

## VALUE PROPOSITION - CREATING AN EXPERIENCE

A product is what you buy. An experience is what you remember! The experience is your **value proposition**. A great tourism experience is a combination of **Product, Service & Environment** (Destination), where the whole is greater than the sum of its parts.

As a result, an experience is a more compelling offering, which customers will pay more for.

As you develop tourism experiences, think about it as a spectrum, by shifting from a simple product beyond a service to an interactive, engaging experience you are creating an offering with a greater value.



### What types of experiences are visitors looking for?

- **Engaging** Interaction with locals, engagement and connection
- **'Undiscovered'** places where the *locals* hand
- **Storytelling**, which provides a connection to place and some *education*
- **Authenticity** - real people, real *interaction*, don't try too hard
- **Personalised** experiences - tailored made, that they couldn't create themselves
- **Easy** experiences where the entire end to end process is seamless

### Considerations

- What makes our community special (people, places, stories, traditions, activities)?
- What memories do we want our travellers to leave with? How do you want to make them feel?
- Who do I need to collaborate with to create relevant, engaging visitor experiences? What partnerships do you need to create?
- How can the experience be personalised? How can you create a connection with your customers?
- What unique, authentic and local treasures can be celebrated, showcased or engaged in?

### Experience Examples - what could we create?

- Guided tours
- Behind the scenes tours, curator led.
- Hands on Activities - workshops and classes
- Meet the Locals
- Meet the Maker or Creator