

Creating experiences that drive growth

Introduction



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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

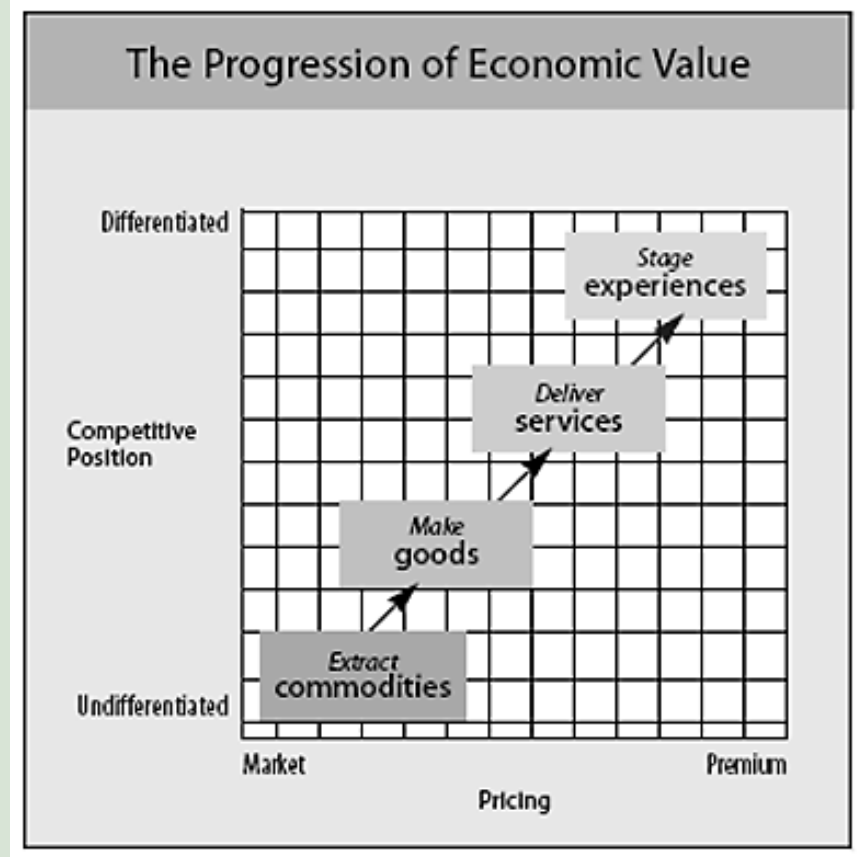
Spending trends

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?

A steam locomotive pulling a passenger train through a lush green forest. The train is crossing a wooden trestle bridge. The locomotive is emitting a large plume of white steam. The surrounding forest is dense with tall trees and ferns.

Hedonism

Local culture

Meaningfulness

Dimensions of Memorable Tourism Experiences

Involvement

Knowledge

Refreshment

Novelty

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

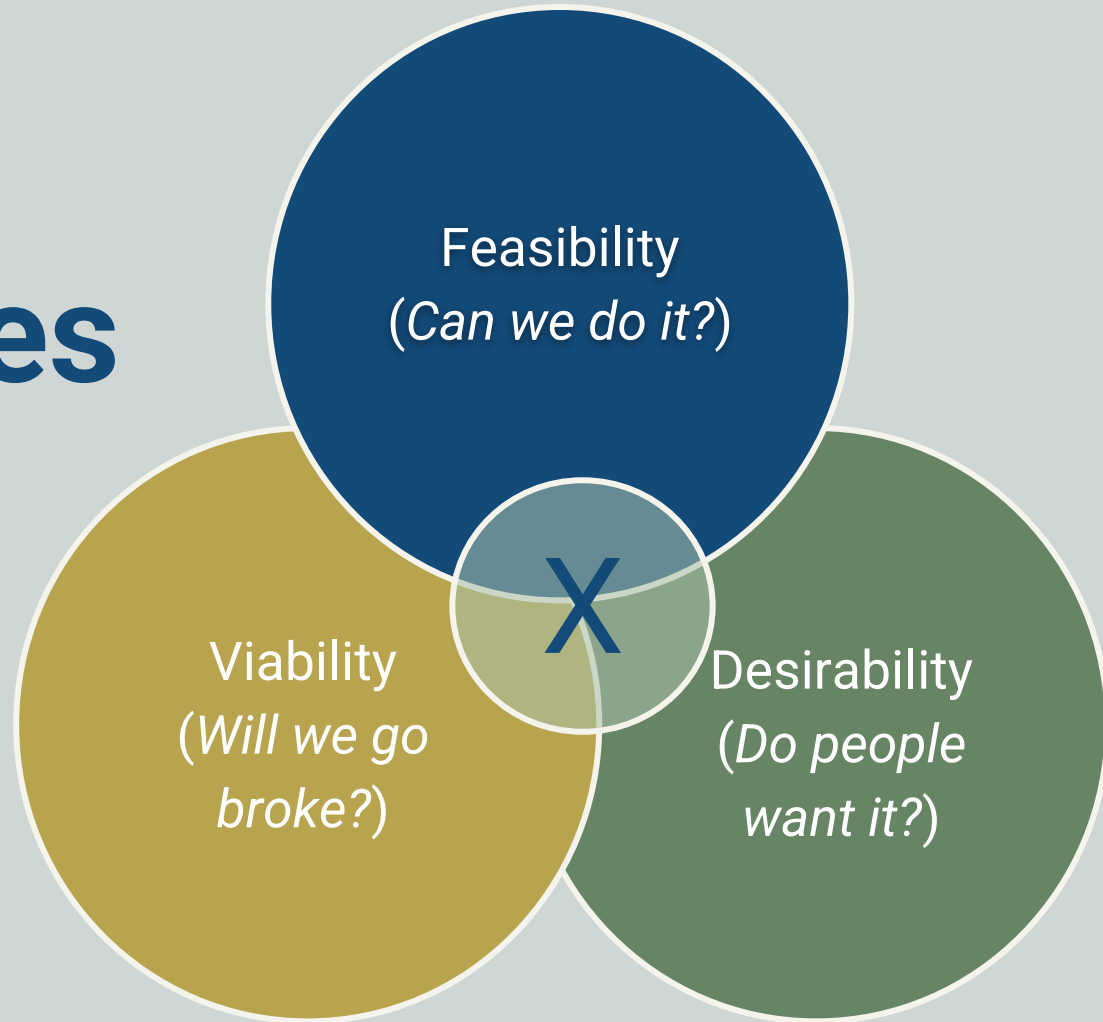


Experience design = how it feels



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

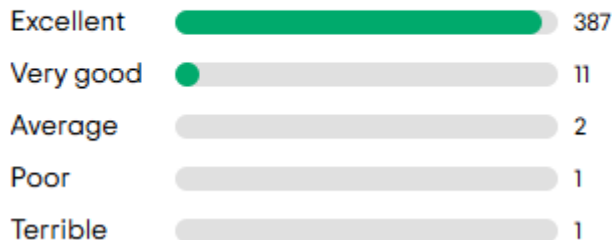
July 2023 • Family



Great family day out!

Dec 2022 • Family

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Excellent Afternoon with Bruce



Totally fun and awesome!!!!

Jan 2024 • Family



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 outline



Program info

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

Online mentoring

- 3 x 1-hour online mentoring sessions

Site visit

- 90-minute on-site meeting

Industry famil

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

Questions?
