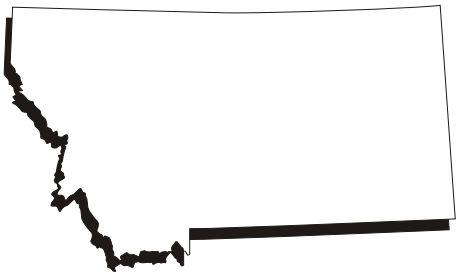
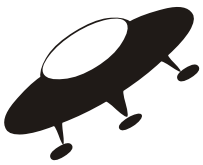


2004 Governor's Conference on Tourism

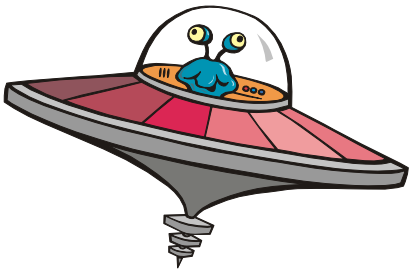
Presents:

EXPERIENCES ...

"The Next Generation of Travel Products"



To Grow U'R Business



BY:

THE OPPORTUNITY GUY

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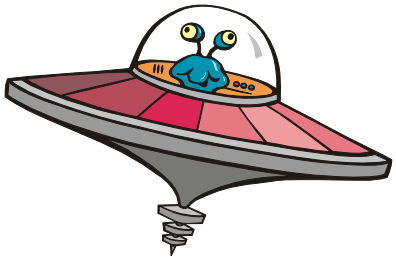
I. Experiences: UFEs



A.) *Unforgettable Experiences*

1) What is a UFE?

2) Memorable UFEs from your travels

- ♦
- ♦
- ♦

3) Customer Commercials/ Buzz

B) *Consumers*

1) Connections in the 00's & Beyond...

- ☆ Phone Time
- ☆ Face Time

2) Expectations ...?

- ☆ Consumers & Customer Service
- ☆ Travel / Vacations

3) Customer Satisfaction

- ☆ Desired Results?
- ☆ The Psychology of Travel

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II. UFE Leverage Points

Examples

A.) Sense Appeal ♦

B.) Interaction with People ♦

C.) Environment / Surroundings ♦

D.) Uniqueness ♦

E.) An Internal / Personal Connection ♦

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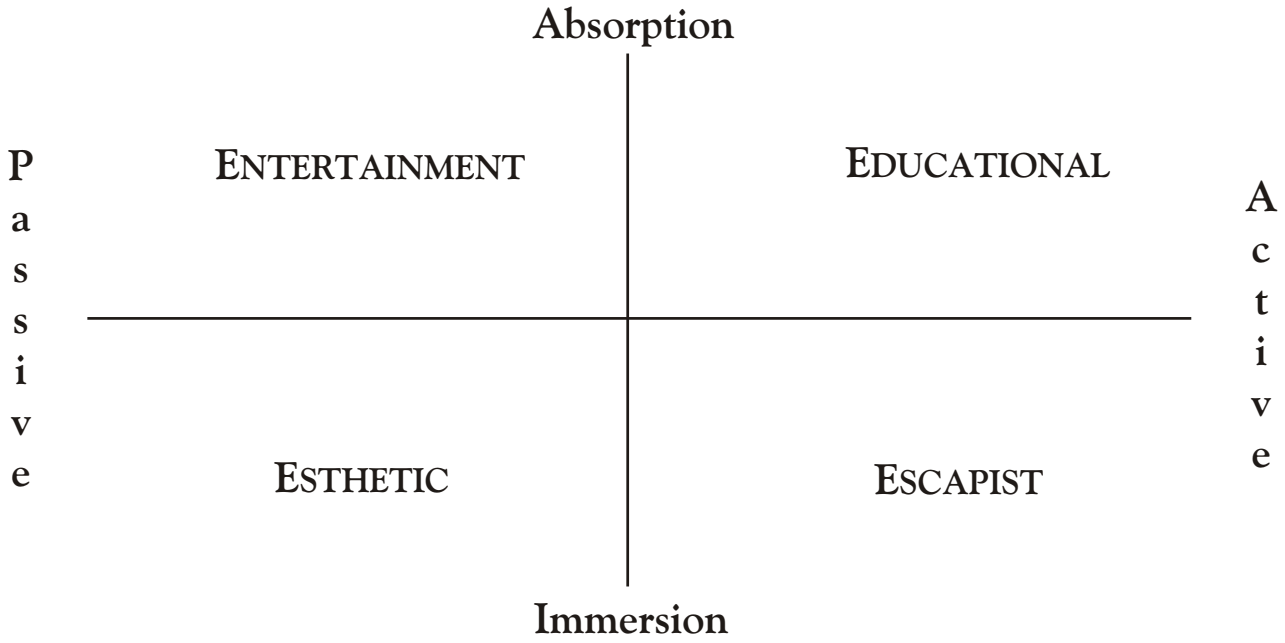
F.) Experience Realms



© The Experience Economy, Joseph Pine

G.) The experience spectrum:

"KUMBAYA" "KUMBA"

UFEs create "Uniqueness" through emotional connections

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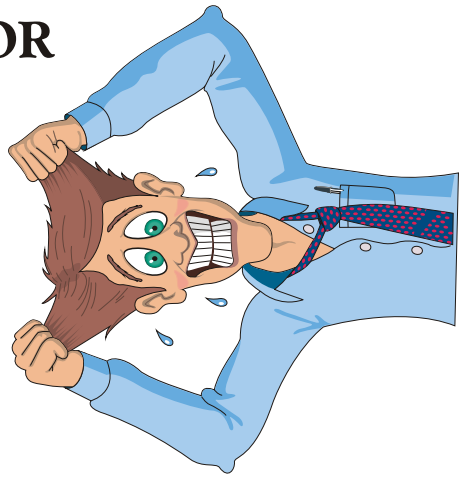
III. Creating New Experiences for your Customers



1) Your Customers' Perspective

   a) The Ultimate Question ...

   b) The Value Equation ...

   c) What's New?

2) Sense Appeal: How would you enhance or create a new experience by enhancing or increasing the sense appeal to current offerings?

3) Create an experience that is more engaging, exclusive or behind the scenes for a new product or service offering?

4) Create a new experience to add to your current offerings that will be an evening activity or evening entertainment

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IV. Assessing Your Experiences:

Your Product / Service_____

1) Information/Buying Process (Bricks or Clicks) Contact/UFE Rating (+/-)

Buying Process (+ / -)

2) "The Product Experience": Contact/UFE Rating (+/-)

The Product Experience: (+ / -)

3) Anchor Moments Contact/UFE Rating (+/-)

Anchor Moments (+ / -)

4) Follow Up & Future Connections (Clicks or Bricks) Contact/UFE Rating (+/-)

Follow Up Connections: (+ / -)

OVERALL EXPERIENCE: (+ / -)

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V. The Next Generation is Here!

1) Next Generation Products

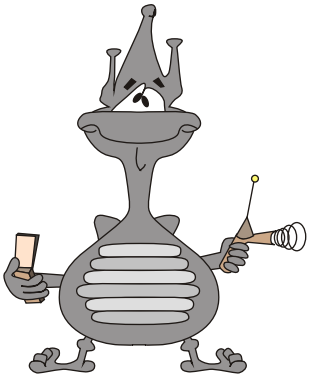
My Ideas:

2) Space: Product Development & Research

3) Testing New Experiences

4) Affinities & Niche Segments

5) Your Invisible Signature



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VI. My Actions, Ideas & Next Steps to Create Experiences ...

1.)

2.)

3.)

4.)

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