Developing Experiences

THEMES:

VALUES:

TOP 3 USPs:

STORIES:

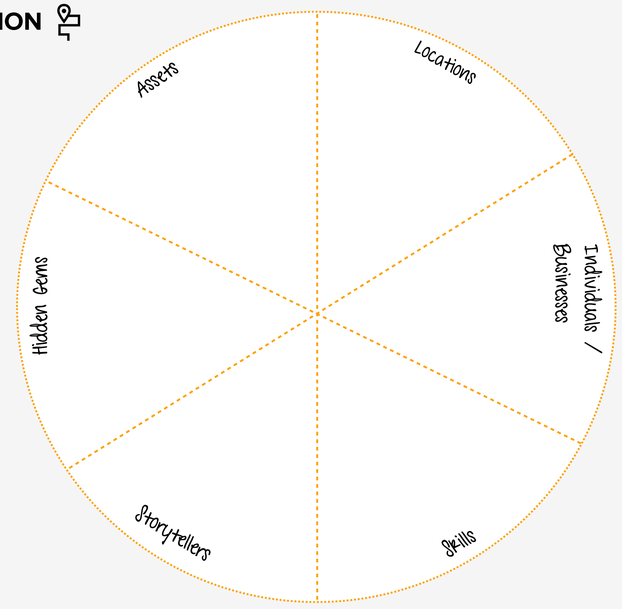
EMPATHY DRIVERS

Excitement

Empowerment

Closeness

KNOW YOUR DESTINATION



EXPERIENCE PLANNING

1. Location	2. Engagement	3. Learning	4. Experience
5. Delivery	6. Uniqueness	7. Surprise	8. Souvenir
9. Sustainability	10. Time	11. Transportation	12. Permission

PARTNERSHIPS

EXPERIENCE PAIRING

PARTNERSHIPS/ COLLABORATION

COACHING/ TESTING

AFFORDABILITY & POSITIONING

AFFORDABILITY

POSITIONING

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