

Case Study

Winterfell Tours Peak Discovery Group

Defining your USP

Peak Discovery Group, specialise in team building and corporate conferencing solutions and since 2006 have also ran Clearsky Adventure Centre at Castle Ward. With the rise of Screen Tourism and the opportunities presented to Northern Ireland through Game of Thrones, Peak Discovery Group realised the opportunity to diversify their product range and offer a new experience aimed at a particular target audience who dreamt of being able to experience an actual 'Game of Thrones' location. Through diversifying the Clearsky Adventure offer to provide a totally new and tailored tour – Winterfell Tours with a new identity and brand, they could attract a much bigger national and international audience to experience the location. And they could use the existing infrastructure of Clearsky Adventure Centre to deliver this new experience.

Winterfell Tours know that they must be very careful not to over promise what they can offer to their visitors and to be respectful and mindful around the intellectual property of HBO, the film producers. They have worked closely with TNI on the do's and don'ts of developing a film tourism product.

Understanding the needs and desires and of this very targeted audience, coupled with current tourism trends and matching the experiences that they could offer at Castle Ward - meant a USP for Winterfell that was sure of success. Appealing to the trend of glamping, visitors can stay overnight in the location, there are cycle tours, archery lessons, food tourism and unique experiences, medieval banquet nights and corporate team building adventures – and all in costume and with relevant branding and props.

Winterfell Tours market the experience through the internet, social media, Discover NI and they also produce a range of flyers which they distribute through other relevant tourism businesses.

Lesson learnt by Winterfell

- Speak to the film production company as they will likely be very keen to help you and to establish the boundaries for you to work within
- Research what other screen tourism businesses are doing globally and learn from them
- Know the film very well that you are offering to its fans. Know the characters and other details well and especially where all the locations are and many background stories

www.gameofthrones-winterfelltours.com

