

A scenic landscape featuring rolling green hills and vineyards under a clear blue sky. The foreground shows a dense field of green crops, likely vineyards, with a line of trees in the middle ground. In the background, more hills are visible, and a small body of water is on the right side.

# Creating experiences that drive growth



---

# Introduction



Karen Oliver  
KO Tourism



---

# Agenda



Driving  
Economic  
Value



Memorable  
Experiences



Experience  
Design



Success  
Story



Industry  
Support



# Driving Economic Value

---

# Why experiences matter

---

# Shift from buying things to seeking memories

---

Mindset shift

---

Spending  
trends

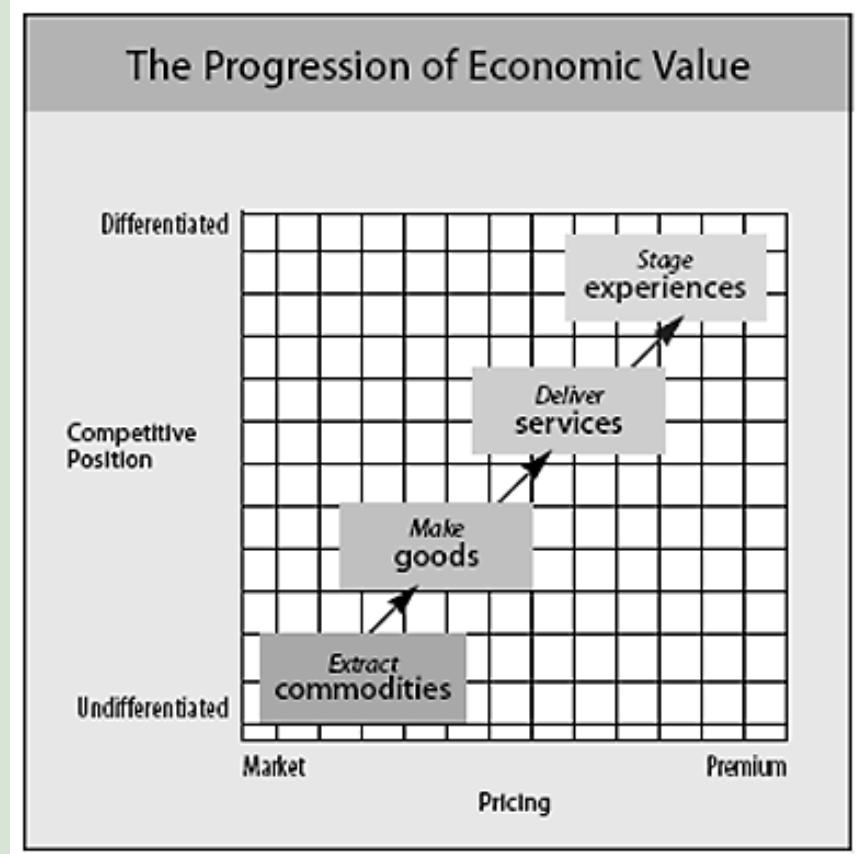
---

Happiness  
research



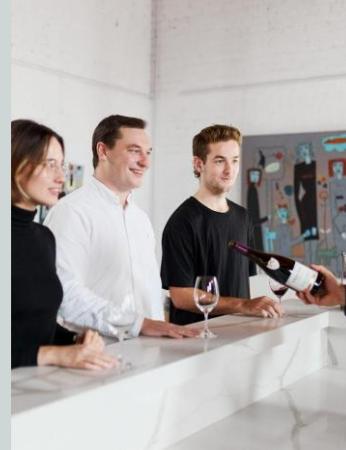
# Value of experiences

- Commodity
- Goods
- Service
- Experience
- Transformational



*The Experience Economy, Pine, J. and Gilmore, J. (1999)*

# Progression of economic value



Commodity

Goods

Service

Experience

Transformation



# Memorable Experiences

---

# What if?



Hedonism

Local culture

Meaningfulness

# Dimensions of Memorable Tourism Experiences



Involvement



Refreshment

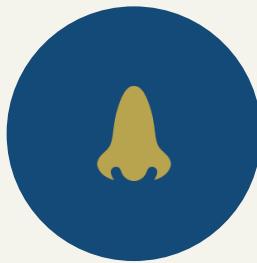


Novelty



Knowledge

# Engaging the senses



Smell



Sight



Hearing



Taste



Touch



# Experience Design

---

Before we begin designing experiences, we need to know who we're designing for

---

# Target markets



**Who?**



**What?**



**Why?**



# 7 MTE Design Questions

## Hedonism

*What elements of the experience will bring my visitors joy, fun, or sensory pleasure?*

## Local Culture

*How does my experience reflect the local character, stories, or traditions of this place?*

## Meaningfulness

*How can I create moments that feel personally meaningful or emotionally resonant for visitors?*

## Knowledge

*What will my visitors learn or understand more deeply by the end of the experience?*

## Novelty

*What makes this experience unique, surprising, or different from what visitors have done before?*

## Refreshment

*How does this experience help visitors feel renewed, relaxed, or recharged?*

## Involvement

*How can I actively involve my visitors in the experience, rather than have them just watch or listen?*

# From design to delivery

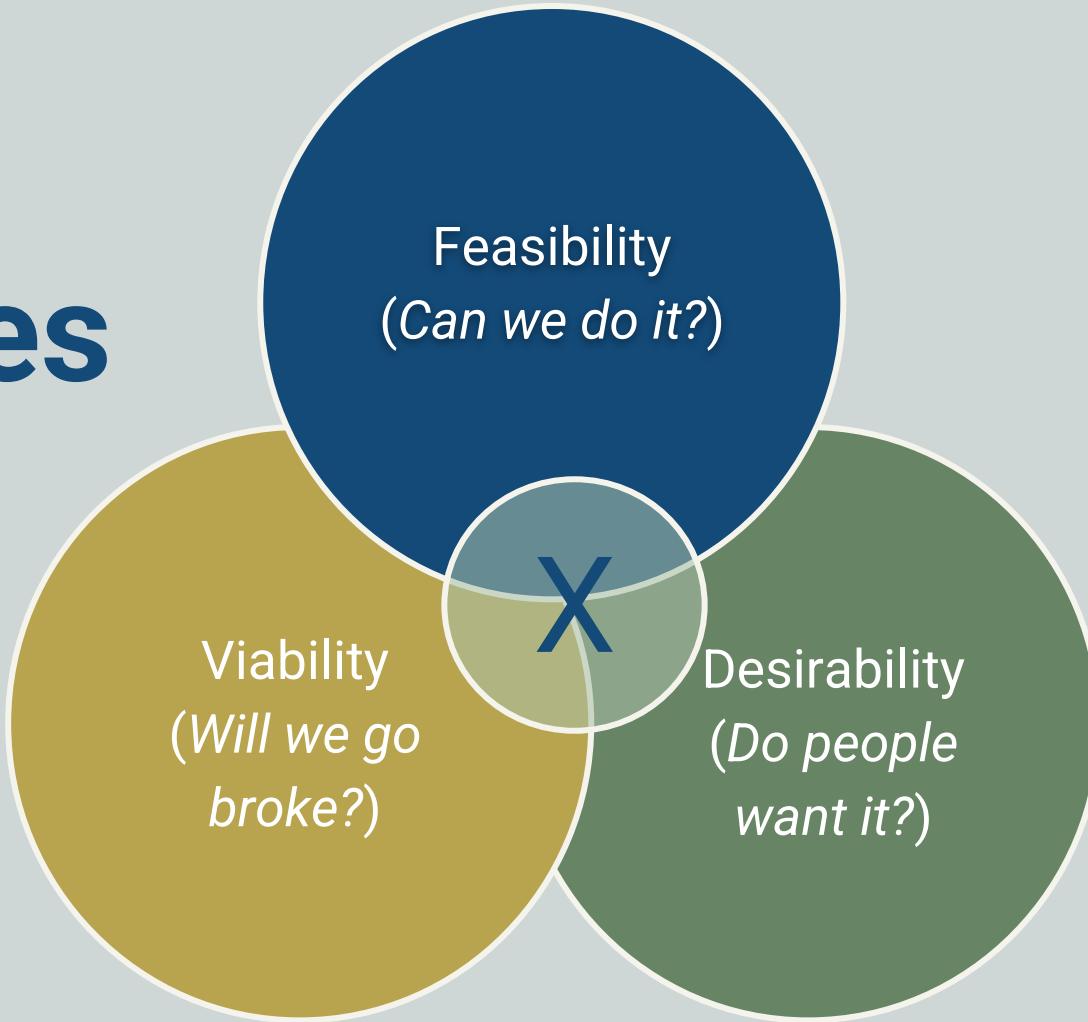


Experience design = how it feels



Product development = how it works

# Assessing opportunities





# Success Story

# Port Stephens 4WD Tag-Along Tours



---

# Why it works...

# Port Stephens 4WD Tag-Along Tours

## MTE dimensions

- Involvement ✓
- Hedonism ✓
- Local culture ✓
- Meaningfulness ✓
- Knowledge ✓
- Novelty ✓
- Refreshment ✓

## Engage the senses

- Sight ✓
- Sound ✓
- Smell ✓
- Touch ✓
- Taste ✓

---

# The result...

# Port Stephens 4WD Tag-Along Tours



Fun, fun and more fun  
Sept 2022 • Family



Best 4WD tour experience



An experience not to miss!  
Jan 2022 • Family



5th time  
July 2023 • Family

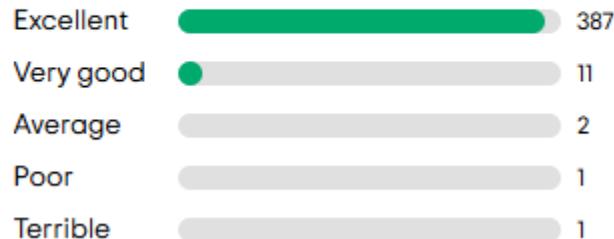


Great family day out!  
Dec 2022 • Family



Totally fun and awesome!!!!  
Jan 2024 • Family

4.9 (402)



Excellent Afternoon with Bruce



An awesome afternoon out - do this tour !!!



Too old to have fun.... Not  
Sept 2024 • Solo

# Design experiences to create impact

Design with purpose

Add value through meaning

Think transformation, not transaction

Be bookable



*'Be like Bruce'*





# Industry Support

# YRT Experience Development Mentoring Program

## Program Objective

Support businesses to develop compelling & bookable visitor experiences

Strategic  
Development

Experience & Product  
Development

Implementation  
support

# Program outline



## Program info

- Up to 10 businesses
- June - October
- Mentee cost: Scaled from \$358

## Site visit

- 90-minute on-site meeting

## Online mentoring

- 3 x 1-hour online mentoring sessions

## Industry famil

- One-day famil to an experience-based destination/operators

# Questions?

---