

SONOMA COUNTY
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LIFE OPENS UP®

The Secrets of Designing Unforgettable Experiences



By: Joe Veneto

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Secret #1

Understand Consumers & Travel Trends

Experiences and Today's Travelers



AIRBNB launched Experiences in 2016, as an acknowledgement that modern travelers want more than a place to sleep.

They want memories. Airbnb's core product had become a service. To keep it growing Airbnb had to embrace the "Experience Economy."



DestinationNEXT Futures Study 2023

Global Trends:

- **#2** Customers seeking unique, authentic travel experiences
- **#3** Communities more engaged in destination, product and experience development
- **#8** A greater focus on placemaking to benefit locals & visitors



Trip Advisor, Fall Travel Beats 2023

Priority of Trip Activities & Experiences:

- **Restaurants & Food Tours- 68%**
- **Shopping- 52%**
- **Outdoor Adventure Activities- 42%**
- **Cultural Tours & Historic Sites- 40%**
- **Museums & Art Galleries- 37%**



What is an Unforgettable Experience?

Experiences that **actively engage or immerse** visitors by providing a **deeper, richer and memorable** destination experience

Experiences that create **lasting impact** on visitors' "**emotional bank accounts**"

Secret #2

Impact Customers Emotional Bank Accounts

Exercise:

- Think about three memorable travel experiences.
- Share one of those experiences with a colleague

Emotional Bank Accounts

A group of four people are seated in a meeting. A woman with curly hair, wearing a white shirt with floral embroidery, is speaking and gesturing with her hands. A woman with brown hair, wearing a white polka-dot top, is listening attentively with her hand on her chin. A man with glasses, wearing a red and white checkered shirt, is looking towards the speaker. Another man is partially visible in the background, also listening. The setting appears to be a bright, modern office or meeting room with large windows in the background.

Customer Connections

Customer Commercials



Boast & Post

Secret #3

Experience Levels

Create Impact

Experience Levels

IMMERSE

ENGAGE

SHOW AND TELL

Experience Levels



Philadelphia Mural Arts Program

Experience Levels

IMMERSE

Paint a mural

ENGAGE

**Meet an artist and
see their murals**

SHOW AND TELL

Take a mural tour



Philadelphia Mural Arts Program

Experience Levels



Philadelphia Mural Arts Program

Attractions & Levels of Engagement

	Show & Tell	Engage	Immerse
Historic Site	Tour	Hands-On	Reenactment
Culinary	Eat	Chef's Tasting	Cooking Class
Museum	Tour	Curator	Archives
Retail	Shop	Demo	Design Workshop

Experience Levels

IMMERSE

Lifelong Memory

ENGAGE

A Story

SHOW AND TELL

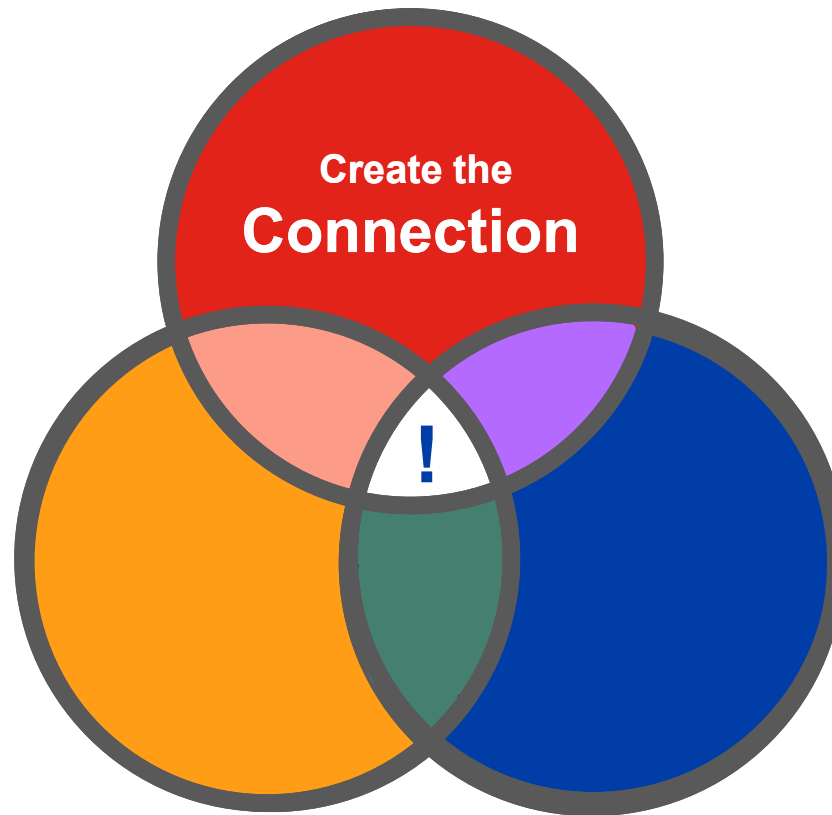
A Photo

Where are your organization's experiences?

Secret #4

**There is a Formula to
Design & Develop UFEs**

The Experience Formula™



Create the Connection



Pacific Plates, Richmond, BC

Create the Connection



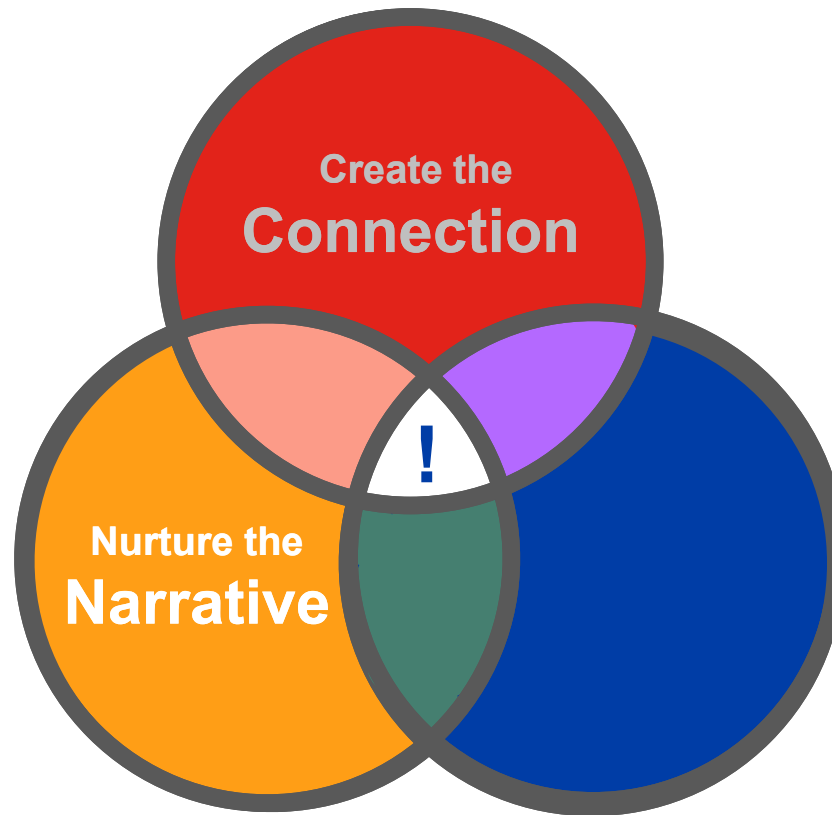
Pacific Plates, Richmond, BC

Create the Connection



Pacific Plates, Richmond, BC

The Experience Formula™



Nurturing the Narrative

Fort Morgan Escape Room, Gulf Shores, AL



Nurturing the Narrative



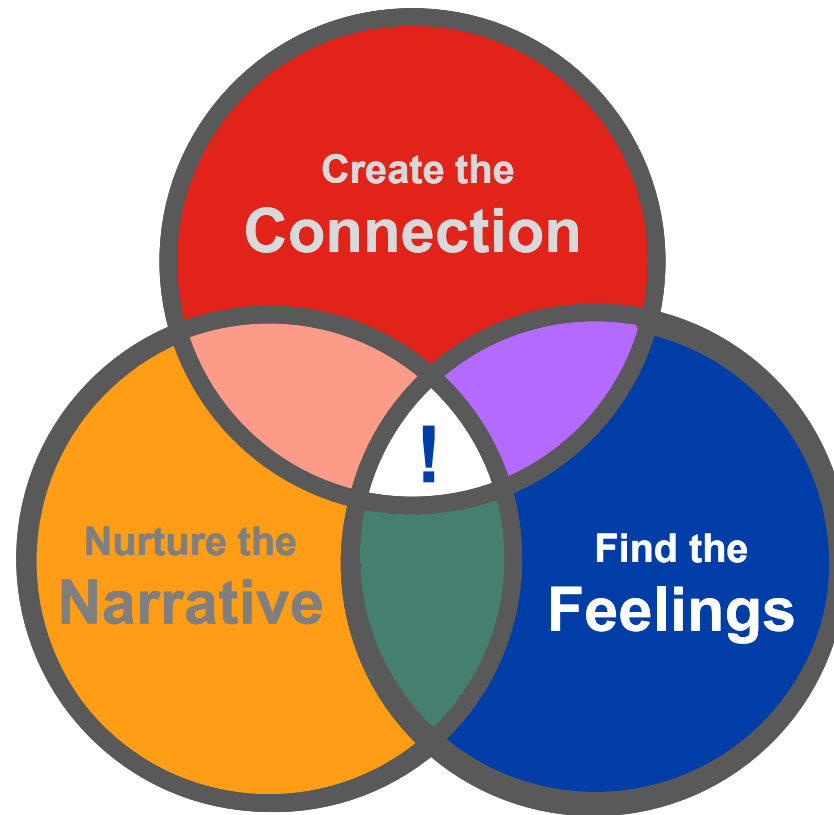
Fort Morgan Escape Room, Gulf Shores, AL

Nurturing the Narrative

A woman with dark hair and glasses, wearing a grey sweater, is shown in profile from the chest up, reading an open book. She is standing in a dimly lit, historical-themed escape room. The room features brick walls, a large wooden wheel, a red and white flag, and various historical artifacts. A large, arched opening in the brick wall is visible in the background. The lighting is warm and focused on the woman and the book.

Fort Morgan Escape Room, Gulf Shores, AL

The Experience Formula™



Find the Feelings



Metropolitan Hotel, Paducah, KY

Find the Feelings

Metropolitan Hotel, Paducah, KY

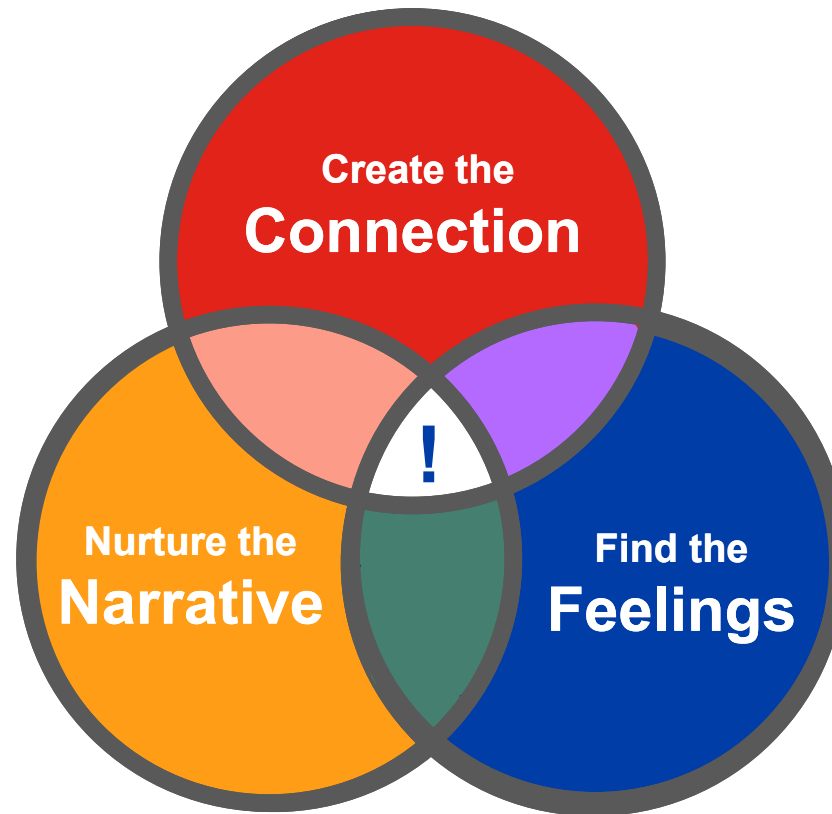


Find the Feelings



Metropolitan Hotel, Paducah, KY

The Experience Formula™



Goal: the 4 R's

**Remember
Recount
Refer
Return**



Secret #5

**Stories are
the Currency of Connection**

Stories Connect

Intellectually
Emotionally



Stories

- **Have you ever had a dream?**
- **Did people tell you it would never work?**



Stories



Parallel 44 Winery, Green Bay WI







SIGHT
Clarity: Clear Cloudy
Color: Straw Yellow Gold Brown
Pink Salmon Copper
Purple Ruby Garnet Tawny

SIGHT
Clarity: Clear Cloudy
Color: White Green Yellow Gold Brown
Rose / Peach Salmon Copper
Red / Purple Ruby Garnet Tawny

SMELL
Aromatics: _____

(Sarquette)

Secret #6

Emulate Experience Models

Product Categories

CULINARY

HISTORICAL
CULTURAL

HEALTH
WELLNESS

MUSEUMS

NATURE

RETAIL

SPORTS

PERFORMANCES



FOCI Glass Arts, Minneapolis, MN



- P...
- be...
- HOT...
- RIG...
- Clean...
- mess w...
- Be cour...
- to other's...



Birding 101, Richmond, BC





Le Nez du Vin – LDV Winery

Le Nez du Vin – LDV Winery





Garden to Glass, Olbrich Conservatory, Madison WI







National Quilt Museum, Paducah, KY



National Quilt Museum, Paducah, KY



Ayurvedic Royals, Second Nature Clinic



Native Art Market, Scottsdale AZ







What can you do to **elevate** or
innovate your **experiences**?



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Secrets Recap

- **Understand Consumers & Travel Trends**
- **Impact Customers Emotional Bank Accounts**
- **Experience Levels Create Impact.**
- **There is a Formula to design & develop UFEs**
- **Stories are the Currency of Connection**
- **Emulate Experience models**



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