













Local partners

Local industry is at the core of experience providers needed to craft the signature experiences. They are fundamental to establish strong local partnerships.

Key places, local people

Local people are able to offer a service but also talk about the destination from a unique and authentic perspective which is deeply rooted in the sense of place they convey.

Pairing experiences

By curating the offer, DMOs can pair the right experiences which really help lift the brand and offer a unique stand-out experience. Product pairing represents a key opportunity for DMOs.



Hero, Hub, Hygiene content strategy

Stories shaped around the brand experience represent a powerful and compelling message for potential visitors. A Hero, Hub, Hygiene content strategy helps lift the brand experience, seeking to build an image for the destination together with true ambassadors, taking their stories further as they become not only brand but experience ambassadors too.

Signature experience ambassadors

Designing product experiences together with destination ambassadors helps build links between the most authentic voices representing the destination, unique and incredible visitor experiences and curated product pairings.



Hero Content A hero video for each signature Hero experience conveying the emotions and senses of the full experience. **Hub Content** Stories behind the experience, experience providers showing the passion and authenticity they put into their work.

Hygiene Content

Strong product information, review

aggregation and strong social and user

generated content to support the strategy.

Packaging and distributing

Aggregation & Experience Platform

Aggregating destination experiences, packaging them and distributing them is a key strategic question for destinations today. How far you should go, depends on where you see yourself playing in the visitor cycle and where the DMO can create real value.

experience ambassadors and rich storytelling come into play, linking

message with fulfilment.

For some DMOs, packaging and distributing stops accuration, where product pairings are developed into signature experiences and distributed through a content strategy. For others, the potential value of creating and supporting a product experience platform is a logical next step and helps industry see commercial value in addition to brand value.