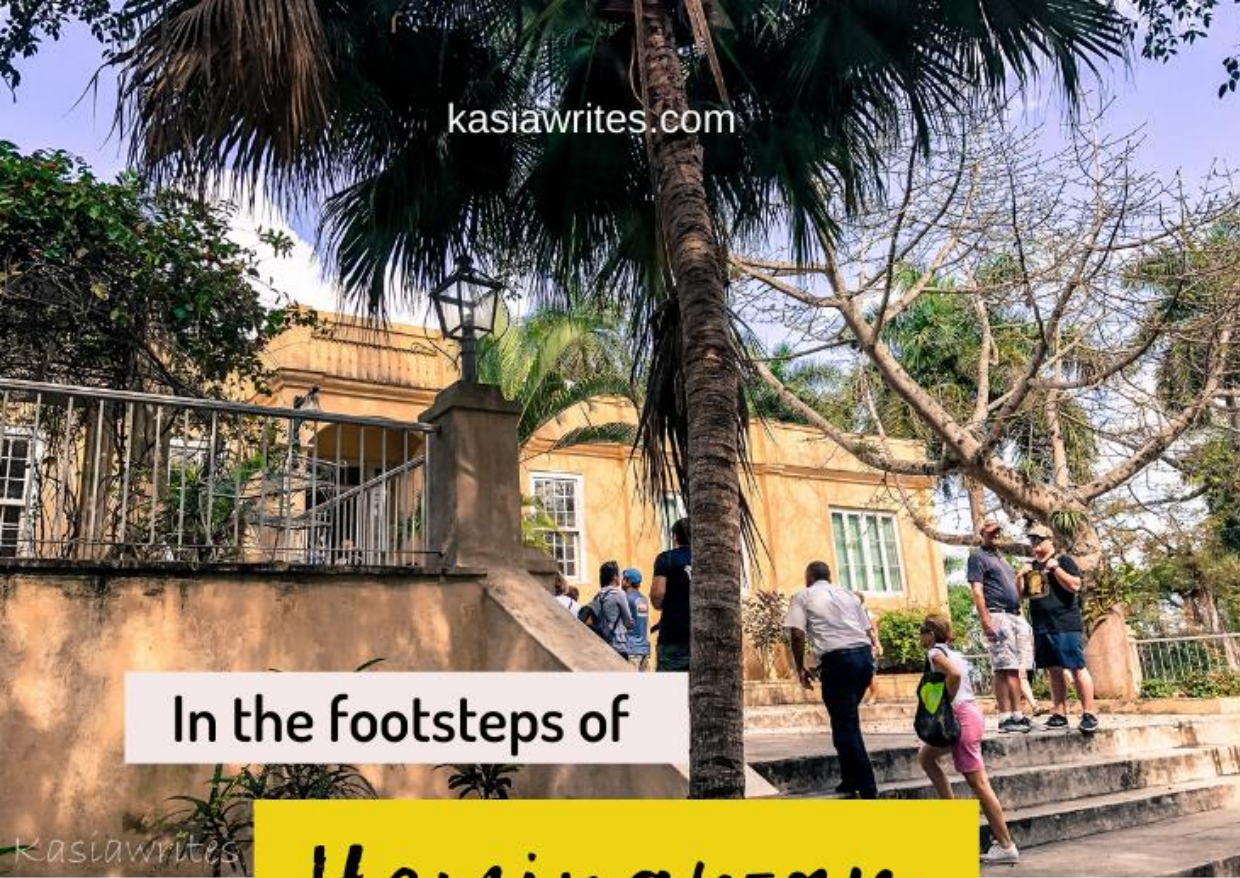
# The Literary Tourist

Broadly speaking, one of two categories:

1. The Motivated or Inspired Literary Tourist
2. The Incidental Tourist







In the footsteps of

*Hemingway*

In Cuba



# Motivated or Inspired Literary Tourist

Drawn to a location for a specific reason – a destination tourist

Seek immersive experiences

The cultural fabric, literary attraction, heritage draws them to the destination

Research & planning is key to their decision to travel

Events, activities, tours and experiences are the hooks to bring them to the destination

Source: <https://www.theguardian.com/books/2020/apr/16/visitbritain-sorry-for-literary-map-ignoring-wales-and-scotland>



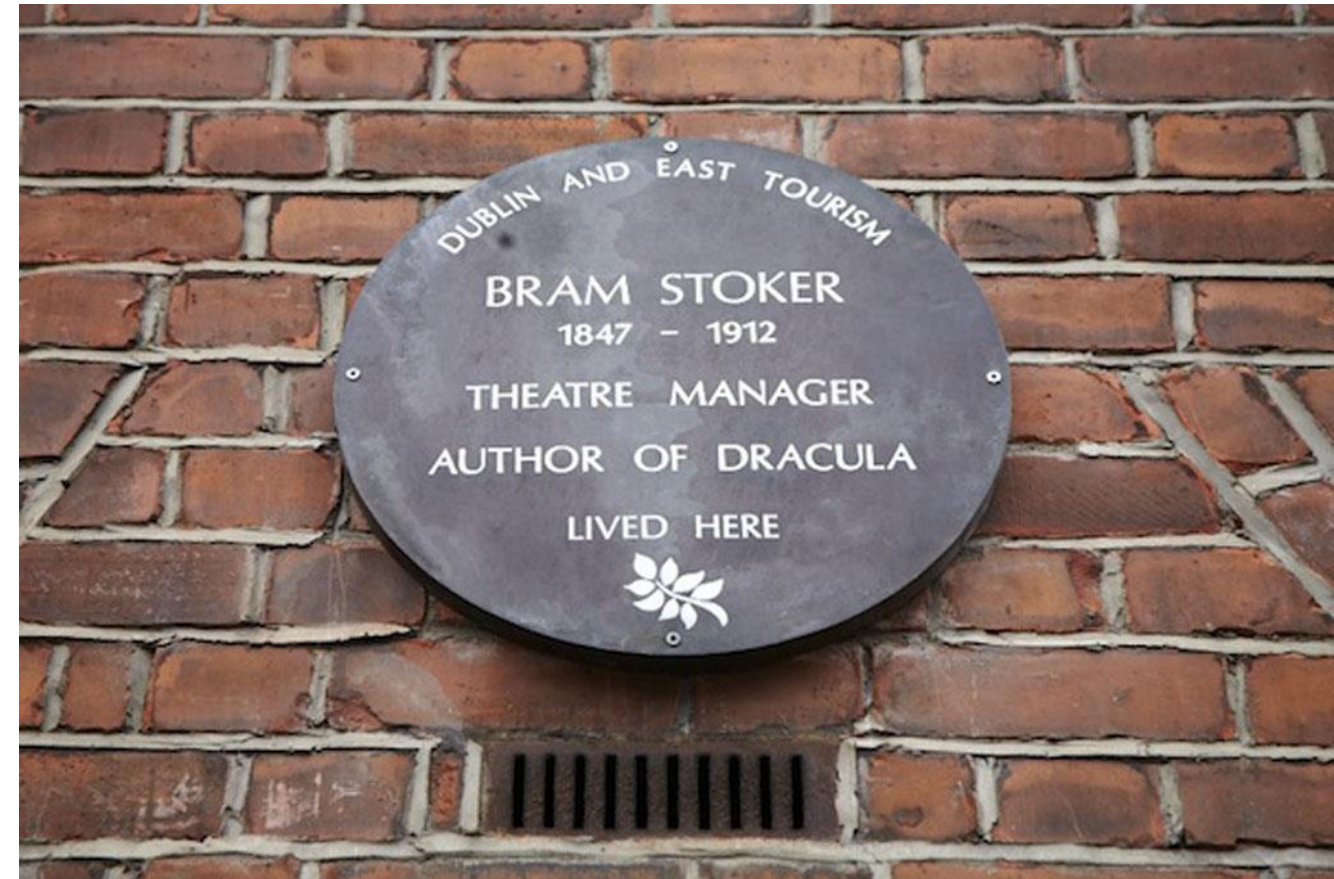
# Incidental Literary Tourist

The accidental literary tourist – they are drawn by the destination rather than a specific literary touristic theme

More likely to respond to their discovery of literary heritage in the destination rather than choosing specifically for its literary heritage

Well positioned information in destination is key to their discovery

A range of accessible and easily bookable events, activities, tours and experiences are the hooks to draw these tourists to your offering



# EXERCISE 1

## Identifying your target customers

*Working through the questions below will help your business to identify its core market segments, to gain an understanding of why they choose your location and how they view what you have to offer.*

*In addition, it can offer you insights into how you can target these customers e.g. through package development or collaborative programming in your destination etc*

*Who are your customers?*

*Your business doesn't only deal with the end user, sometimes your customer comes to you through an agent – you need to think about how you attract them too.*

- Individuals (with a literary interest)
- Families
- Couples
- Special Interest Groups
- Tour operators and travel management companies
- Destination management companies

*How do they make their booking choices?*

- As a group (special interest group, tour etc)
- Online as individuals
- Through a booking agent
- As part of a tourism package

*Why have they chosen your location?*

*Are they looking for what you have to offer specifically or your wider location? What is their motivator?*

- Your location - what it has to offer as a holiday destination
- A festival or specific event
- Literary specific travel
- Itinerary stop on a tour

*How do they find out about  
your business?*

*Where do they seek information?*

- ✓ Online – via your website, social media platforms
- Through a travel management company
- ✓ Through your packaging partners (e.g. hotel, restaurant, event/  
activity provider's communications platforms)
- ✓ TripAdvisor, Lonely Planet etc.
- Media – national, local, international
- Word of mouth
- Industry publications (e.g. literary, tourism publications etc)
- ✓ In destination – local tourism office etc

*When do they choose what  
you have to offer?*

- In advance of arrival – (How far in advance?)
- In response to promotional information (e.g. festival  
dates/programme released)
- When they arrive
- ✓ During their stay in your location
- Impulse visit / purchase

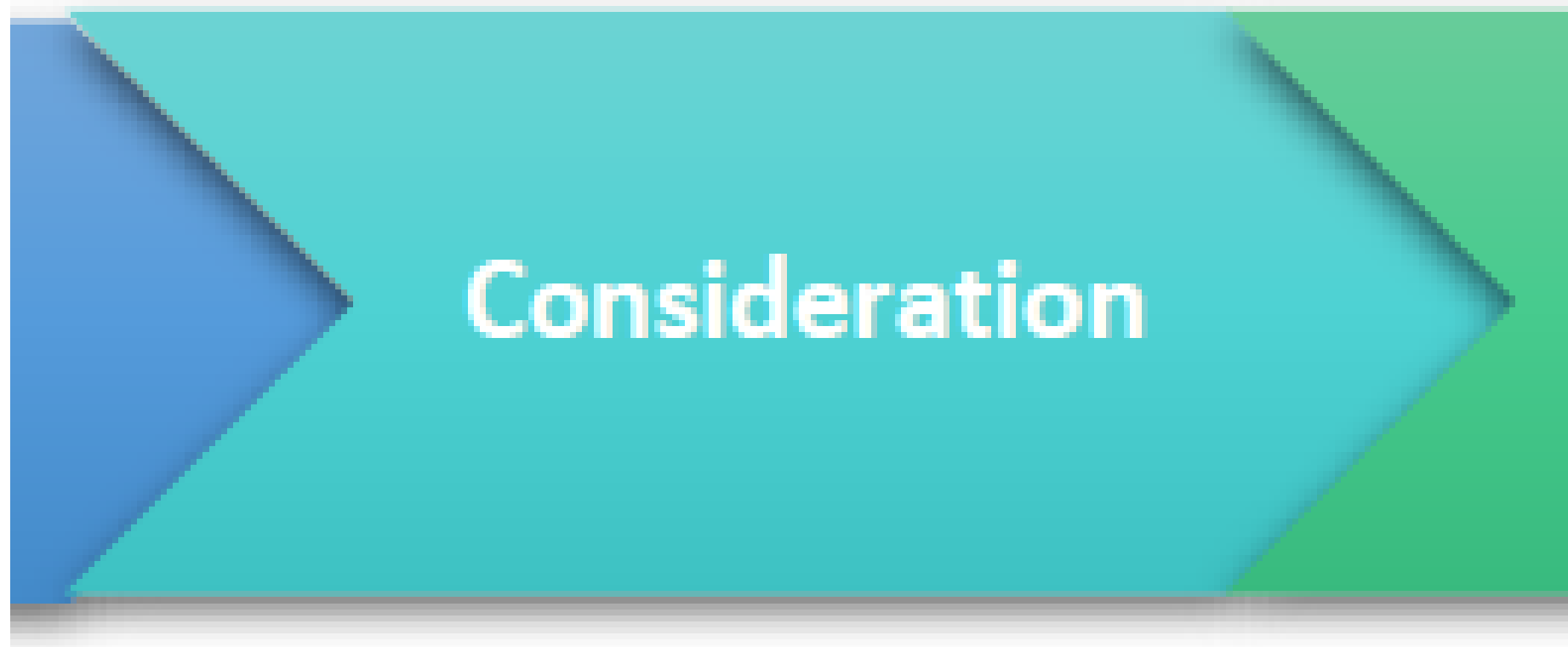
*Why do they choose you?*

*Understanding their motivator will  
make it easier for you to target specific  
customer groups.*

- Your programme
- Word of mouth
- ✓ Reputation
- ✓ Online presence
- ✓ You are a major attraction
- Trust in what you do as an organisation
- You formed part of a package – did they choose you specifically
- ✓ Learned about your business when they arrived in your location



# The Customer Journey



## **Consideration**

What will compel your customers to choose what you have to offer?

Is that different for each customer group? How?

## Shop Here This Year

[Itineraries](#) [Must See](#) [Edinburgh City Guides](#) [Explore Areas](#) [By Season](#) [Green](#) [Edinburgh Festivals](#)

[Lothians and Beyond](#) [#ThisisEdinburgh24](#)

[Budget](#)

[Family](#)

[Luxury](#)

[Literature](#)

[Heritage](#)

[Cycling](#)

[Haunted](#)

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[Accessible Edinburgh](#)

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# Literature

Share: [Twitter](#) [Facebook](#) [Google+](#)

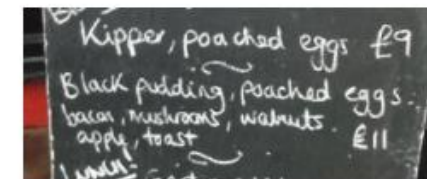
Home and the inspiration to many great writers, Edinburgh is rightly proud of its accreditation as the world's first UNESCO City of Literature.



The title recognises not only Edinburgh's historical literary roots, but also gives credit to its on-going activity to promote and champion Scotland's literature and the development of international literary partners through its tours, festivals, and events.

## Literary Destinations

Edinburgh has long been a home for literary legends and offers a



## Hidden Gems

Coveted by those in the know, we reveal Edinburgh's very best spots to eat, drink and be merry all day.

[Get the inside scoop](#)

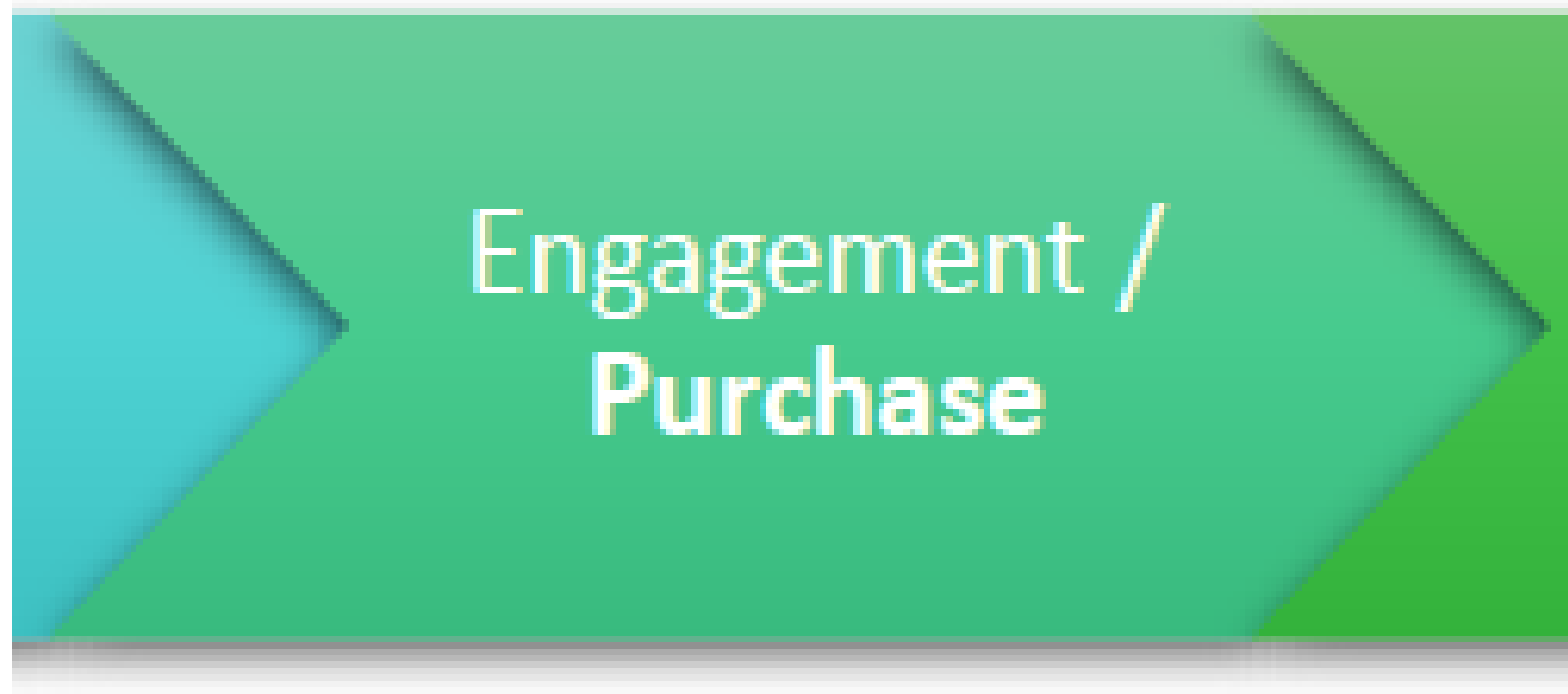


## Itineraries

Our handy itineraries weave through grand squares, across cobbled courtyards and penetrate ancient wynds - you can even revisit some of your favourite film locations.



# The Customer Journey



## **Engagement/Purchase**

How easy is it for your customer to access or engage with what your business has to offer?

How can you improve the engagement process?

EXPERIENCES

FOOD

WHAT'S ON

PLAN YOUR VISIT

SHOP NOW

## Available experiences

### WELCOME BACK + WINTER VILLAGE



- ✓ Guaranteed timed entrance and physical distancing measures in place
- ✓ Explore the ingredients, history, and culture that tell the Guinness story
- ✓ Select from a pint of Guinness or one of our other Guinness beers (18+), or a soft drink to enjoy in the Gravity Bar, included in your ticket
- ✓ Reserve a table at our restaurant on the 5th floor after ticket purchase
- ✓ Access to Winter Village and Guinness Storehouse retail store

### UPGRADE YOUR EXPERIENCE + WINTER VILLAGE



- ✓ Guaranteed timed entrance and physical distancing measures in place
- ✓ Explore the ingredients, history, and culture that tell the Guinness story
- ✓ Select from a pint of Guinness or one of our other Guinness beers (18+), or a soft drink to enjoy in the Gravity Bar, included in your ticket
- ✓ An additional pint and choose from The Stoutie, a picture-perfect pint featuring your selfie on the head of the iconic black and white stout or The Guinness Academy where you will learn how to pour your very own pint of Guinness.
- ✓ Reserve a table at our restaurant on the 5th floor after ticket purchase
- ✓ Access to Winter Village and Guinness Storehouse retail store



# The Customer Journey



## **Retention**

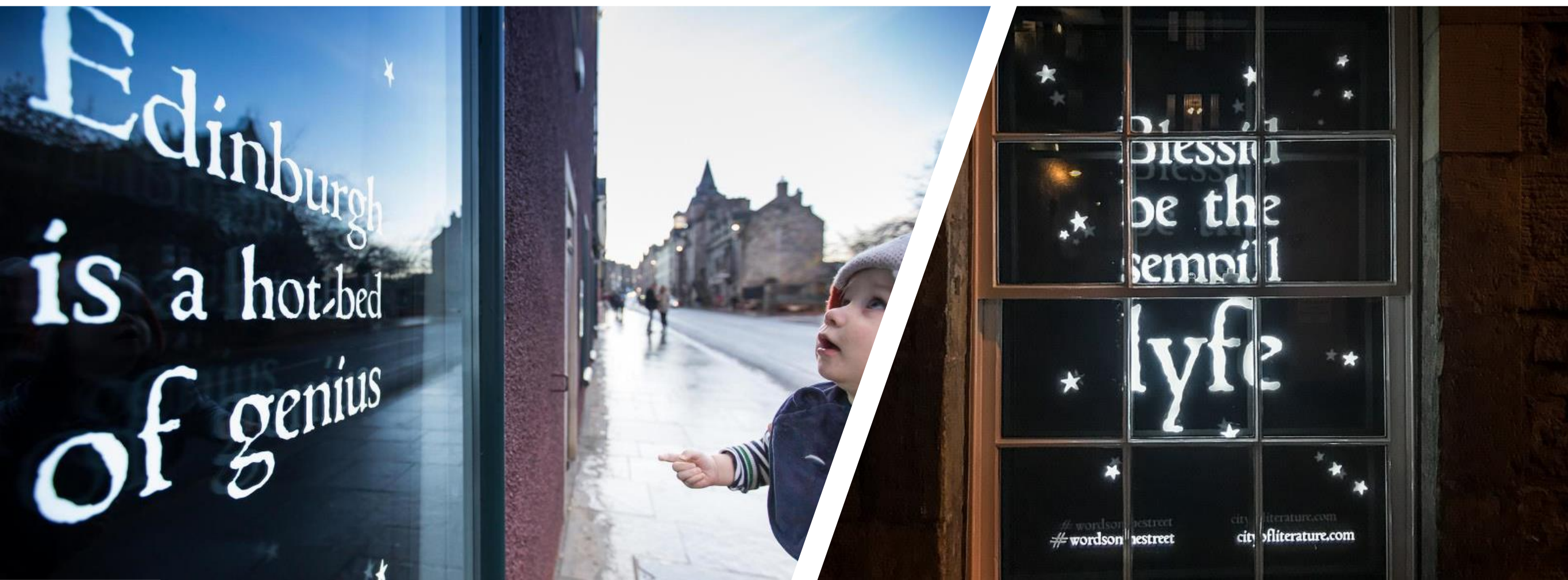
What do you do to ensure an enjoyable customer experience?

What do you do after their visit to make them choose your business again?

# Tourism Experience Model





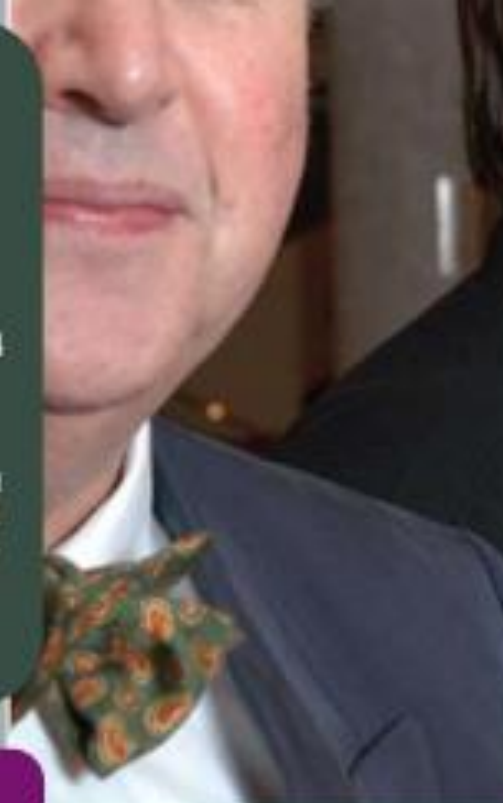






#### LITERARY GEM No.4

You and your visitors can get a free Robert Burns App for your iPhone, with more than 550 poems and love songs, complete with a useful glossary of terms to help interpret the Scots words. Go to: <http://bit.ly/yWh6GZ>



### 3. What is Liter

#### IDEAS TO TRY

- Put the free City of Literature film on your website to attract literary visitors to your city.
- Poems on Pillows: place a poem on the pillows in guestrooms to link with a festival or event. The Scottish Poetry Library has an online search for a poem facility on their web site. [www.scottishpoetrylibrary.co.uk](http://www.scottishpoetrylibrary.co.uk)

#### Literary Tourism?

Literary tourists are specifically interested places have influenced writing and at the same time how writing has imagined or created. Literary tourists really only need a novel inquisitive mind. However, the wide choice of guides, maps and tours available can help visitors discover even more of Edinburgh's literary heritage.

There are two types of literary tourists: the **literary pilgrim** who makes a special trip to places associated with a given author; has a number of literary societies with members coming to Edinburgh for events throughout the year. **Get in touch with them to see how they can help you together or develop a promotional campaign.** The second type, and the more common, is the literary tourist for whom it's an annual holiday which they discover once they arrive.

Edinburgh has always attracted large numbers of visitors because of its literary history. It has also seen an increase in the number of visitors interested in contemporary art and design. The city's designation as the world's first City of Literature has also helped the rise in literary tourism. One of the great things about Edinburgh is its walkability: you can literally walk in the footsteps of famous authors past and present. Edinburgh Surveys show that 94% of leisure visitors walking around Edinburgh. They can be interested in Edinburgh's history and heritage, looking down Robert's Olden Box and

### Things to know about your City of Literature

#### Edinburgh's Literary Monuments and Places of Interest

Let your guests know about some of Edinburgh's top literary attractions and promote these on your website.

- The Writers' Museum and Makers' Court:** Housed off the Royal Mile in Lady Stair's Close, The Writers' Museum celebrates the lives of Robert Burns, Sir Walter Scott and Robert Louis Stevenson, and hosts permanent exhibitions to these three great Scottish literary figures, all of whom have strong Edinburgh connections. [www.edinburghmuseums.org.uk](http://www.edinburghmuseums.org.uk)
- Scottish Storytelling Centre:** The world's first purpose-built centre for storytelling, halfway along the Royal Mile. The centre is open to the public and includes a café, theatre, Storytelling Court, library and a free child-friendly exhibition. [www.scottishstorytellingcentre.co.uk](http://www.scottishstorytellingcentre.co.uk)
- The Scottish Poetry Library:** Just off the Royal Mile down Crichton's Close, this award-winning building is home to a huge selection of books and periodicals, a busy events schedule, changing exhibitions and now also the Edwin Morgan archive. [www.scottishpoetrylibrary.co.uk](http://www.scottishpoetrylibrary.co.uk)
- West Port:** Dubbed "Edinburgh's Soho", the West Port, packed with bookshops, is a lively and eclectic stretch just off the historic Grassmarket (which itself features taverns that have opened their doors to William Wordsworth, Robert Burns and Walter Scott).
- The National Library of Scotland:** Scotland's copyright library has a treasure trove of papers, pamphlets, maps and artefacts documenting Scotland's rich history and culture. The visitor centre allows members of the public to browse the catalogue and see key items of NLS collections on display. [www.nls.uk](http://www.nls.uk)
- Edinburgh Central Library:** Edinburgh's main public library, just off the Royal Mile. There is an amazing collection of books in the Scottish and Edinburgh collections, as well as exhibitions, the golden-domed reading room, free wi-fi and a year-round programme of free author events called Edinburgh Reads. [www.edinburgh.gov.uk/libraries](http://www.edinburgh.gov.uk/libraries)
- John Murray Archive:** A hi-tech interactive exhibition that brings alive the treasure trove of papers and personal correspondence of the Scottish John Murray publishing house which published the likes of Lord Byron, Jane Austen, Charles Darwin and David Livingstone. <http://digital.nls.uk/jma>
- The War Poets' Collection:** Edinburgh Napier University houses a special collection allowing visitors to gain an insight into the personal and social experiences of war through the words, memories, voices and objects that officers, medical staff and relatives left behind. [www2.napier.ac.uk/warpoets/](http://www2.napier.ac.uk/warpoets/)
- Scott Monument:** Visitors are rewarded with a stunning view of the city as they climb the 287 steps to the top of the world's largest monument to an author, Sir Walter Scott.
- Burns Monument:** Re-opened in 2009 following extensive restoration work, this Georgian neo-classical, circular monument honours Robert Burns, Scotland's National Bard. The Burns monument is on Regent Road and looks out to Arthur's Seat.



#### LITERARY GEM No.5

##### Literary Guidebooks

Have the following literary guidebooks on Edinburgh available for your guests:

**The Literary Traveller in Edinburgh** (Allan Foster); **Reading Round Edinburgh** (Lindsey Fraser and Kathryn Ross); **The Edinburgh Literary Companion** (Andrew Lownie).

Buy them online at [www.booksforScotland.com](http://www.booksforScotland.com) or add the link to your website for guests keen to learn more.

#### IDEAS TO TRY

- Are you in a literary hotspot? Did a famous author live on your doorstep? Which books are right up your street? Explore your City of Literature through the stories it has inspired with an interactive map developed by Edinburgh City Libraries, which gives information on books based in Edinburgh <http://yourlibrary.edinburgh.gov.uk/fictionmap>
- Use the City of Literature trails or map to give your visitors a different way to see and explore Edinburgh.
- Create a tailored walk from your business to Edinburgh's literary monuments and places of interest.





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Release info: Not released, More informat  
Source: PA Images



Light 2000 Theatre Productions in Association with The Rostrevor Inn  
Proudly Presents for one morning only:



## *The Bloomsday Breakfast*

Sunday 16th. June 9.00 -11.00am  
The Rostrevor Inn, Bridge Street, BT34 3BG  
Irish Breakfast Served from 9.00am, (Play 10.00am)  
With promenade performance and readings from:

<i>The Bloom Mystery</i> featuring: Vicky Blades as Nora Jason Benson as Joyce Writer & Producer: Csilla Toldy Director: Alistair Livingstone	<b>Tickets £12 each</b> <b>Including breakfast</b> Rostrevor Inn, Bridge Street Rostrevor, Co Down, BT34 3BG email: <a href="mailto:therostrevorinn@gmail.com">therostrevorinn@gmail.com</a> tel: +44 (0)28 4173 9911
--	--

Dress up in your finest 1920's and 30's clothes and join us for full Irish Breakfast and Rehearsed Readings from Csilla Toldy's new play based on an imagined dialogue between a Hungarian Journalist looking for a scoop and the Immortal James Augustine Aloysius Joyce:  
- the writer of *Ulysses*!



The Rostrevor Inn

June 18, 2019 · 🌐

...

### Bloomsday Breakfast

Rostrevor celebrated our connection to James Joyce in style on Sunday, June 16 – Bloomsday. 'Tiptop' Rostrevor, is the only place in the north of Ireland mentioned in *Ulysses*. 'The Bloom Mystery' by Csilla Toldy (directed by Alistair Livingstone) was performed by actors Vicky Blades and Jason Benson following a special Bloomsday Breakfast in the Rostrevor Inn. For the final part of the play, actors and audience repaired to Crawfords Bar, where Alfie Corr, William Graham and Kenneth Tyndall joined the performance.

Thanks to all who came to the sell out performance and added to the fun with period costume. The pic shows writer Csilla (foreground), members of staff who helped with the breakfast and performers. For those we couldn't accommodate the good news is there a possibility to hold Bloomsday in Rostrevor next year. [Light 2000 See Less](#)

👍❤️ 54

3 Comments



👍 Like    💬 Comment    ➦ Share    🔔



## World news

**Sibylla Brodzinsky in Bogotá**

Thu 31 May 2007 10.18 BST



# García Márquez heads home to Macondo



▲ Return of the native ... Gabriel García Márquez rides the 'Macondo Express'. Photograph: Alejandra Veja/AFP

For the first time in more than two decades, Colombian author Gabriel García Márquez is returning to his hometown which he immortalised as Macondo in *One Hundred Years of Solitude*.

García Márquez was yesterday travelling into Aracataca, the real name of the town near Colombia's northern coast, on the inaugural trip of the "Macondo Express" decorated with yellow butterflies that have come to symbolise Macondo.

The town was festooned with yellow balloons, with school children ready to greet Aracataca's most famous son at the station.

It would be the first time in 25 years that García Márquez has been to Aracataca, where he was born 79 years ago. The author has said he based the village in *One Hundred Years of Solitude*, which was published 40 years ago, on Aracataca.







With the support:











The Edinburgh Book Lovers' Tour has been enjoyed over the years by groups from all over the world, from California to Kazakhstan - student groups, tour groups, book clubs, etc.



Minimum group size is 12. Maximum group size is 36.



The date and time of a group tour is up to the group, and will be confirmed shortly after booking. Most groups, if they book early enough, will get the date and time slot they request.



Groups can pay cash on departure, or by bank transfer.

Adults £15 / Students £14



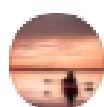
For further enquiries and group discounts contact Allan at [foster.allan1@gmail.com](mailto:foster.allan1@gmail.com)



# Children's Book Butler At The Westin



**THE WESTIN DUBLIN INTRODUCES LITERARY GLAMPING IN THE CITY FOR LITTLE BOOK LOVERS**



Kevin B wrote a review Feb 2020

Melbourne, Australia • 26 contributions • 7 helpful votes



## Great fun

A quirky tour around the heart of Dublin. Starts with a drink and moves to all the Literary spots within walking distance. Had a blast. The tour guides are very knowledgeable and answer questions if you have them. I would recommend the tour. You will need to book as there are limited spots.

[Read less](#) ▲

Date of experience: January 2020

*This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC*



Helpful



Share



Lori wrote a review Jan 2020

Minneapolis, Minnesota • 4 contributions • 3 helpful votes



## So fun and informative!

We planned this tour to wrap up our destination wedding weekend in Dublin time with our family and friends! The stories were interesting and we all loved it! Definitely recommend!

[Read more](#) ▼

Date of experience: December 2019



Helpful



Share



Response from Colm Q, Owner at Dublin Literary Pub Crawl

Responded 24 Jan 2020

Thanks for joining us on your wedding weekend. Lots of families join us in this way. It's a great icebreaker for each side to get to know one another or to review the events of the big day itself. All the best. COLM.







# See & Do



- Adventure
- City Tours
- Activities
- Activity Tours
- Tours
- Operators & Guides

BOOKING OPTIONS ▶

## Dublin Literary Pub Crawl

'It combines street theatre with the 'craic' that makes Dublin's pubs the liveliest in Europe and successfully avoids tourist cliches that could ruin an evening of high art and low life'. The London Times.

Meeting point is The Duke Pub, Duke Street (off Grafton Street) at 7.30pm.

April to November nightly. Winter: December to March Thursday to Sunday. Extra tour 12 noon Sundays all year. Private tours are available all year.

Private tours are available all year.



**address**  
Suffolk Chambers, 1 Suffolk Street

**web**  
dublinpubcrawl.com

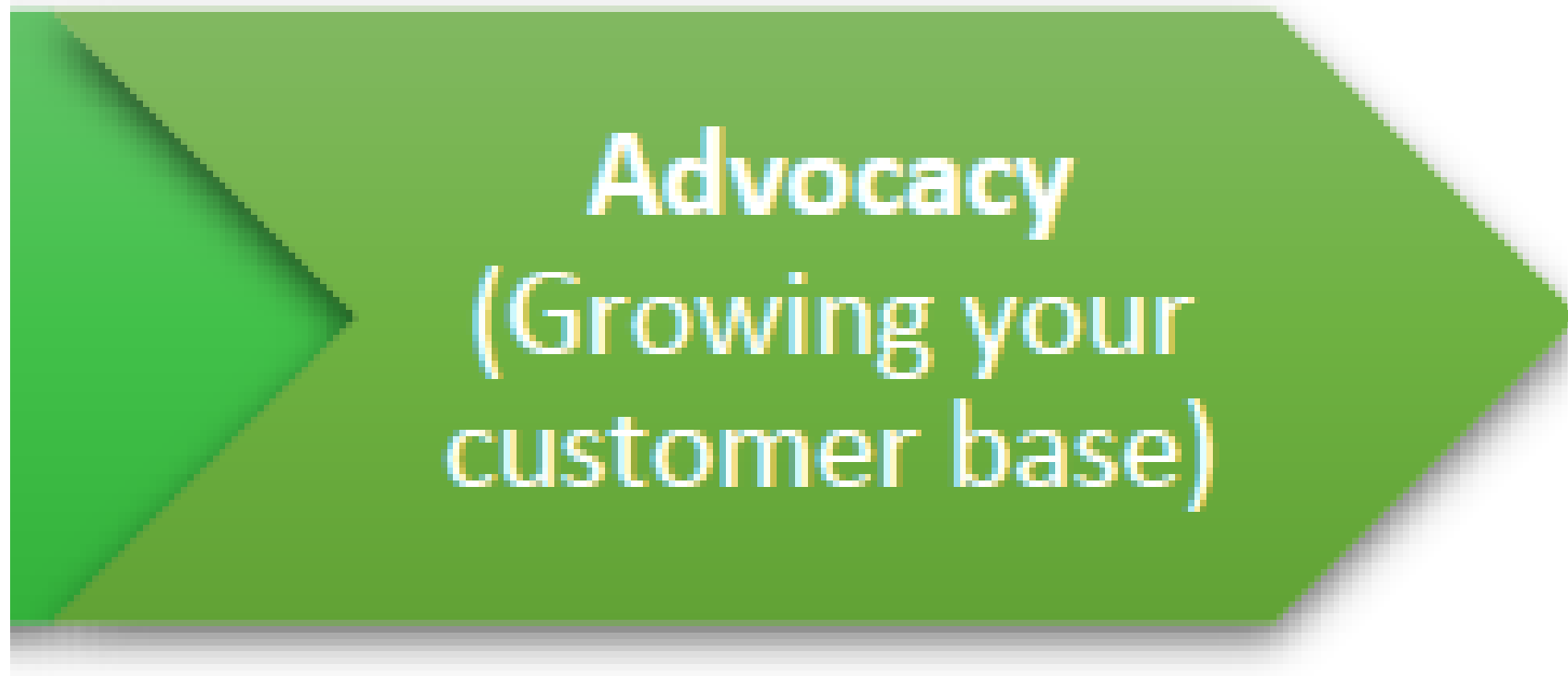
**phone**  
+353(0)16705602

PIN TO MAP

DIRECTIONS



# The Customer Journey



## **Advocacy**

What do you ask them to do to help you share your story and grow your markets?

facebook

Email or Phone

Password

Log In

Forgot account?



Like

Share



Send Message

4.8

4.8 out of 5

Based on the opinion of 48 people

MOST HELPFUL

MOST RECENT



Karen Patton Orr recommends dublin literary pub crawl.

February 29

dublin literary pub  
crawl

Home

Reviews



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Ratings

Now it's

Europe > Ireland > Province of Leinster > County Dublin > Dublin > Things to do in Dublin > Dublin Literary Pub Crawl

Dublin Literary Pub Crawl: Hours, Address, Dublin Literary Pub Crawl Reviews: 4.5/5



Something for all the Family this Christmas

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HOTEL & APARTMENTS



## Dublin Literary Pub Crawl

1,000 reviews

#7 of 312 Nightlife in Dublin

Tours, Nightlife, More

Dublin, Ireland

More

About Dublin Literary Pub Crawl

Photos

Tours & Tickets

Reviews

Save Share

## Tours and Tickets by Dublin Literary Pub Crawl



### Dublin Literary Pub Crawl

887 Reviews

2 hours

from  
€15.25

More Info

### Overview

Experience Dublin's love of literature and pubs on this pub crawl. Leave the navigation to your guide as you head down the city's charming lanes. Stopping into pubs that hold literary significance, listen to anecdotes and facts about local authors, and hear actors bring famous works to life. Purchase some pints and snacks to refuel



https://www.google.ie/search?ei=sBvaX6u6B9LyxgPh5rmoAQ&q=dublin+literary+pub+crawl+reviews&oq=dublin+literary+pub+crawl+reviews&gs\_lcp...



dublin literary pub crawl reviews



<https://www.tripadvisor.ie> > ... > Things to do in Dublin ▾

## Dublin Literary Pub Crawl | County Dublin - Tripadvisor

Dublin Literary Pub Crawl 887 reviews · In-depth tour of Dublin's literary history with a guide

· Find hidden gem pubs with literary significance · Listen to actors in ...

★★★★★ Rating: 4.5 · 887 reviews · €15.25 · In stock

<https://www.dublinpubcrawl.com> > reviews ▾

## Reviews - Dublin Literary Pub Crawl - Buy cheaper Direct wit...

This is no ordinary tour...those who book it are transported away from the arid tourist cliches...

sober or gently merry, following the footsteps of the literary greats ...

<https://www.dublinpubcrawl.com> > how-it-got-going ▾

## How we got going - Dublin Literary Pub Crawl - Buy cheaper ...

Since 1988 the Dublin Literary Pub Crawl has been rambling the streets of the capital and bringing the literary history of Dublin to life. Professional actors tell you ...

<https://www.wandertooth.com> > Europe ▾

## The Best-Selling Dublin Literary Pub Crawl We Loved: A ...

Jul 31, 2020 — Read Our Review In This Post, And Find Out Who We Think Will Enjoy The Dublin Literary Pub Crawl.

<https://www.viator.com> > ... > Arts & Design > Art Tours ▾

## Dublin Literary Pub Crawl with Walking Tour and Quiz 2020

Art Tours in Dublin: Check out 910 reviews and photos of Viator's Dublin Literary Pub Crawl.

★★★★★ Rating: 4.5 · 888 reviews

<https://www.visitdublin.com> > see-do > details > dublin-... ▾

## Dublin Literary Pub Crawl | Visit Dublin

... this is an award winning show that crawls from pub to pub with professional actors

## Dublin Literary Pub Crawl

Website

Directions

Save

4.8 ★★★★★ 68 Google reviews

Tour operator in Dublin

Quirky, book-themed pub tours following famous writers' footsteps through Dublin's cobbled streets.

**Address:** 9 Duke St, Dublin

**Phone:** (01) 670 5602

**Province:** Leinster

[Suggest an edit](#) · [Own this business?](#)

### Questions & answers

[See all questions \(6\)](#)

[Ask a question](#)

### Reviews from the web

4.5/5 [Viator](#) · 888 reviews

### Reviews ?

[Write a review](#)

[Add a photo](#)

68 Google reviews

### From Dublin Literary Pub Crawl

'a lively walking tour around the pubs of Dublin with actors quoting from the works of famous Irish writers. It's a tonic.'

### Updates from Dublin Literary Pub Crawl





# Inspiration

[Bram Stoker Festival](#)

[Scottish International Storytelling Festival](#)

[Game of Thrones Experiences](#)

[Harry Potter Rail Experience Scotland](#)

[Mike McCormack's Solar Bones – adapted for the stage](#)

[Mountain to Sea Book Festival](#)

[Kendal Mountain Festival](#)

[Roald Dahl Museum & Story Centre](#)

[Lake District Package Tours – Words by the Water Festival](#)

[Wigtown Book Festival](#)





THANK YOU