

**ACTION 1**

Opportunity study

«innovative products from the Atlantic destination»

Description of the action in the application :

The design of the products will be based on a methodology developed by the partners to monitor the consumption trends of targeted customers not captured by the nautical service providers: young children, female clientele, teenagers, seniors, international customers, people with disabilities, consumers of health and well-being products.

Field surveys among these clienteles will make it possible to define their expectations and to determine what types of products and services these populations could consume.

KEY FACTS :

Maritime tourism on the Atlantic coast is an important part of the economy in the local area. The Atlantic coast offers a complete range of sites for nautical practice: Atlantic Ocean, islands, seas, estuaries, rivers and inland waters. The offers already present are very diversified.

WHAT DO WE KNOW ?

While some Regions are very advanced in developing nautical and seaside tourism, others still have a long way to go to develop access to the sea and an image as a nautical region for the general public. However, all of them have an interesting development potential, be it for «consumer» products or niche markets. Also, some products exist and are innovative but it is very difficult to make them known.

WHAT DO WE HARNESS ?

Some regions will focus on a single target and product while others have chosen to focus on multiple targets and products. Generally speaking, the work carried out by some in their local areas may be harnessed by others in their local areas.

WHAT ARE THE TARGETS?

- Family with young children
- Family with teenagers
- Group of friends
- Science tourism
- Young people aged 16-25
- People with disabilities
- Seniors
- Women
- Tourist / resident
- Upper socio-professional category males already doing nautical activities
- Young children who frequent the beach and do not come to the nautical facility

WHAT ARE THE PRODUCT ORIENTATIONS ?

Trends for innovation are turning towards:

- 1 • a «seamless» customer experience: the stay is smooth and optimal for the consumer.
- 2 • the search for hyper-personalization and the unique experience
- 3 • the use of micro-social networks: it is the users who will promote the products and destinations.
- 4 • the wow! effect: you have to integrate a bit of surprise into the trip, the services.
- 5 • fair-trade and slow-tourism, we are interested in the other side of the scenery
- 6 • the human: how do we value it in the traveler's experience?
- 7 • technology, hyperconnection but also digital detox.

