



EUROPEAN UNION
European Regional Development Fund

Experience Training

How to market an experience effectively

AGENDA

- ▶ **Part 1:** Augmenting the brand proposition with experiences
- ▶ **Part 2:** Building a narrative around the experience story
- ▶ **Part 3:** Balancing brand and commercial ROI
- ▶ **Part 4:** Exploring sales and distribution channels
- ▶ **Part 5:** Template for markets & audiences

Key Takeaways



PART 1

Augmenting the brand proposition with experiences

The relevance of experiences



The best tool to augment the brand proposition is **by offering experiences.**

But these must be **transformative, immersive, tailored, user-centric and exclusive.**



1

TRANSFORMATIVE



2

IMMERSIVE



3

TAILORED



4

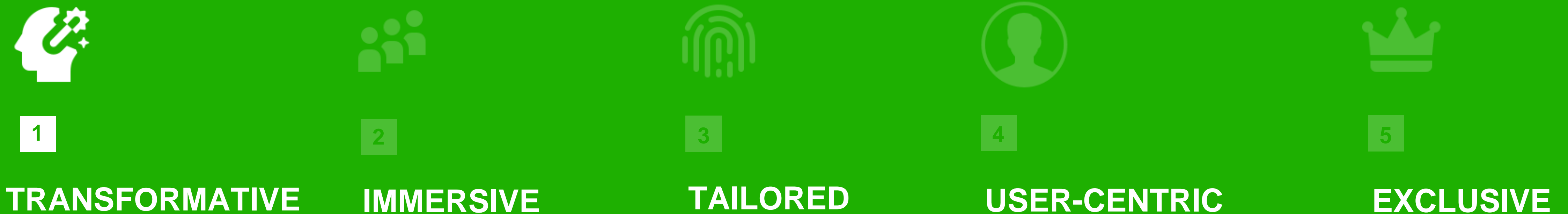
USER-CENTRIC



5

EXCLUSIVE

The relevance of experiences

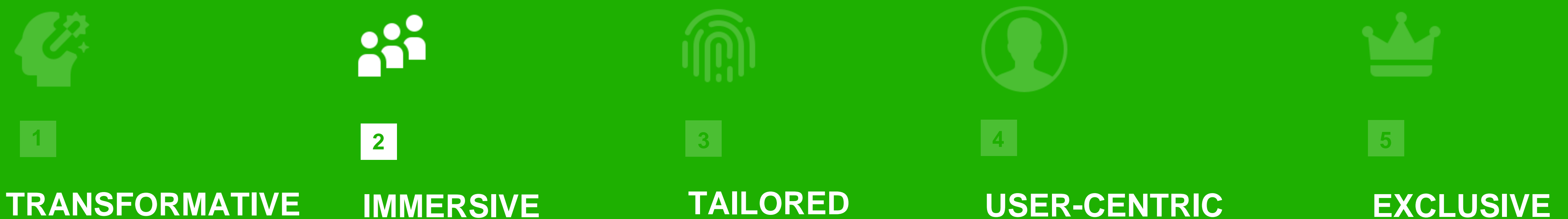


You can offer **truly transformative experiences** based on customer empathy.

As an attraction, this will be found in understanding the needs of your visitors.

It might be re-imagining family time, facilitating work-from-home upgrades or takeouts or providing opportunities for self-improvement.

The relevance of experiences



Creating constant interaction with our visitors through technology helps **design immersive experiences**.

Post pandemic, that technology-driven experience is primarily driven by mobile, social experiences.

Think about the simple ways in which spaces can be brought to life, such as scanning to hear a podcast or a self-guided visit through a mobile puzzle.

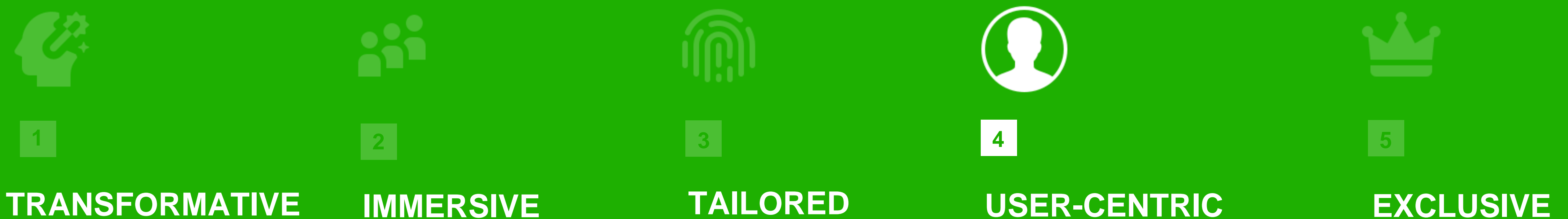
The relevance of experiences



This is all about **creating deeply personalised experiences and interactions.**

Working with first-party customer data, look at ways in which you can create a truly personalised online and in-person experience based on what you know about your visitor.

The relevance of experiences

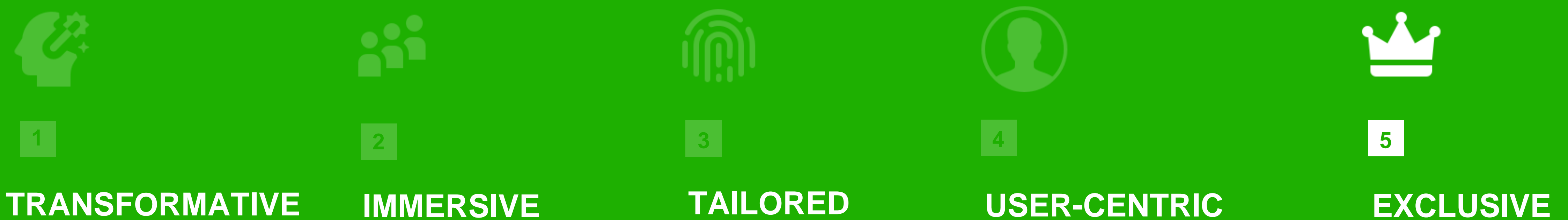


UX was one of the most important things to consider when building with users in mind.

As digital increasingly dominates our lives, the notion of being user-driven now extends to everything.

In fact, in marketing **user experience is what drives a brand**, not the image or creativity of the message.

The relevance of experiences



Exclusive experiences add more value to a brand rather than experiences designed to be enjoyed by a vast market (with different interests).

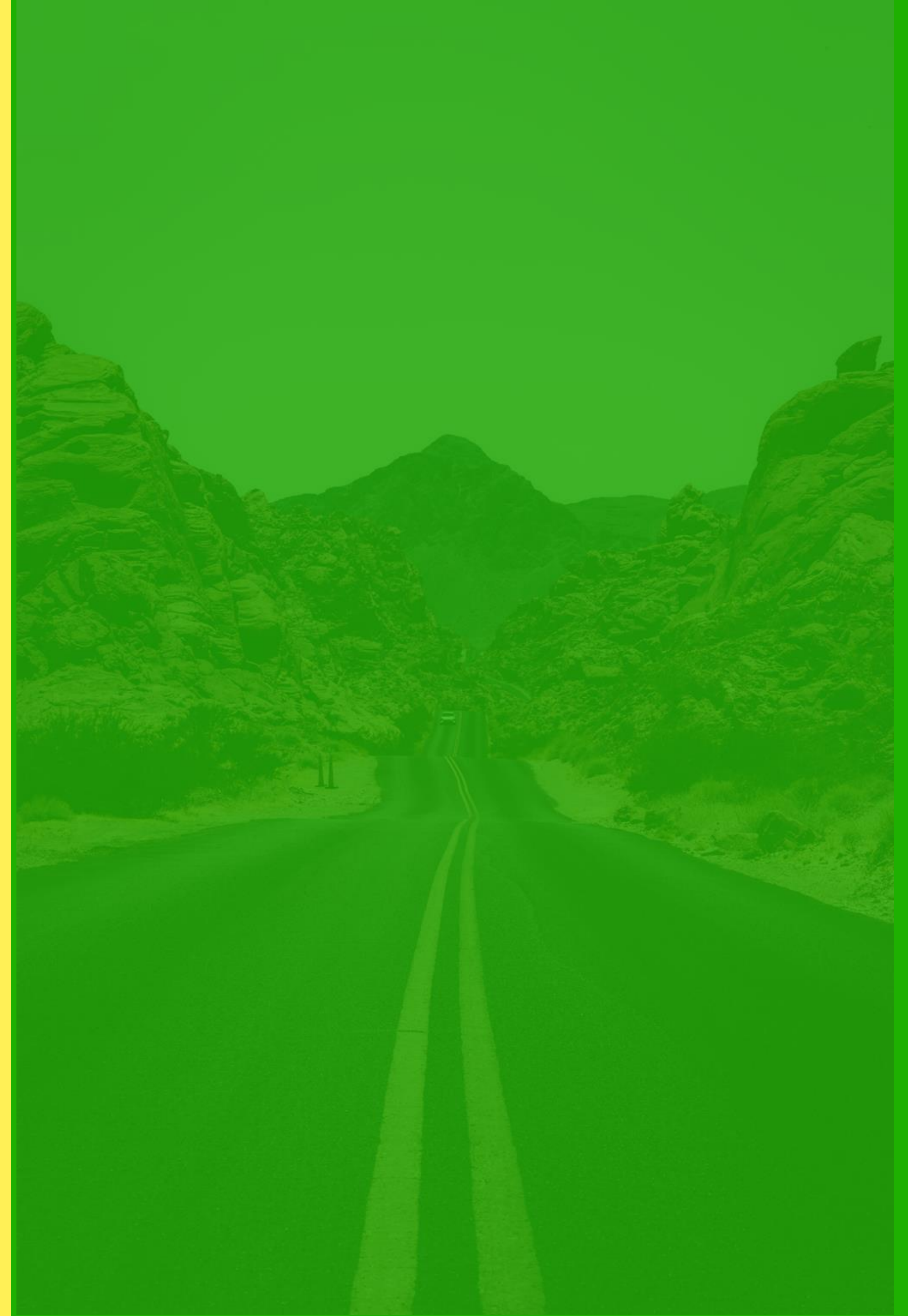
Augmenting the brand proposition with experiences

Case Study: **Travel Oregon**

Travel Oregon

Travel Oregon prioritises three notions:

- endeavour to facilitate world-class tourism experiences and products for travellers;
- attempt to convene industry action networks that influence stakeholders' actions and increase collaboration;
- work on development and training opportunities to address industry needs.



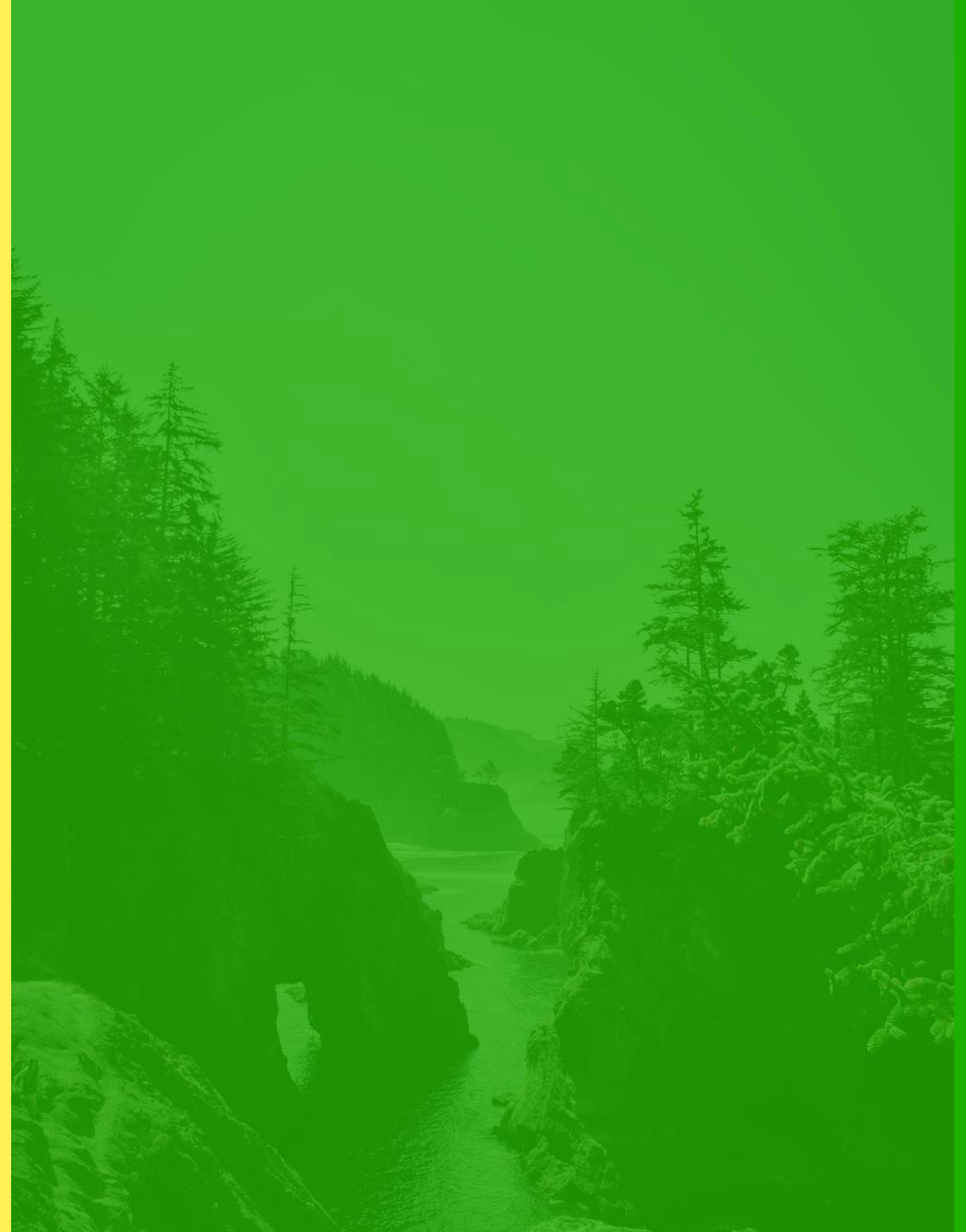
Augmenting the brand proposition with experiences

Travel Oregon

'Oregon Tourism Studios'

An initiative which engages with the rural communities to grow tourism, taking into account the rural community's unique offerings to visitors.

Oregon tourism studio work embodies workshops to develop and market tourism products.



Augmenting the brand proposition with experiences

Travel Oregon

'Oregon Tourism Studios'

It also extends to destination management and assisting the communities with intense tourism demands, and resolving issues that emerge from high visitation rates.

[**WATCH VIDEO**](#)



PART 2

Building a narrative around the experience story

Building a narrative



Today's visitors demand more creative content and in-depth storytelling – moving beyond just listings to tell deeper, more compelling stories. As visitors become inundated with content, they don't want to be sold to.

They are looking to instead learn, discover, and immerse themselves in a new and attractive narrative.



Building a narrative



Storytelling allows businesses to move beyond competing on price, and other easy-to-mimic factors.

Instead, it allows them to come alive with historical, cultural, supernatural, or other angles that capture people's imaginations and invite them to become part of that experience.



5 steps to build a great narrative



1

Dig deeper into the history



2

Interact with locals



3

Be creative



4

Test and adapt



5

Run experiences

5 steps to build a great narrative



1

Dig deeper into the history

Getting to know all the history behind the experience theme is very important to be able to explore a different and new part.



2

Interact with locals



3

Be creative



4

Test and adapt



5

Run experiences

5 steps to build a great narrative



1

Dig deeper into the history



2

Interact with locals



3

Be creative



4

Test and adapt



5

Run experiences

The local community is the best tool you can use to obtain different insights into the theme you want to develop.

5 steps to build a great narrative



Take risks and try something different, that no other provider is betting on. Be bold.

5 steps to build a great narrative



Try your new experience with some visitors and make the necessary adjustments according to their feedback.

5 steps to build a great narrative



Now it is time to put your new experience in the market, promoting its unique narrative.

**Building a narrative around the
experience story**

Case Study: Brand USA - Ask a local
initiative

Building a narrative around the experience story

Ask a Local

The videos of Ask a Local use a documentary approach to share travel experiences and points of interest through the voices and faces of U.S. residents.

These first-person recommendations highlight local attractions, food, nightlife, music, and scenery throughout the 50 states, 5 territories, and the District of Columbia.



Building a narrative around the experience story

Ask a Local

The videos, images and a narrative of personal stories are all created by U.S. residents and then sent to Brand USA who does the rest.

[**WATCH VIDEO**](#)



PART 3

Balancing brand and commercial ROI

Challenges



It is challenging to create and expand an important brand in tourism and at the same time make sure that it has demand and it is then financially viable.

For these reasons businesses have to be really strict when it comes to designing a new experience.



Pre-requisites



It is relevant to **collect information about the costs of designing and marketing a new experience** (marketing, staff, operational costs, etc.). The same applies to the **estimated revenue** that the experience may generate.

With this information, businesses should **calculate the ROI of each experience**. Afterwards, they should **focus on the experiences that ensure the highest ROI**.



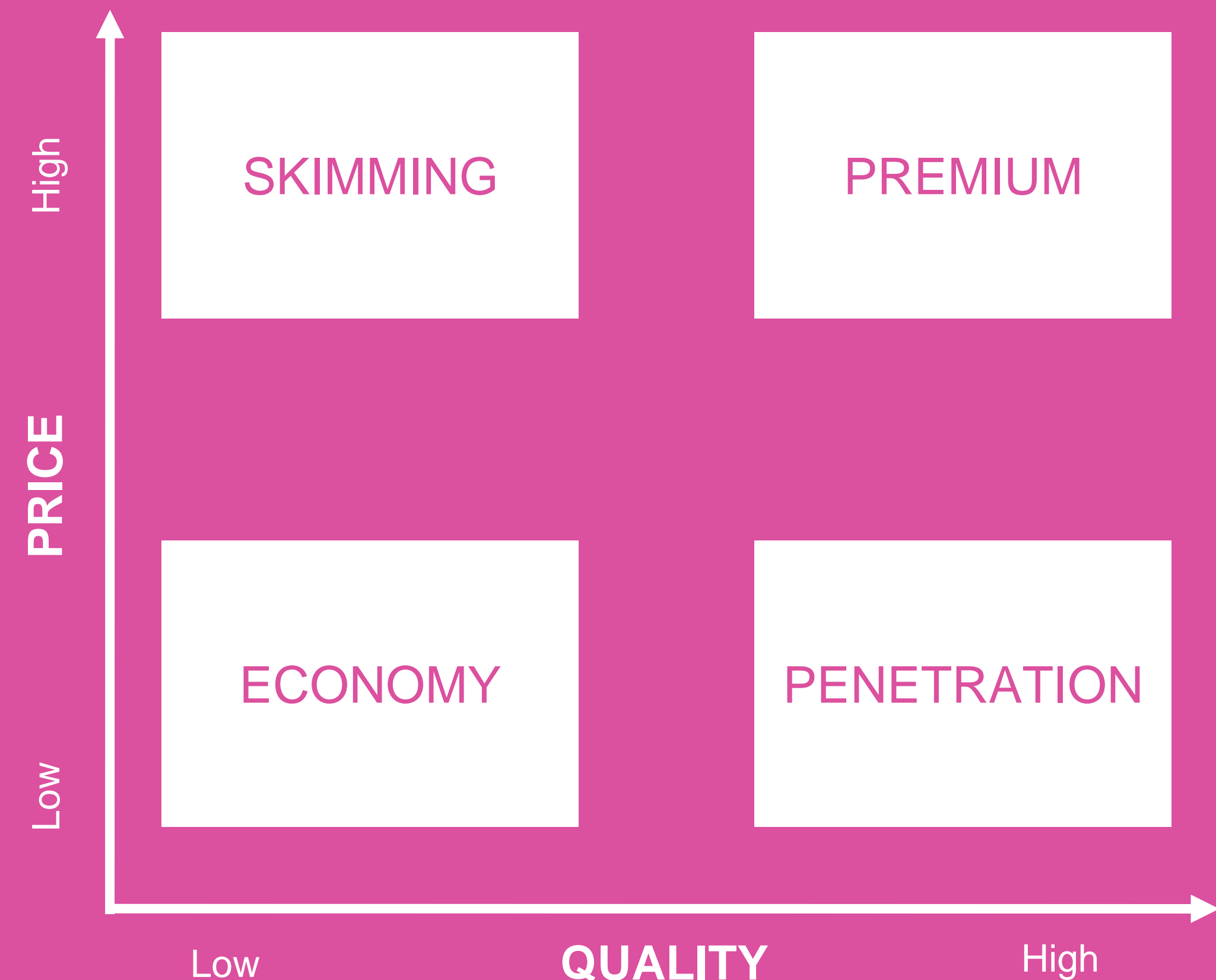
Price strategy



4 POTENTIAL PRICING STRATEGIES

Each strategy is a different approach to pricing in a market with an associated set of pros and cons.

There is no right or wrong strategy!



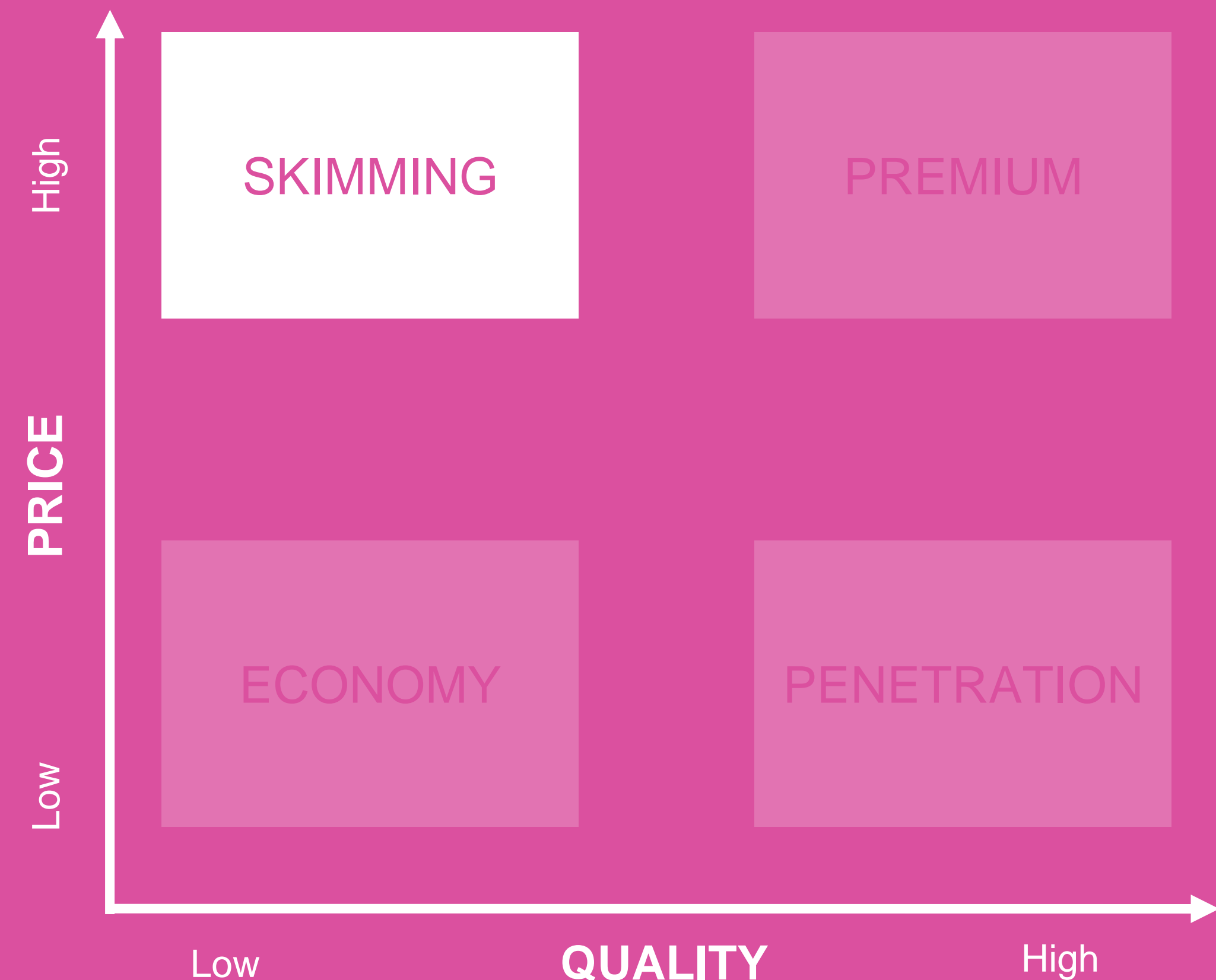
Price strategy



SKIMMING

When the price point is initially high when compared to the product quality.

This might be an interesting strategy if your goal is to get as many customers to buy it at the high margin price before you begin to decrease.



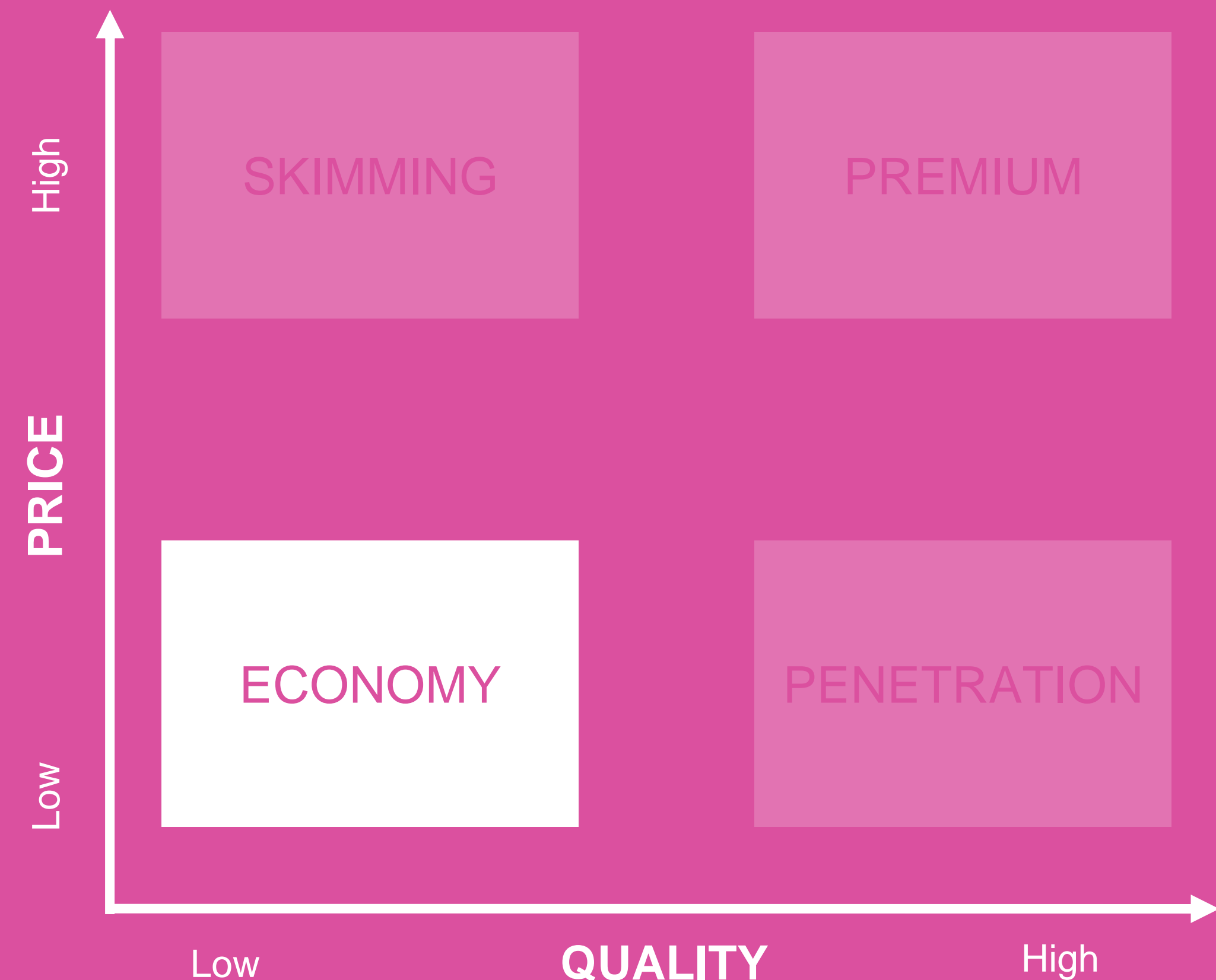
Price strategy



ECONOMY

This strategy may work if you have lower overheads and costs than your competitors.

The low-cost base allows you to sell at a discount price so that you can gain a high market share.



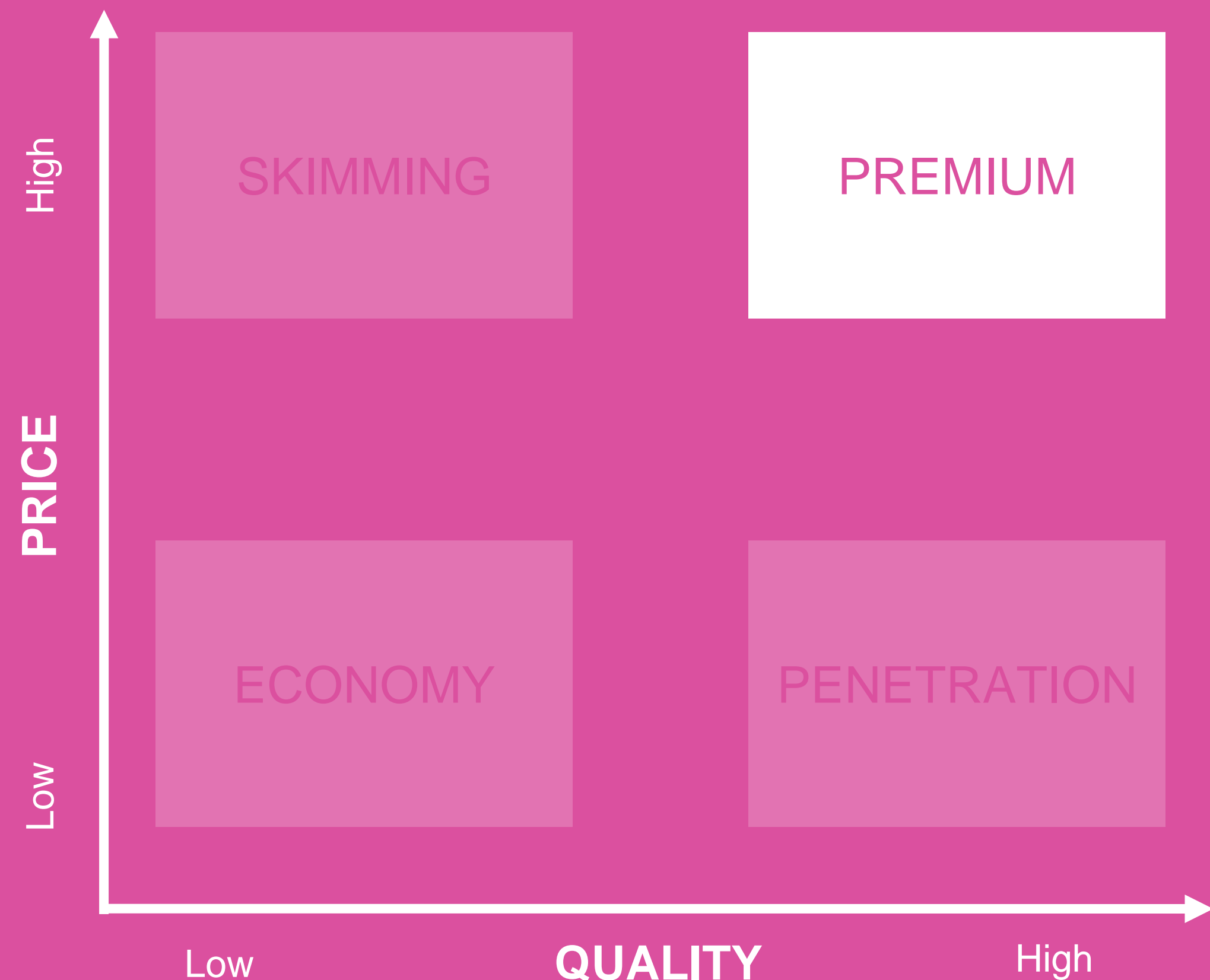
Price strategy



PREMIUM

A premium price might be the right strategy if you're operating a high-quality product or service for a high price.

This is usually applied when businesses have a unique or "prestige" product that will appeal to image-conscious and aspirational buyers.



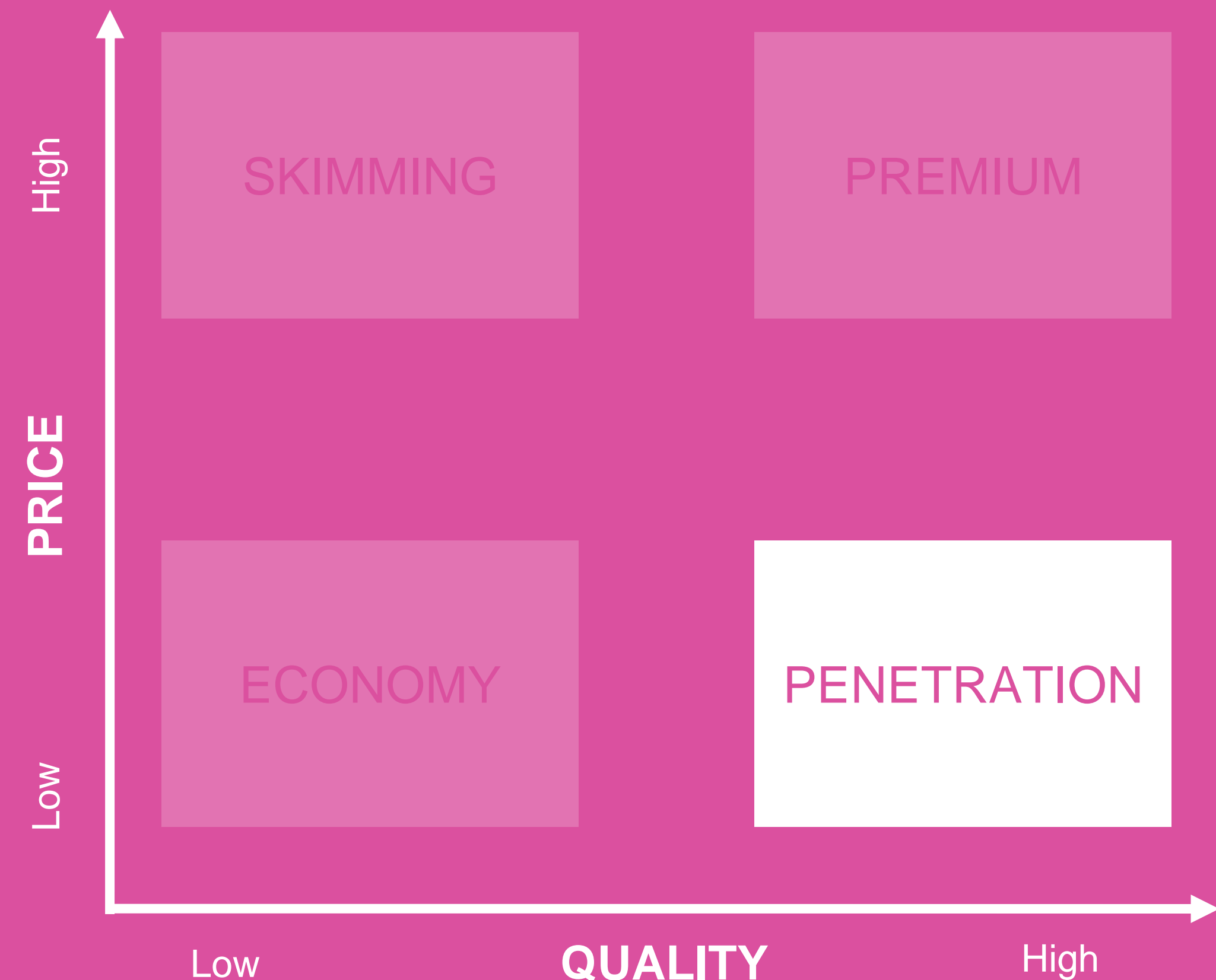
Price strategy



PENETRATION

A strategy that is used when your product or service is high quality but your price point is low.

It's often used as an introduction to a market, a way to increase sales initially before migrating to a different strategy - usually Premium.



PART 4

Exploring sales and distribution channels

Sales and distribution channels



There are essentially 2 main ways to get your experience into the market: **directly** to the final consumer or **indirectly**, using intermediaries.

The question is:

Should you partner with the travel trade to distribute the experience? Or should you choose a direct-distribution model using your website, social media and other channels?



Sales and distribution channels

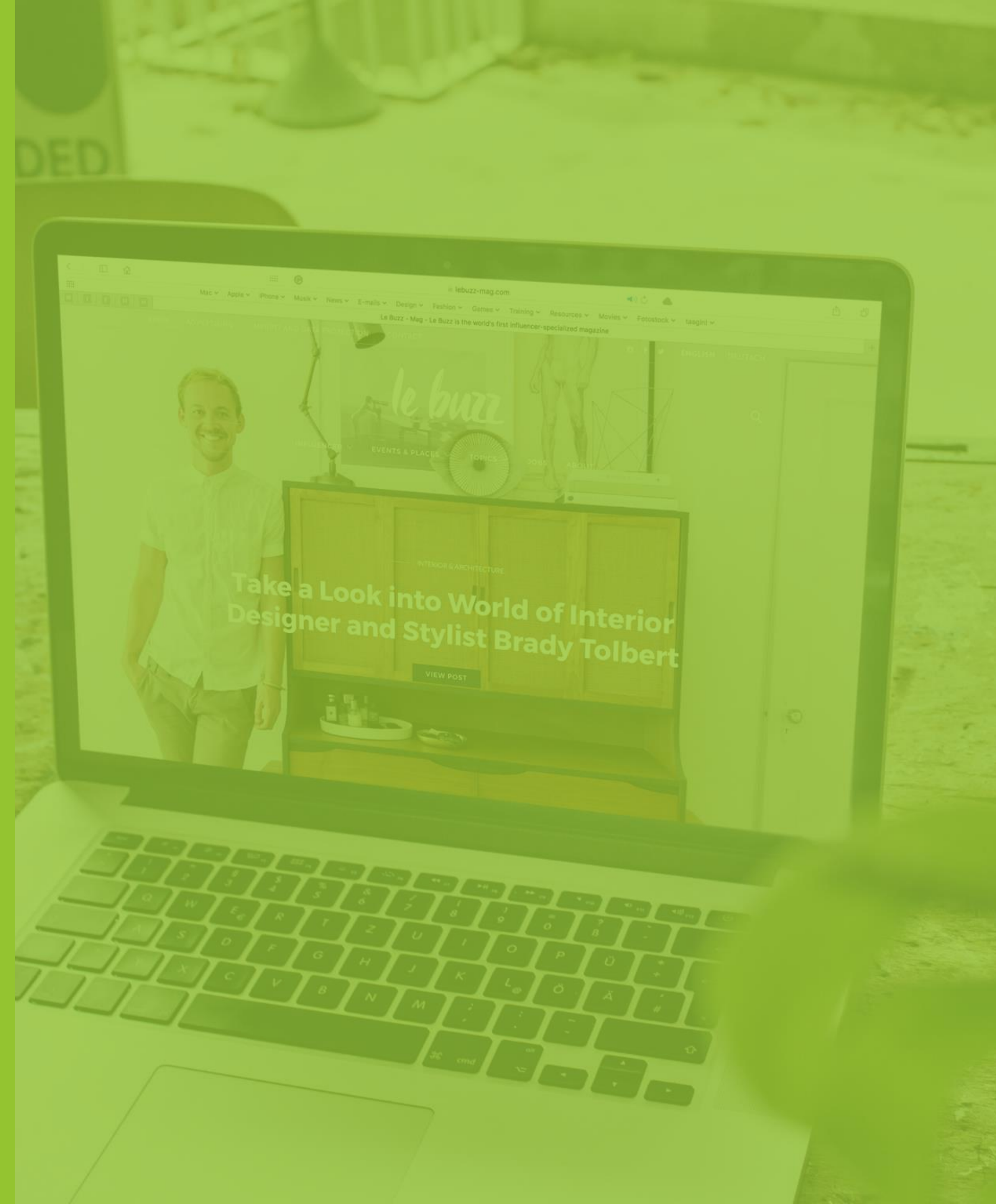


DIRECT DISTRIBUTION

Channels: website, social media, email.

Pros:

- no commissions;
- more control over the message;
- ability to run segmented marketing initiatives.



Sales and distribution channels

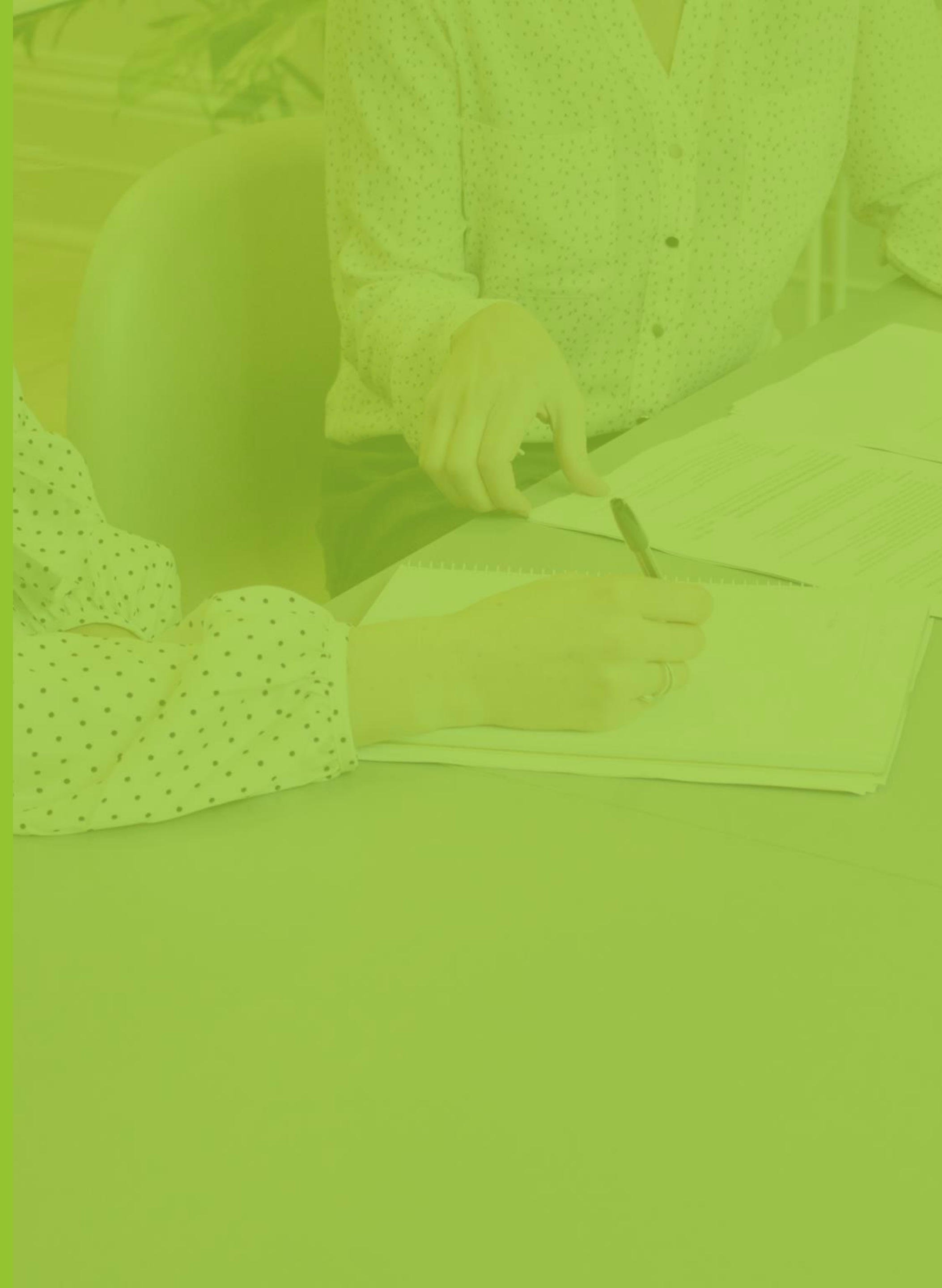


INDIRECT DISTRIBUTION

Channels: wholesalers, DMCs, OTAs, tour operators, travel agencies.

Pros:

- broader scope;
- lesser marketing effort;
- knowledge of the market.



Sales and distribution channels



Usually, the **best strategy is to find a balance between direct and indirect distribution.**

If you take this approach, the experience will be available in a variety of places according to the customer's preference.

But it always depends on the market you are reaching
- so it is key to study it deeply.



PART 5

Template for markets & audiences

Template for markets & audiences



Template for creating a market strategy:

- Template to map out trends, opportunities, consumer demographics, needs and key influences of your existing target audience;
- What are the key interests which resonate well with online audiences? Where do you believe your organisation stands apart from other destinations and which 'niche' audiences are key to engaging audiences online?

[Link to Mural](#)

Markets & Audiences - Sprint

MARKETS & SEGMENTS

Trends
Which market trends are you seeing right now globally? Are there risks, trends that your organisation should be paying into? Which market trends are you currently exploring?

Opportunities
Where do you see market opportunities for your organisation? Do changes in current and traditional markets present new opportunities for you? Where do opportunities exist which haven't yet been fully explored?

Consumer Demographics
How are visitor profiles changing? How successful is your organisation in engaging new types of visitors vs. old? How do you ensure your destination stays relevant?

AUDIENCES

Need Mapping
How well-defined are your audiences? What is your online audience and what are their needs? How can you support their needs to help them an online, develop an interest and support their visit?

Key Influences
Which factors influence their impression of your destination? How do factors like reputation, price, image, impact perception and the decision process? Are we successful at shaping this impression?

Interests
What are the key interests which resonate well with online audiences? Where do you believe your organisation stands apart from other destinations and which visitor audiences are key to engaging audiences online?

KEY TAKEAWAYS

- ▶ Incorporate a transformative, immersive, tailored, user-centric and exclusive approach to experiences;
- ▶ Create great narratives for your experiences;
- ▶ Clearly define your pricing strategy;
- ▶ Distribute your experience where your customers prefer to buy.





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