

Off-Season Tourism Product Development



TOURISMWORKS

TOURISM MADE MANAGEABLE

- >> We've Simplified tourism development & management into **bite-sized, practical steps.**
- >> Our tailored programs meet you wherever you are on your tourism journey

W AYFINDER    
TOURISM ASSESSMENT // TOURISM ASSET INVENTORY
TOURISM STRATEGY & ACTION PLAN // TOURISM PLANNING

O RGANIZER     
ITINERARY BUILDING // JUMPSTARTING YOUR TOURISM IDEAS
BUSINESS PLANNING // TOURISM INCUBATOR & ACCELERATOR // EXPERIENCE DESIGN

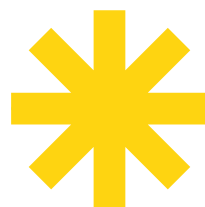
R ESEARCHER   
MARKET MENTALITY // TOURISM RESOURCE HUB // REACHING NICHE AUDIENCES

K ICKSTARTER   
REGENERATIVE TOURISM // VISITOR DONATION PROGRAM
SUSTAINABILITY INNOVATION LAB (Co-Created with the BeSMART Platform)

S TORYTELLER    
HELLO'S & HIGHLIGHTS VIDEOS // HOSTING FAMILIARIZATION TOURS
MANAGING GUESTS & TELLING YOUR STORY // TOURISM AMBASSADOR PROGRAM

OUR PROGRAMS

DEVELOPING OFF-SEASON TOURISM PRODUCTS



DEFINING YOUR EXPERIENCE

- Identifying your off-season unique value propositions
- What do you have that's underutilized
- What are your residents doing in the off-season that could be scaled for visitors?



KAYAK THE COHARIE... WITH THE COHARIE

North Carolina





JUNEBERRY
NC RIDGE USA

Regenerative Farm Stays

Come to regenerate.

Leave the details to us so you can focus on reconnecting with the land and your loved ones over perfectly planned invitations to relax and activate all your senses.

EXPLORE OUR FARM STAYS



Outer Banks Volunteer Week

Outer Banks Volunteer Week 2025

October 11-18, 2025





About 58,900,000 results (0.43 seconds)

Jackson County, NC has a secret – one that's well worth sharing. A visit to the area between **winter and early spring** offers benefits you won't find any other time of the year. Jan 4, 2024



Discover Jackson NC

<https://www.discoverjacksonnc.com/our-secret-season...>

Our 'Secret Season' Is Whispering to You - Discover Jackson NC

SECRET SEASON!

Jackson Co. NC

EVENTS

Granville Co. NC



UNIQUELY CAROLINA

TASTES OF GRANVILLE

WHAT'S HAPPENING

WHERE TO STAY

GETTING HERE

FIND EVENTS

COUNTY
Granville
"Uniquely Carolina"

SUBSCRIBE

WEDDINGS / EVENTS

VENUES & VENDORS EXPO

Presenting the Spring 2026 Granville Wedding & Event Expo!

Your Ultimate Event Planning Destination

Join us for an unforgettable day at the Spring 2025 Granville Wedding & Event Expo on Sunday, March 1, from 12:00 p.m. to 3:00 p.m. at the Creedmoor Community Center.

Discover a world of possibilities for your upcoming wedding or special event. Explore an array of venues, talented caterers, skilled photographers, and expert makeup artists, all gathered in one place. Experience unique products from local vendors, savor delicious food samples, and gather endless inspiration to make your special day truly extraordinary. Don't miss this premier event planning showcase!

[HOME](#)[YULE](#)[FESTIVAL](#)[VENDORS](#)[FARM](#)[CAST BIOS](#)[FAQ](#)[GALLERY](#)[ACADEMY](#)[SHOP ALL](#)

THE VIKING EXPERIENCE

ABOUT US

The Viking Experience NC is a historically inspired entertainment group, providing an immersive experience through interaction with our

GRANVILLE HAUNT FARM

Drive-Thru
DRIVE★IN



IT'S LIKE A HORROR SAFARI!

Our Drive-Thru Drive-In is an expedition through your favorite scary movies. Drive through our giant movie screen and watch your favorite horror movie monsters come to life in their natural habitat as we recreate their most famous scenes. It's a unique haunt experience unlike any other and fun for all ages.

BUY TICKETS



ONLINE NOW



Granville Haunt Farm Visit Granville NC 2024 - FULL COMMERCIAL



CALENDAR

THE ELEMENTS OF A VISITOR EXPERIENCE

Observe or listen,
without directly
affecting it.



Learn and engage
your mind in
reflection.

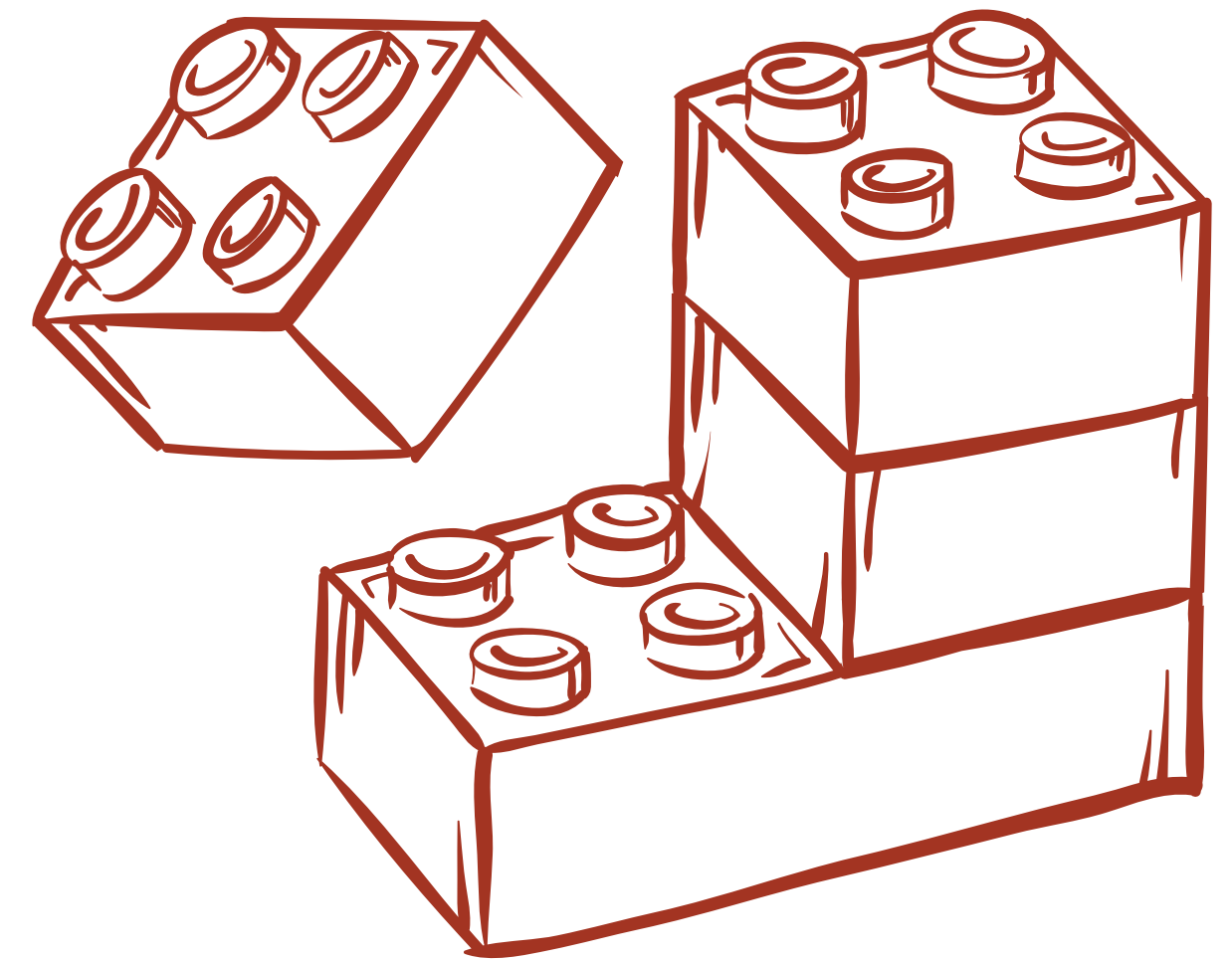
Play an active role
& participate in
the experience.



You're immersed in an
activity and actively
participating

Building Blocks of a Product

1. Unique Value Proposition
2. Structuring Your Activities & Experiences
3. Telling Your Story
4. Understanding Your Market
5. Hosting & Managing Visitors
6. Partnerships & Connectivity
7. Marketing, Promotion & Branding
8. Strategy, Adaptability, & Planning for the Future



TOURISMWORKS

TOURISM MADE MANAGEABLE

Approaches for Off-Season Development:

1. What's unique, underutilized, resident lead, scalable
2. New/alternate markets for existing products
3. Experience Design (adapt existing products)
4. Product diversification (new products)
5. Festivals and events
6. Messaging, packaging & partnerships

THANK YOU!

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www.tourismthatworks.com

