



**GULF SHORES & ORANGE BEACH**

It's a Whole Different State

**Best Practices for Delivering  
Unforgettable  
Experiences**

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# I. Experiences & The Marketplace

## **Unforgettable Customer Experiences:**

- The Changing Visitor
- Your E.Q.?

## **Experiences & the Economy:**

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- Experience
- Service
- Product
- Commodity

## **Emotional Bank Accounts:**

- Customer connections & emotional deposits
- Customer commercials – The Buzz
- Visitors to Brand Ambassadors and Sales People

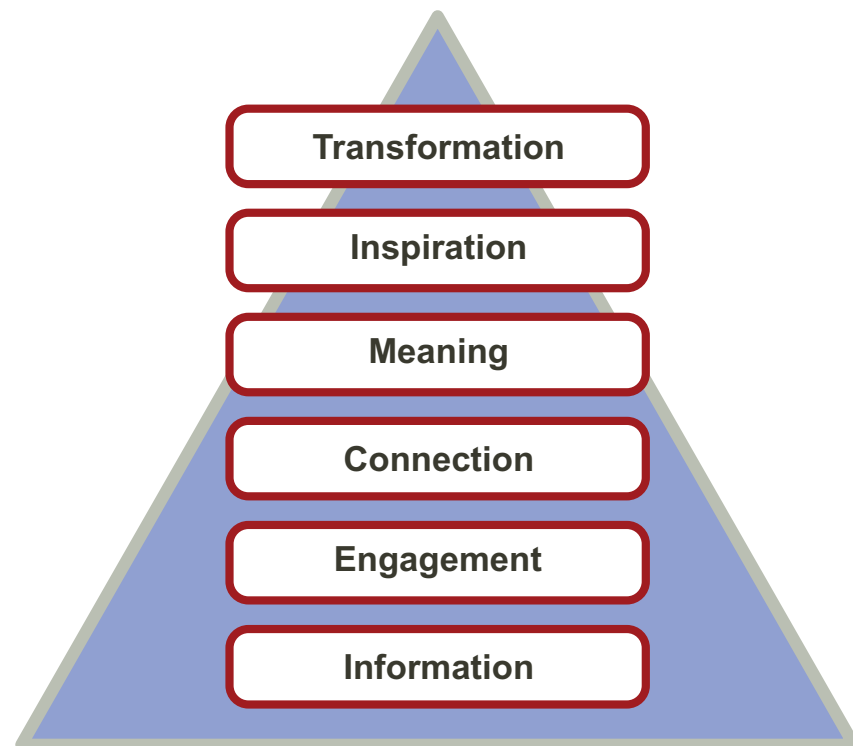
# I. Experiences & The Marketplace

## The Hierarchy of Impact:

Exercise: List six Travel Experiences:

Experience:	Type of Impact:
1) _____	_____
2) _____	_____
3) _____	_____
4) _____	_____
5) _____	_____
6) _____	_____

## The Hierarchy of Impact:



The Hierarchy of Impact

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# I. Experiences & The Marketplace

## **Experience Levels:**

- Level III - Immerse
- Level II – Engage
- Level I – Show & Tell

## **Experience Models:**

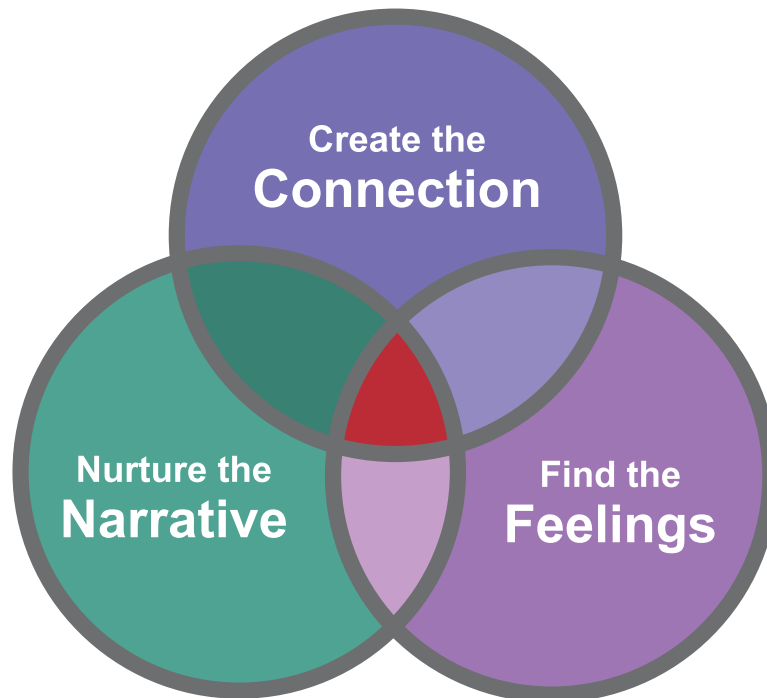
- Foci Glass Arts - Minneapolis, MN
- Agritourism – Virginia Beach, VA

## **Experience Pricing, The Penguin Parade:**

- The Ultimate Tour
- Sky Box Penguins
- Penguin Plus
- Penguin Parade

## II. The Experience Formula™

### The Experience Formula™

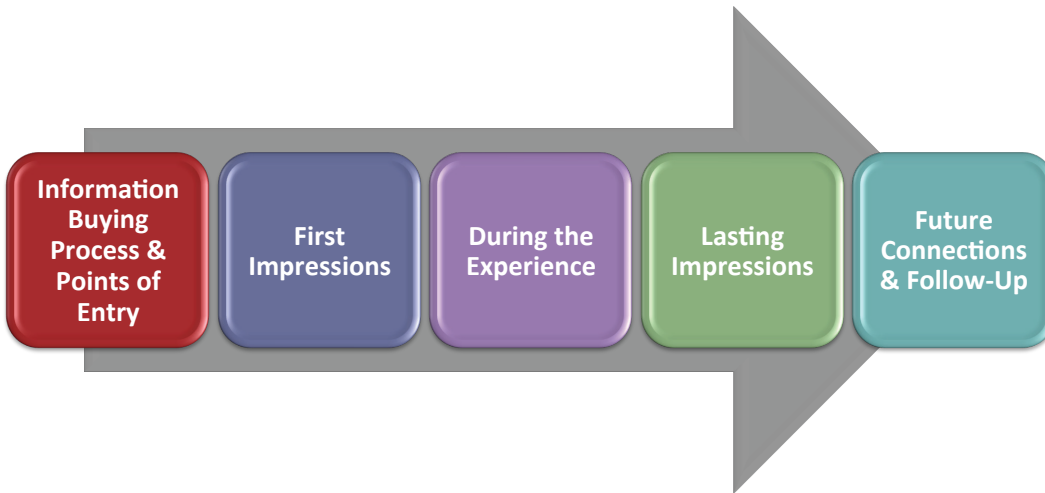


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#### The Experience Formula™:

- Create the Connection
- Nurture the Narrative
- Find the Feelings

# III. Five Stages of Customer Connection Points



- Information Buying Process, Points of Entry
- First Impressions
- During the Experience
- Lasting Impressions
- Future Connections & Follow Up

Your Experience:

Customer Connections:

Overall Rating (+/-):

## IV. Experiential Products

### Engineering Wow!

- Uniqueness or Local Flavor
- Let Me Learn
- Meet an Expert/Authority or Cool People
- Discovery - Hands-On
- Special Access - Behind the Scenes
- Entertain Me
- “Insider’s View”
- “VIP’ Me
- Totally Immerse Me

### Possible New Experiences:

## V. Experience Filters

### Experience Filters to Nurture Your Narrative:

- Stories - The Currency of Connection
- Sense Appeal
- Props
- Planting Seeds
- Wow Moments
- Core Elements



## VI. Experience Filters to Nurture Your Narrative

### **Stories: The Currency of Connection:**

- Story connections:
  - Intellectually
  
  - Emotionally
  
- Multiple Layers of stories:
  - Present day...
  
  - Stories, challenges & obstacles
  
  - People, situations & objects
  
  - History or context

## VI. Experience Filters to Nurture Your Narrative

### Stories: The Currency of Connection:

- Story Elements:
  - Staging Experiences
  - Scripting
  - Context or Backstory
  - Compelling Opening
  - Powerful Closing
  - Core Stories
  - A Story Inventory

### Sensory Elements:

- Sight
- Smell
- Sound
- Touch
- Taste

### NEW Sensory Elements:

## VII. Experiential Tourism Development

### Experiential Destinations:



### Experience Models:



### Market Segments for Experiences:



### The Experiential Development Process:



## VIII. Action Items & Next Steps

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