



Worksheet One: Inspiring Experiential Travel in Queensland

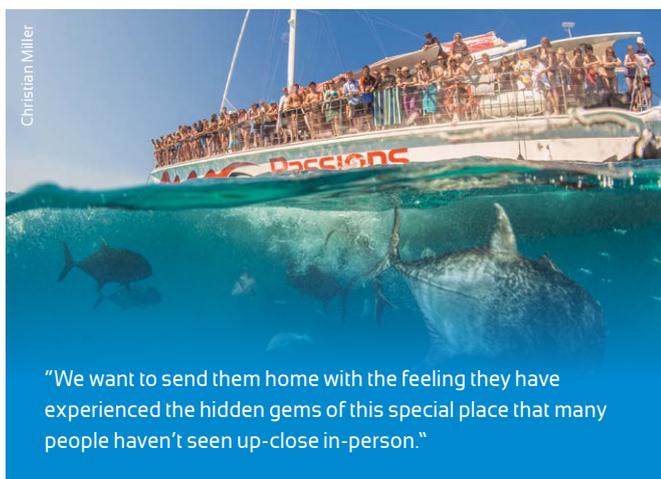
Welcome! Whether you're an existing tourism operator wanting to rejuvenate your product, or are new to the industry and looking to develop a new tourism operation, you will no doubt want to develop an experience that is memorable and delights and surprises your guests.

This series has been designed to assist you to think innovatively and creatively about your experience so it can exceed the expectations of your guests and help create world-leading tourism experiences in Queensland.

On this journey, we will challenge you to consider ways you can make small changes (evolve) or perhaps big leaps (revolutionise) in your business to improve the guest experience, create positive word-of-mouth about your product and ultimately improve the performance of your business.

Why is this important? Consumer demands are changing. Today's guests want more than just to see the sights. They want awe-inspiring, wow stories of amazing people and places they can share with their friends and family. They want to find the hidden gems. They want to see, feel, hear, taste and smell new things. They want a holiday of a lifetime.

Can your experience give them that? What changes do you need to make to adapt to these new consumers and grow your business?



"We want to send them home with the feeling they have experienced the hidden gems of this special place that many people haven't seen up-close in-person."



"We realised we weren't just selling a helicopter ride, but the experience of seeing the reef from above, from a new perspective."



Let's start by considering how your existing guests react to your experience. Here are four core emotional reactions to experiences:



Thinking about these, which would be the strongest emotional reaction most of your guests have or you would want them to have? What emotions would they use to describe your experience afterwards? Why do you think they feel that way?

How do you stimulate your guest's senses to evoke an emotional reaction? What do they see, touch, hear, taste and smell on your experience? What more could you do to stimulate the senses of your guests?

If someone was thinking about visiting your experience for the first time, what would you tell them, or what would your previous guests tell them, is the WOW moment in your experience?

How would you like your guests to feel after your experience? How would you like them to remember your experience? What would you like them to tell others about it?

Based on your answers to the previous questions, what are three improvements that you could make to your experience to create more wow moments for your guests?

1.

2.

3.
