

New initiative to help attract more visitors to your church



Whether they are having a day out, on holiday or coming from further afield, today's tourists and visitors want something really special. They want to feel part of the place they are visiting. They are seeking an Experience.

Oozing with heritage and full of stories, as well as being great venues for all sorts of activities, the UK's churches are packed with Experiences. Which is why the National Churches Trust has developed this exciting initiative to help churches create new ways to encourage visitors to their buildings.

COVID19 is re-shaping tourism. Although many things have changed, church tourism continues to have great potential. VisitEngland says that 55% of day trips include a visit to church or cathedral and 83% of people in the UK believe churches are an important part of the UK's history and heritage. And we want churches to be ready in 2021 when hopefully the tourism industry will be able to open up fully once again, able to welcome more and more visitors.

The National Churches Trust will deliver its 'Experiences by ExploreChurches' project through its tourism website [Explorechurches.org](https://www.explorechurches.org), which is widely becoming recognized as the go to place for church tourism. It will promote the Experiences and help to bring new visitors and extra income for your church.

What is an experience?

Experiences are exciting and immersive activities that make a great day out. They include discovering and exploring fascinating places and hands on activities that make for really memorable visits. They can be as simple as a guided walk between two churches, or more complex, all we stipulate is that the experience must include at least one church, chapel or meeting house. For example:

- a guided cycle ride visiting three churches and sampling the best of local produce
- an afternoon tea party in a church with live music
- church tower visit and see the sights on guided town tour
- adventure activities like coasteering or climbing, with a tasty lunch in a churchyard
- artistic workshops or classes, inside or outside a church



We now invite churches within the Diocese to get creative and develop some exciting days out. Perhaps working together in a group of churches to come up with some wonderful tours. If you have an idea, then we would love to know about it. And, if churches already have existing tourism activities such as tower tours or adventure days, please let us know as we could include those also.

Join our online 'Experiences by Explore Churches' training

So that you can find out more about this project we are holding a workshop on **15 October, 10.30am**. The session will teach you all you need to know about creating your unique experience, including coming up with the idea, working with groups, identifying your audience, health and safety, costing the day and so much more.

More details and to reserve a place at this FREE training session, which will be delivered via Zoom can be found: <https://www.eventbrite.co.uk/e/raising-income-from-bookable-experiences-church-tourism-workshop-tickets-122015075375>

Contact us

We would love to work with you and together create attractive Experiences that visitors will love. To request an information pack please do not hesitate to contact us.

Linda Patrick
07715524008
linda.patrick@nationalchurchestrust.org

Discover the wonder of the UK's sacred heritage:
explorechurches.org