

Worksheet Two: Creating a Memorable Experience

Consumers are becoming less passive as tourists, and they are increasingly looking for a greater level of meaning and interaction when they travel. They want to connect with the people and places they visit and actively participate in shaping their own unique, one of a kind experience.

This requires tourism operators to have a much better understanding of their guest's likes and interests so they can tailor experiences that more effectively meet the needs of their target audiences.

You need to engage with your guests in a memorable way. This will help set you apart from similar experiences in other destinations and make your experience and destination more unique.

Your experience should provide your guest with memories of having done something special, having learned something new or just having a whole lot of fun.

Think unique, unexpected and exotic; things that guests cannot do anywhere else in the world or you can do better than anyone else.

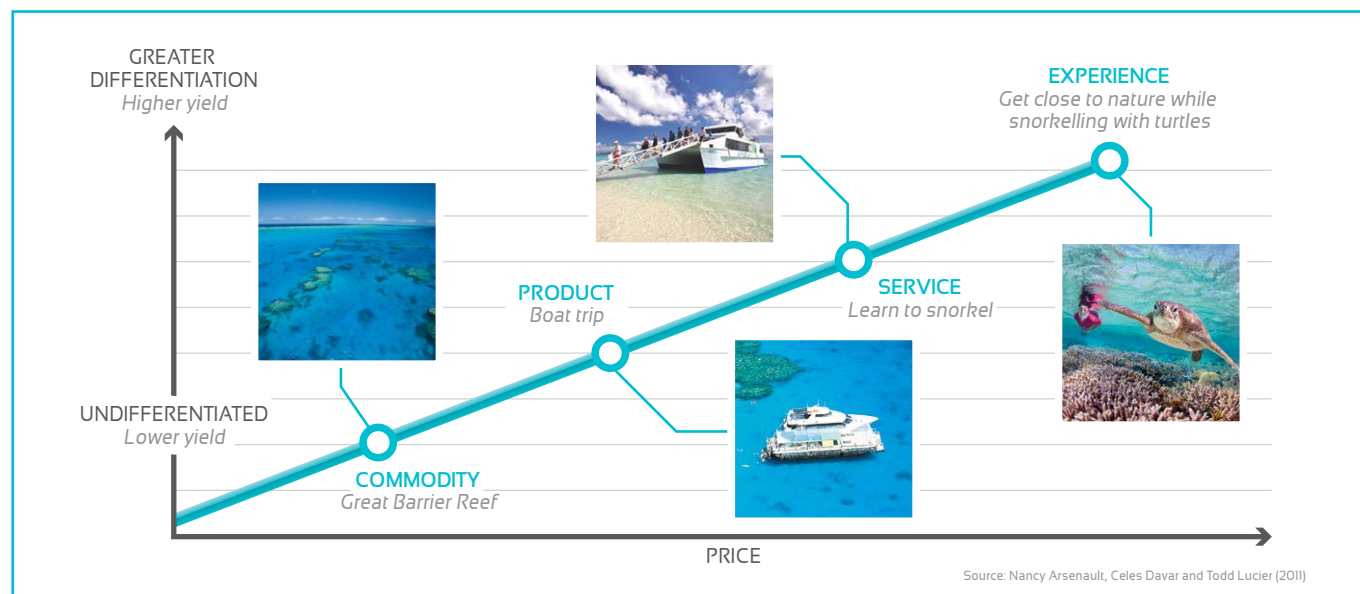
The kinds of things that mean your guests will post a photo on Facebook or Tweet about straight away and still be talking about it at parties and social gatherings months or even years later.

There is a spectrum of experiences on offer in every destination. It's our job to take our destination's assets and turn them into world-class experiences that are uniquely Queensland and you can only get here.

For instance, take one of Tropical North Queensland's key hero experiences - the Wet Tropics world's oldest rainforest:

- Make the rainforest accessible to everyone and you have a **tourism product**
- Provide tours that show guests the rainforest and you have a **tourism service**
- However take those guests Jungle Surfing, where pedalling the hamster wheel to get into the trees, conquering their fears as they zipline through the forest for the first time and learning from their guide that it's the sound of the green tree frog that they are hearing, all combine to create a **memorable experience** by providing a life-long memory of connecting with this special place that is unlike any other.

The Great Barrier Reef – Spectrum of Experiences



Do you know what your destination Hero Experiences are? Check them out at www.teq.queensland.com

Thinking about your business on the preceding Experience Spectrum and in the context of your destination Hero Experiences:

What is your product (something tangible that is available to everyone)?

What service do you offer your guests (mostly intangible and can be customised)?

What is your signature experience, something that is different to the norm, which is personalised, hands-on and interactive, and unique to your operation?

What destination Hero Experience/s does your experience tap into?

Are there any hidden gems in your destination that you can share with visitors?

Looking at your responses to the previous questions, what are three improvements you could make to your product to create a one of a kind experience and generate more positive memories for your guests?

1.

2.

3.
