

Experience Training

Adapt Your Business Model to New Trends

Coming up in this experience training module:

- ▶ **Part 1:** Introduction to post-pandemic macro trends
- ▶ **Part 2:** New business model for a new normal
- ▶ **Part 3:** Experiences as a catalyst for change

Adapt Your Business Model to New Trends

Introduction to post-pandemic macro trends

Digitally enabled experiences



The shift in business and the way we experience the world around us has changed forever



Digitally enabled 'real-life' experiences will now be expected



Gather deep insights on customer behaviour through data and create loyalty

Safety



Create a differentiator through what you do to keep people safe and distant



Redesign and make good use of the environment around you

Transparency and flexibility



Demonstrate how you intend to respect the environment



Show what happens behind the scenes, what efforts you are making and the real impact



Flexibility is essential to reassure consumers and rebuild confidence

Sustainability



The interest in sustainability has never been stronger



More businesses are making more sustainable choices, such as going plastic free



Be bold in the way you react and the way you support



New business model for the new normal

An online pivot



Engage your customers online and seek new customers through new business models



There is a readiness to pay for curated and personalised digital or hybrid events



Subscription is an opportunity to create loyalty

Independent business with purpose



Independent businesses are finding a new place for discovery online



Digital has had the effect of democratising access to markets

OWN PART OF OUR BREWERY

Beer for the people and the planet. Through our fundraising scheme, Equity For Punks, we are investing every single penny directly to high impact sustainability projects.

[Find Out More](#)



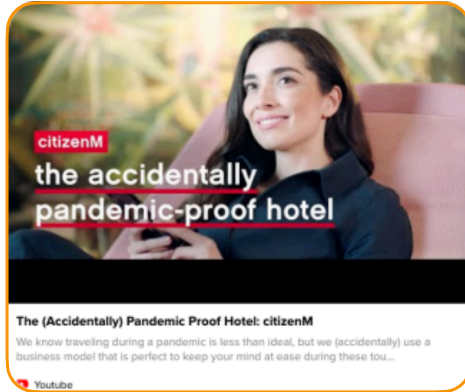


THE PIG - Restaurants with Rooms
An intriguing old building with a rock-ribbed vibe, which over the past four decades has been home to some renowned parties and gigs playing host in the '70s to Led Zeppelin and the like. It houses lots of period features, including large fireplaces, secret stairways, paneled rooms and endless ...



Time Well Spent
A selection of interesting reads: wine news, food and wine matching, and upcoming tasting and vineyard events at Gubourne wine Estate.

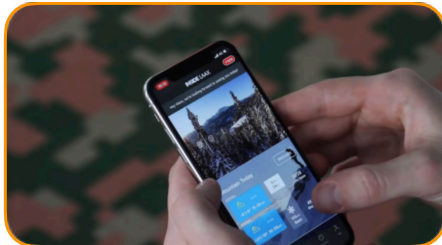
Gubourne



The (Accidentally) Pandemic Proof Hotel: citizenM

We know traveling during a pandemic is less than ideal, but we (accidentally) use a business model that is perfect to keep your mind at ease during these times...

YouTube



Short-circuit local food experiences



Food is the single biggest driver of tourism



There is a shift towards zero-mile menus and making garden kitchens a selling point

The contactless customer journey



There is now a high expectation for contactless guest experiences



Use data to optimise the customer journey and offer a unique personal experience



Trust and confidence from visitors concerning safety will

Experiences as a catalyst for change

Exclusive pop-up experiences



Visitors seek more value-driven experiences away from crowds, where there is a feeling of escapism



Pop-up hotels such as Airbnb can create unforgettable 'one of a kind' stays



Pop-ups can re-utilise existing spaces and create new ones with 'tailor made' concepts

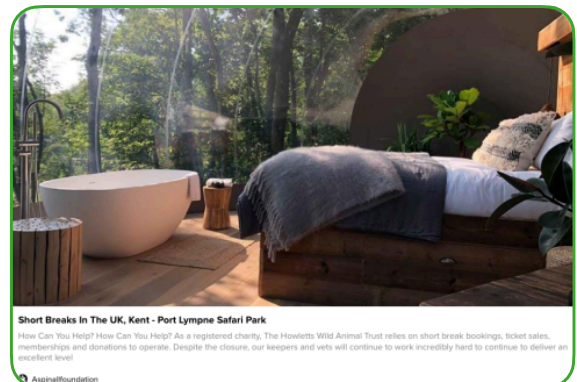


Pop-up restaurants have been brought to a whole new level by making every part of it a feature

Workcation



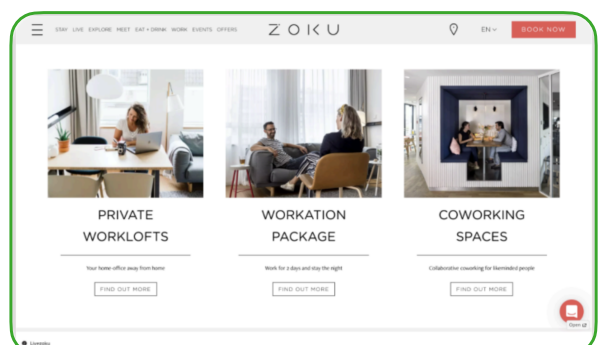
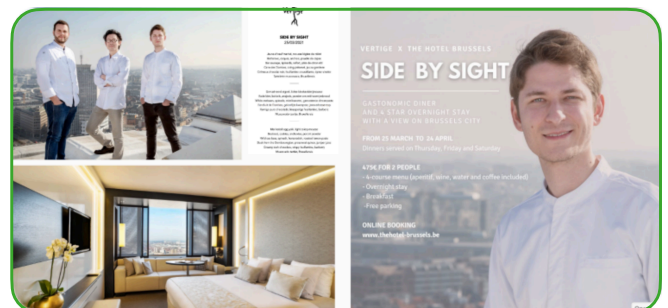
Workcations are good change of scenery and can help reduce stress and boost productivity



Short Breaks in The UK, Kent - Port Lympne Safari Park

How Can You Help? How Can You Help? As a registered charity, The Howletts Wild Animal Trust relies on short break bookings, ticket sales, memberships and donations to operate. Despite the closure, our keepers and vets will continue to work incredibly hard to continue to deliver an excellent level.

AspinallFoundation



Seasonal events



For low-season dips, think about ways to invigorate demand



Events can be tricky at the moment but the best way to hype up the audience is to go back to in-person



Light and AV installations are great concepts to extend visitation hours



Music and food festivals are larger-scale products but you can also combine smaller initiatives

Repurpose and convert



Sheds, campervans, horseboxes and much more can be repurposed to become accommodation



With the help of local artists or craftsmen you can repurpose what is not in use

The Oat Box Converted Horsebox North Coast Ireland



Subscription-based model



A subscription-based model can help you create loyalty and keep returning customers



There are two main types of subscriptions you can create, travel and product

Travel Subscription



BBB: The world's first travel subscription

Sign up to a trial of three days, with two nights accommodation. You'll get BBB and we'll make it easy to bring a friend, simply choose 'Add a friend' and pay a one-off fee. Destinations with BBB are selected for you by our team of travel experts. The destination is revealed a month before you travel.

BBB Travel



Luxury Vacation Rentals | Vacation Club | Inspiro

Inspiro manages, rents and maintains a collection of the world's most exclusive luxury vacation homes. More than vacation rentals, Inspiro homes are a carefully crafted experience delivering the variety of a five-star hotel in the comfort of a spacious home. Explore our homes around the world.

IN Inspiro

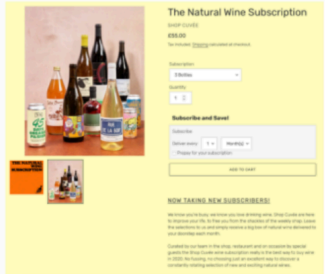
Product Subscription



Cuvée Privée

Receive your welcome box with 1 or 6 bottles for your thing of the present, vintage, an adoption certificate and some information about the vineyard and history of the domain. It's one of the most adapted gift for your name: a meditation shall be placed. At your time, receive 6 bottles of ...

Cuvée Privée



Shippower

Key Takeaways



Purpose and values



Personalisation



Immersive experiences



Data-driven design



User-centricity