Marketing the Experience: Give Your Visitors What They Really Want

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The Experience Economy: Work is Theatre & Every Business a Stage

- Agrarian Economy
- Industrial Economy
- Service Economy
- Experience Economy

- Experience Economy = memorable events for customers/visitors
The Abundance Gap

Prosperity

Abundance Gap

1950 1975 2006

More

Less

Satisfaction

A WHOLE NEW MIND

WHY RIGHT-BRAINERS WILL RULE THE FUTURE

DANIEL H. PINK
Incorporating the Experience

- Experience = differentiating tourism offerings/businesses
- You are creating an experience BUT what experience?

- Personal Narratives
- Good Customer Service
Using Your Story

“An identity or an image, and the purpose of using storytelling is to be remembered and to mediate a feeling…storytelling facilitates the communication process between the tourism [hospitality] industry and their customers and it often strengthens customers’ attitudes towards the attraction/destination [hotel]”

Ågren & Ölund, 2007
Why Use Stories?

- Storytelling = oldest, most powerful modes of communication
- Storytelling done well = persuasion
- Stories connect with visitors on emotional level
- Ties company & visitor closer together
  - Brand community through shared stories
- Visitors gain meaning from good stories
- Stories stay in visitor’s memory longer
  - Easily shared/retold to others

Bottom Line

- Stories Matter!
- Stories are the Experience
- Experience is what will set your business apart from others!

The Experience Economy, Pine & Gilmore (1999)
Using STORIES to create the EXPERIENCE!

- There is a story in every business
  - who you are, where you’ve come from = most effective

- Tell an authentic story
  - Scripted and Practiced devalues
Know what others are saying about you!

- Listen
- Ask
- Google Alerts [www.google.com/alerts](http://www.google.com/alerts)
Let your Customers do the Talkin’

- Share their stories
- Share their experiences
- Photos
- Stories
- Contests
Family Fun at Sliding Rock
Chris
Youngstown, OH

Asheville - The happiest city in USA
Ludmila
Salisbury, NC

fall pictures

Experience fall in the mountains via real Asheville locals and tourists with these user-submitted favorite fall pictures. These fall picture postcards show off the foliage, mountain vistas and unique fall experiences in Western North Carolina.

Do you have a great picture of fall in the Asheville area? Submit your fall picture! We might even offer to buy it.

Atop Mt. Mitchell
Linda
Carlisle, PA

Biltmore Bass Pond
Jessica
Asheville, NC

NC Arboretum
Jessica
Asheville, NC

Crabtree Falls
Jim
Gury, North Carolina

The Beauty is in the Eye of the Beholder
Melinda
Antioch, TN

1st snow of the 2008 season
NANCY
CANDLER, NC

Sliding Rock - Mt. Pisgah Forest
Nancy
Candler, NC
Pure Michigan Experiences

Share your favorite Pure Michigan travel experiences with other visitors to michigan.org. We want to know about your favorite Michigan getaway, canoe trip, fishing adventure, golf outing or skiing excursion — or any other great Michigan travel experience or destination. Share your favorite Pure Michigan travel experience.

Below read about Pure Michigan travel experiences of other Michigan visitors.

Onekama and the big lake

My two children and I were travelling through the village of Onekama this past summer on the way to our friends cabin in Frankfort when we decided to take a small detour around Portage Lake in Onekama. We turned down Portage Point road and drove around the lake past the beautiful Portage Point Inn. At the end of the road we were surprised to find a breathtaking view of Lake Michigan. This hidden gem had a nice paved parking lot and a cute little gazebo. We walked along the beach and Portage Lake Pier like it was our own private beach. We did see a couple wave surfers but other than that the place was so peaceful and deserted. We stayed to watch a colorful sunset. I was hesitant to tell people about it but it was just too nice of an experience not to share with others.

more about this experience
Offer Quality Customer Service
Good Customer Service is a MUST!

☐ Each visitor = Influence of 100

☐ Good customer service helps to ensure these 100 hear positive rather than negative!

☐ Positive Word-of-Mouth is the best form of advertising
Tips for Good Customer Service

- Think of visitors as individuals
- Always go the extra mile – Throw in something extra
- Always be honest with your visitors
- Make exceptions when needed
- Know who your visitors are
- Always greet your visitors
- Talk to your visitors – Ask them what they think about your business
- Treat employees well
The Experience IS The People

“I can do everything right in marketing – have the right messages, target the right customer, make the right promises – but it is all for naught if the $7-an-hour person at the cash register is having a bad day. That is the last impression of my brand the customer will have.”

Quote from a Senior Marketing Executive – taken from S. Weaver’s Creating Great Visitor Experiences: A Guide for Museums, Parks, Zoos, Gardens, & Libraries
Foster economic development by improving customer service, enhancing North Carolina pride, and strengthening communities.

To improve service delivery to the traveling public.
Remember...

- **Experience** is what will set your business apart from others!

- And ask yourself:

What kind of experience is my business offering?
THANK YOU!

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