



AMERICAN BUS ASSOCIATION

PRESENTS:

**THE
ESSENTIALS
OF
EXPERIENTIAL
TRAVEL
PACKAGING**

BY:



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I. EXPERIENCES & THE MARKETPLACE:

1.) EXPERIENCES & THE TRAVEL MARKET

2.) TODAY'S CUSTOMERS

◆ CONNECTIONS

◆ EXPECTATIONS

◆ ANTICIPATION

3.) EMOTIONAL BANK ACCOUNTS & CUSTOMER COMMERCIALS - THE BUZZ...

4.) EXPERIENCES & THE ECONOMY

5.) PRODUCT LEVELS:

LEVEL I - VANILLA

LEVEL II - HAAGEN DAZS

LEVEL III - BEN & JERRY'S

II. CREATING UNFORGETTABLE EXPERIENCES:

3.) LEVERAGE EXPERIENTIAL ATTRIBUTES:

✦ UNIQUENESS OR LOCAL FLAVOR

✦ LET ME LEARN

✦ SPECIAL ACCESS - SHOW ME
BEHIND THE SCENES

✦ INTRODUCE ME TO AN EXPERT,
AUTHORITY OR COOL PEOPLE

✦ “INSIDER’S VIEW”

✦ VIP ME!

✦ GIVE ME BRAGGING RIGHTS ...

✦ TOTALLY IMMERSE ME!

4.) IDEAS FOR MY ORGANIZATION:

III. ENGINEERING UNFORGETTABLE EXPERIENCES:



1.) EXPERIENTIAL MODELS:

◆ PHILADELPHIA CVB

◆ EXPERIENCE COLUMBUS

◆ DUTCHESS COUNTY TOURISM

2.) EXPERIENCE EXAMPLES:

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3.) THE EXPERIENTIAL DEVELOPMENT PROCESS:

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◆

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4.) CREATING OPPORTUNITIES WITH OPERATORS:

IV. MY IDEAS, ACTIONS & NEXT STEPS TO CREATE UNFORGETTABLE EXPERIENCES:



1.)

2.)

3.)

4.)

5.)

6.)