

# Part II: Visitor Experience Design

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Tuesday 11 June 2024



# What is an experience? A collection of moments



# Experience = Value

## Magic Castle Hotel



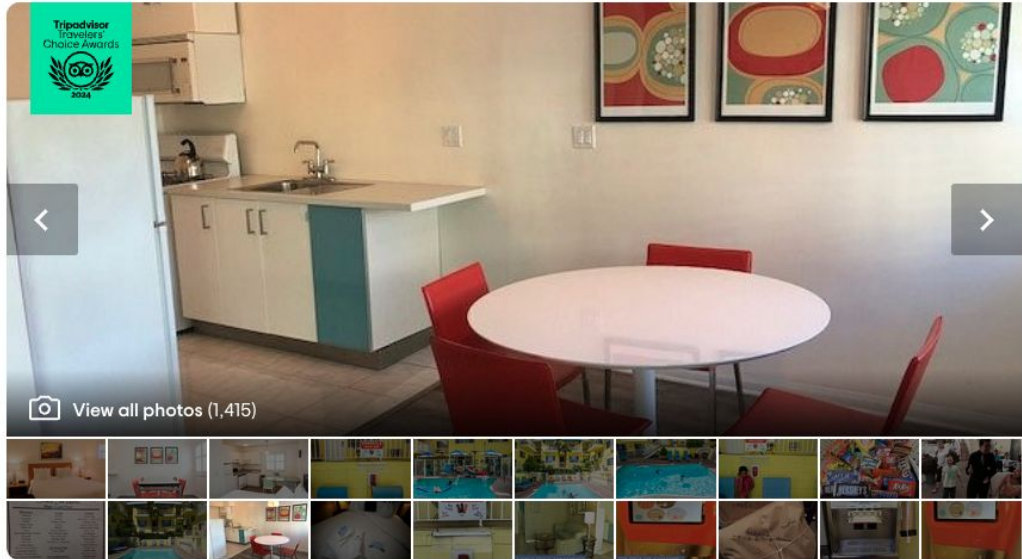
3,723 reviews

NEW AI Review Summary

#8 of 362 hotels in Los Angeles

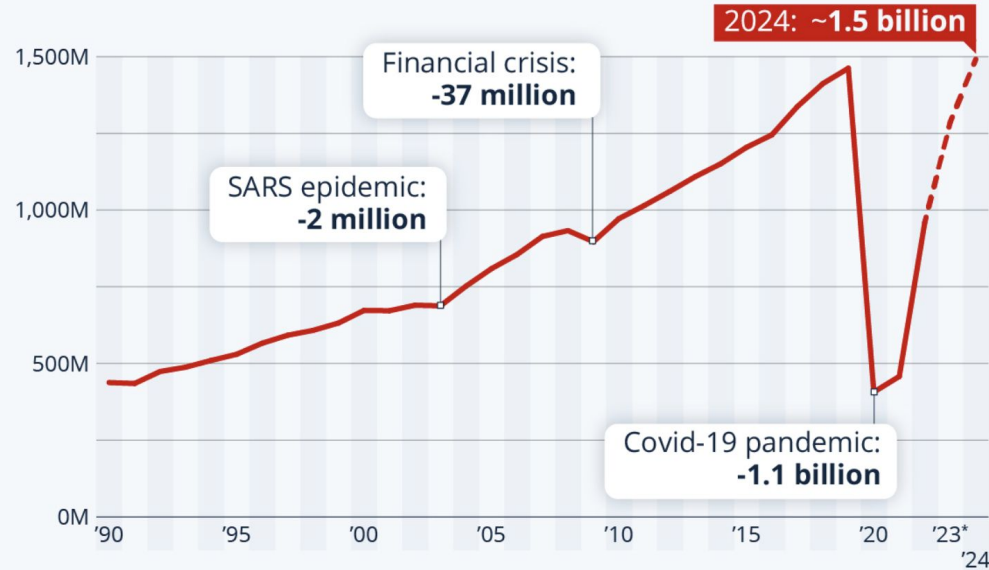
7025 Franklin Avenue Hollywood, Los Angeles, CA 90028-8603

Write a review



# International Tourism to Surpass Pre-Pandemic Levels in 2024

International tourist arrivals worldwide since 1990



\* 2023 figure is provisional, 2024 figure as forecast in Jan. 2024

Source: UNWTO



1. Expectation
2. Innovation
3. Competition

1. What can I do to make this product better?

**2. What would it take to design an experience that every guest would tell everyone they know?**



# Intentional Experience Design

- Every experience has greatness in it
- It doesn't have to be expensive
- It doesn't just happen
- Identify moments
- It can add value to your business

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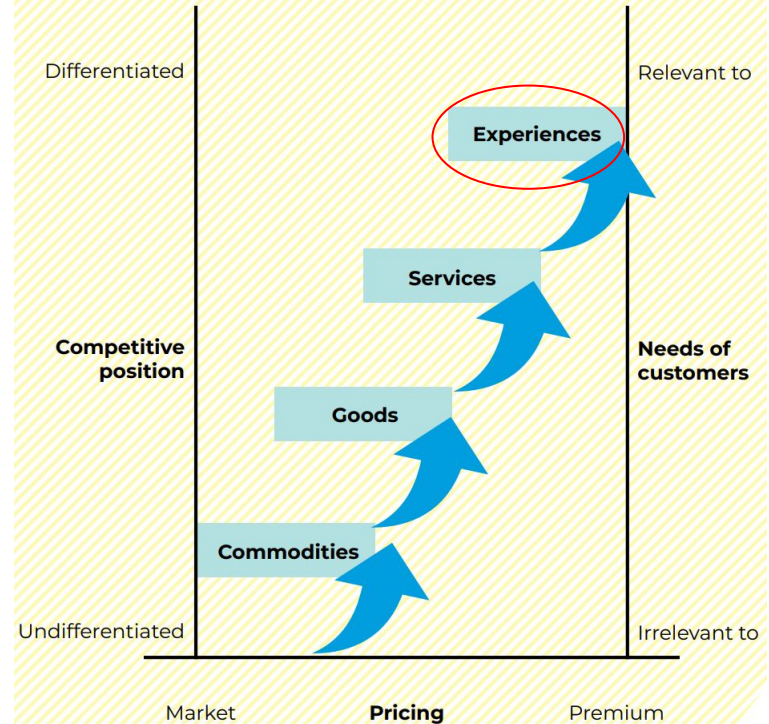
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## SHIFTING UP THE PROGRESSION OF ECONOMIC VALUE



Source: The Experience Economy Updated Edition, Pine and Gilmore

# How emotionally engaged visitors can add value to your business

1. Less price sensitive
2. More likely to recommend your experience
3. More likely to repeat their visit

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# Emotionally engaged visitors help build businesses

Less price sensitive = **increased spend**

More likely to recommend your experience = **increased marketing**

More likely to repeat their visit = **increased visitation**

Think in moments to spot  
what is worthy of investment

EXPERIENCE	WHO'S THE GUEST		

HOW WE START	HOW WE CREATE PEAK EXPERIENCES	HOW MIGHT WE ELEVATE PIT MOMENTS	HOW WE FINISH



EXPERIENCE	WHO'S THE GUEST			<div>TOURISM X DESIGN</div> <div>WWW.TOURISMXDESIGN.COM</div>
Sendit Bike Tours	Aussie 18 - 30	SYD, BNE, MEL	Young profession al	

HOW WE START	HOW WE CREATE PEAK EXPERIENCES	HOW MIGHT WE ELEVATE PIT MOMENTS	HOW WE FINISH
Airport pickup	<div>Coronet sunset ride</div> <div>Exclusive access trails</div>	On call bike shop / maintenance tech	Heli bike
Best week ever speech	<div>Demo new DH bikes</div> <div>Queenstown mtber f&amp;B guide</div>	Injury itinerary	Care package for plane: guide app, drink/food, mtb magazine, custom handlebar grips
Evening ride	<div>All inclusive food and drinks</div> <div>Customise each day according to weather/trail conditions</div>	Wet weather gear they can use	Surprise video edit

# The Power of Moments

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## The Power of Moments (00:05 - 01:18)



# What moments makes an experience memorable?

Moments significantly shape our memories of an experience as a whole.

- What is loved most.
- It's what gets remembered.
- What people talk about.
- Why guests will revisit.

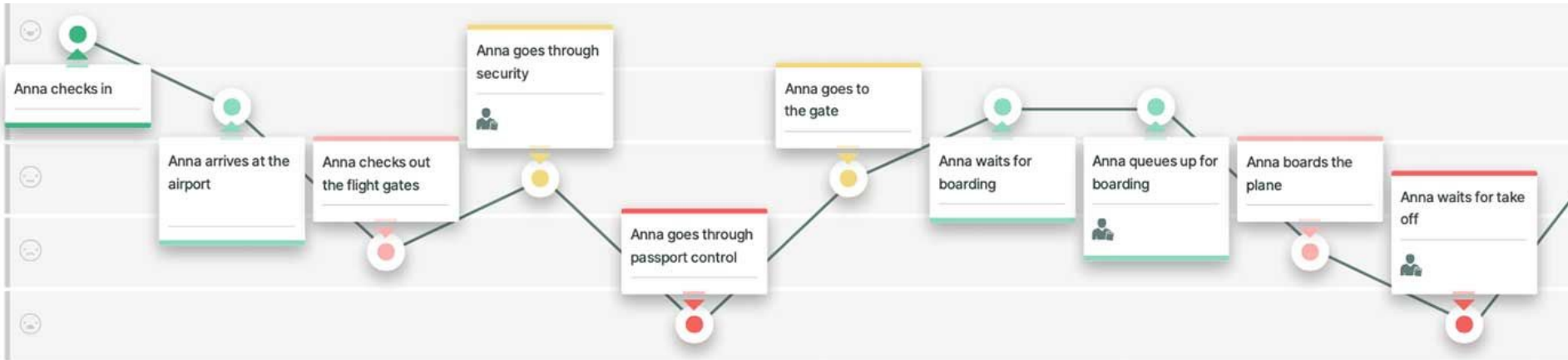
**How might we turn pain points into peaks?**



# How we start + Peak experience



# Finding pits and peaks Customer journey mapping



# How to find out how guests feel





# The Power of Emotions

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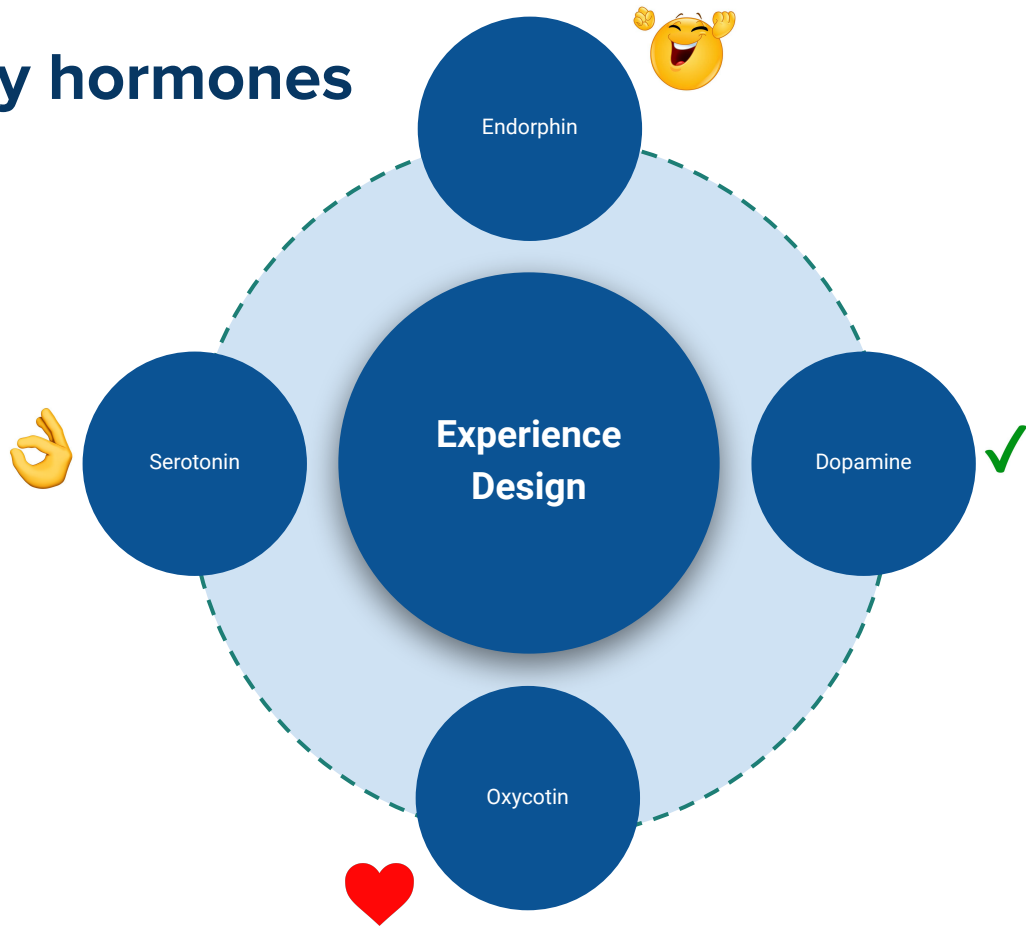
# How can you design moments of emotion?



# Controlling how your guests feel is impossible



# The 4 happy hormones



# Endorphins

**What to think about?** Excitement, the thrill of the hunt.

**How?** Build anticipation.

**Example:** The feeling you get while waiting to do your activity can be just as much a part of your experience.



# Dopamine

## What to think about?

Accomplishment, pride through results.

**How?** Complete something difficult/challenging/new

**Example:** It feels really good to overcome a challenge or complete an activity and we need to allow time to celebrate (not just move onto the next group/visitor too quickly).





# Serotonin

**What to think about?** Special recognition, approval.

**How?** Inclusion, photos, being part of the 'show'.

**Example:** Involving you in an exciting and unexpected way.

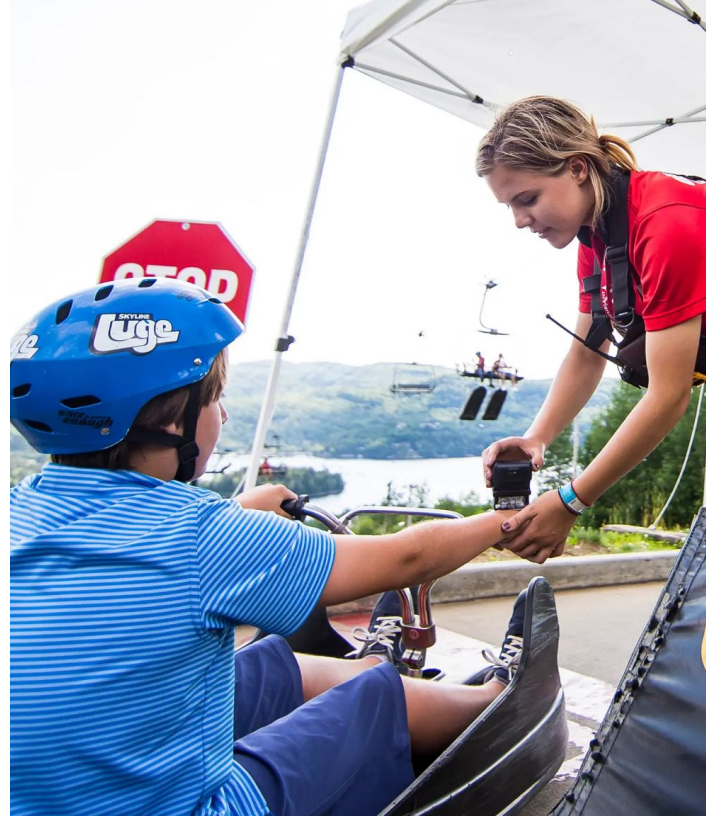


# Oxycotin

**What to think about?** Love & belonging.

**How?** Community, communication, proof, sharing.

**Example:** It feels good to show that you've done something.





# The Power of Unreasonable Thinking

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## Design to the extreme then come backwards (15:01)



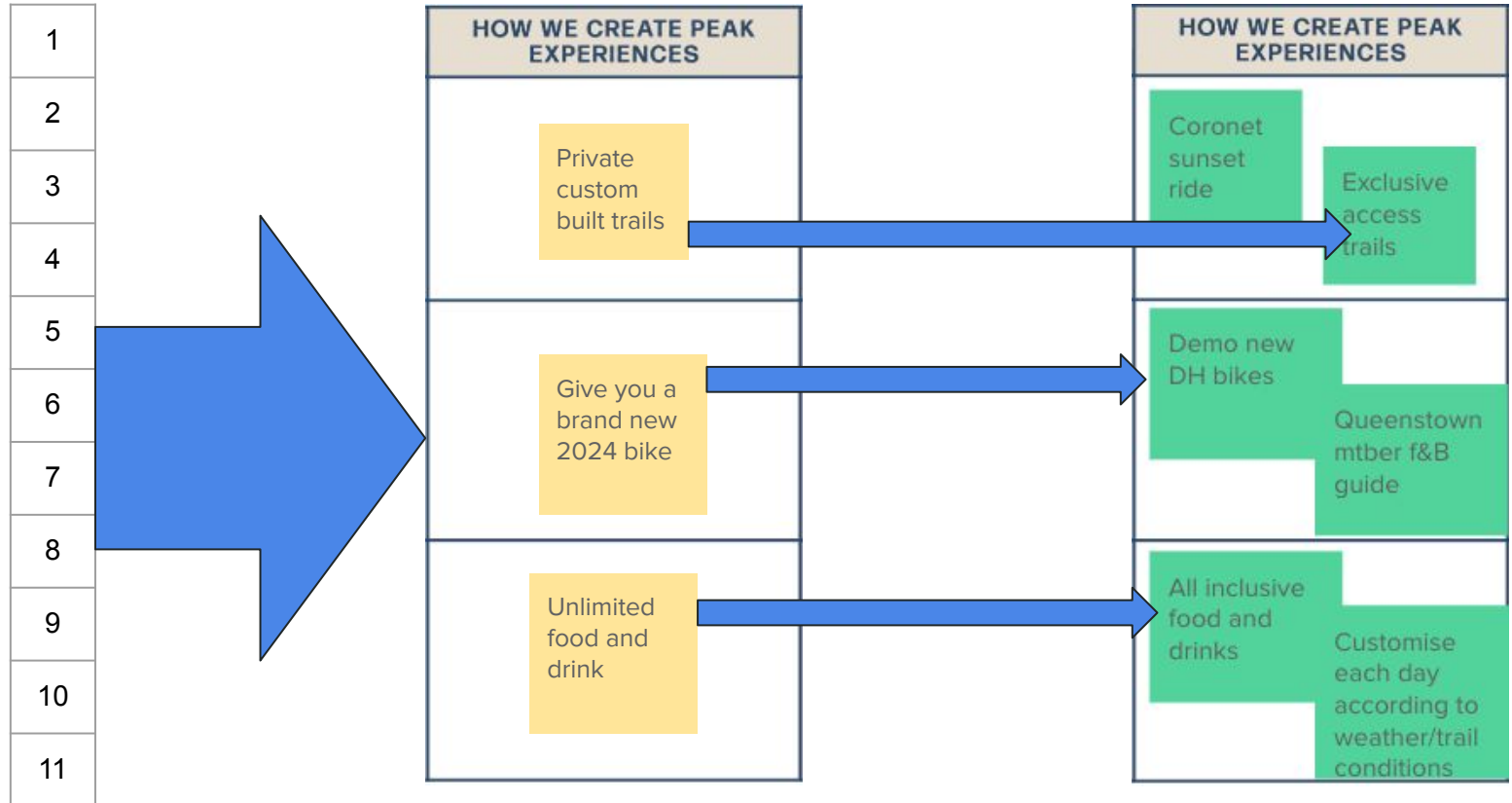
# Design to the extreme then come backwards

## Airbnb's 11-Star Framework

"You have to almost design the extreme to come backwards." - Brian Chesky

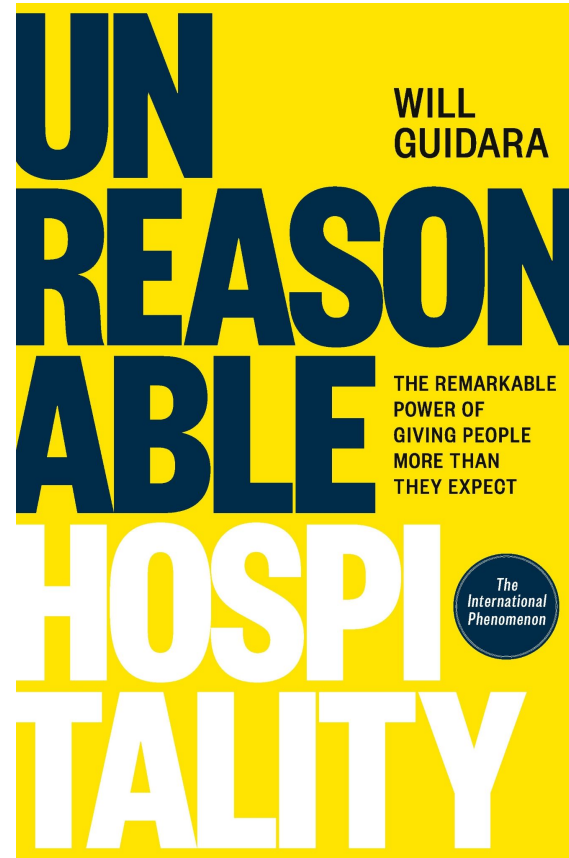


# 11 Star Exercise



# Let's do everything!

- But... what will it cost?
- The 95/5 rule
- Implement new ideas + elements of surprise



## Make it unpredictable

When guests reported experiencing a “delightful surprise”, 94% of them expressed an unconditional willingness to recommend the hotel. (Tripadvisor)



# The realm of feasibility



## The realm of feasibility one more example





## 1. Customer Journey Mapping

- Peak and Pits
- Start and finish
- Pick moments

## 2. Create

- Put it on the agenda
- Talk to guests (as one)
- 11 star exercise
- Budget (95/5)

## 3. Take action

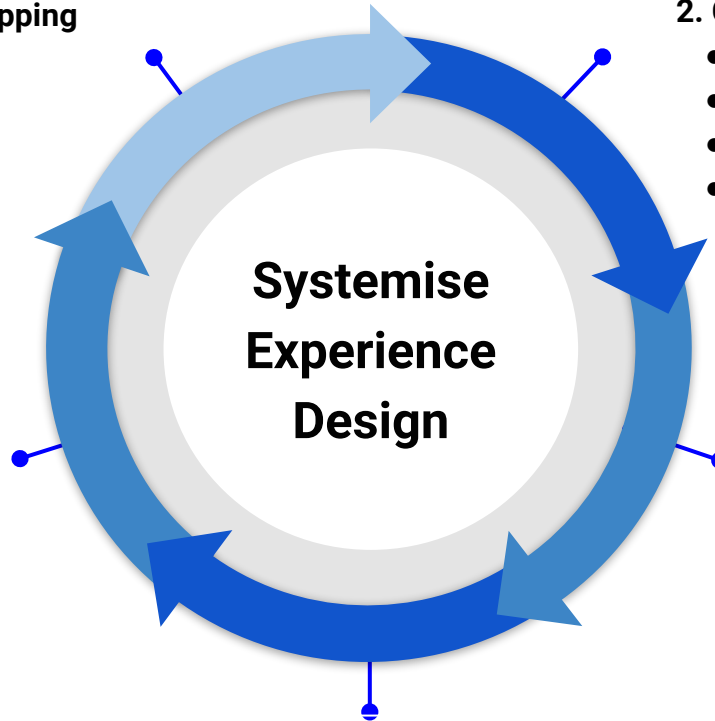
- Track
- Measure
- Incentivise

## 4. Capture stories

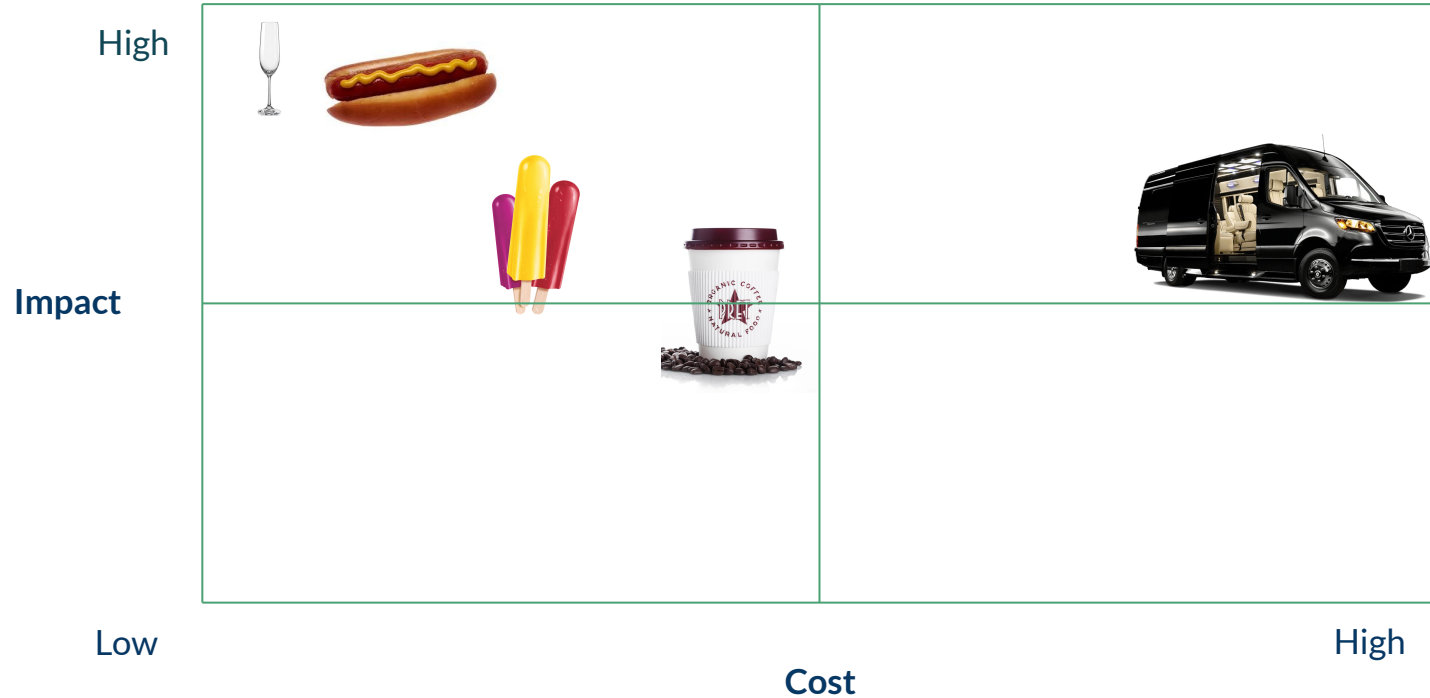
- Find them
- Tell them
- Build brand

## 5. Measure satisfaction

- Track reviews (especially staff mentions)
- Celebrate wins
- Pick moments



# The realm of feasibility



The power of moments  
The power of emotions  
The power unreasonable thinking

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