



**ADVANCE CONSUMER-DRIVEN
STANDARDS THAT STRATEGICALLY
ALIGN COMMUNITIES TO DELIVER
POSITIVE, MEMORABLE EXPERIENCES
FOR THEIR CITIZENS AND VISITORS.**

A Quality Experience =

\$ More Visitors

\$ More Spending

\$ Return Intentions

TheExperienceInstitute.org

IN THIS CONSUMER ECONOMY, **VISITOR-CENTRIC** DESTINATIONS WILL WIN OUT.

The Experience Dedicated™ Destination accreditation program — Ed.

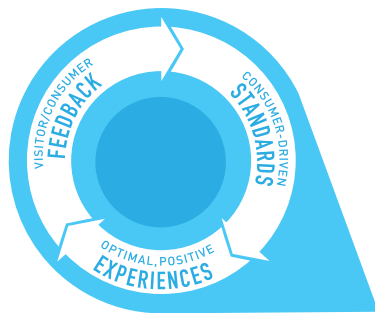
Based on over 2,000 hours of primary research and new consumer-driven standards, Ed aligns businesses / stakeholders to compete effectively. Ongoing, real-time feedback on visitor satisfaction & product 'gaps' gives destinations actionable data to prioritize resources & initiatives — as a destination — on things that matter to visitors. Exactly where the focus should be!



Ed is the only program that gives destinations a framework to achieve and measure Visitor Growth, Visitor Satisfaction & Competitive Positioning — in relation to a uniform standard.

Standards → Measures → Actions

THE COMPETITION ISN'T RESTING.



The Formula.

Ongoing, Real-Time Input from Visitors

Business — Leisure — Attendees

Customized Experience Report

Strategic Objectives; Balanced Scorecard Framework

Businesses Review Data

Meet by Sector; Prioritize Initiatives & Resources

Validated, Third-Party Data
You Can't Get On Your Own.

- Searchable Comments = Marketing 'Intel'
- First-Time Visits, Length of Stay, Repeat Visits
- Recommend & Return Intentions
- Lead vs. Lag Indicators on Satisfaction
- Brand Image: Pre, During, Post
- Product 'Gaps' Based on Visitor Wants

Imagine Having This Monthly!



THE
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ED CASE STUDY
Experience Columbus

1. THE CHALLENGE: ALIGNING THE DESTINATION TO THE EXPERIENCE

GOAL #5: AN ENHANCED VISITOR EXPERIENCE - MAKE IT EASY TO LOVE COLUMBUS.

Experience Columbus (CVB/DMO) and The Greater Columbus Sports Commission looked to The [EXPERIENCE Institute®](#) to help it achieve one of six goals within its over-arching strategic plan for the destination. Savvy community leaders realized they needed a structure and a framework to not only bring everyone together, but also measure their progress over time. They needed a way to shape the total experience as a competitive advantage.



"Until we began the [Ed](#) sector sessions, some businesses - that had never been in the same room before - were talking with pride about how to improve the visitor experience and community. Our community is excited about having a trend-line measure of total service and eventual comparison to our competitive set."

Brian Ross, CTA - President & CEO - Experience Columbus

2. THE SOLUTION: THE EXPERIENCE DEDICATED™ DESTINATION

The destination is using the [Experience Dedicated™ Destination](#) accreditation program (EDD - We are [Ed](#)) and its mobile / PC platform to meet their goal. By augmenting [Ed](#) with signage and 1:1 intercept teams, the CVB gains ongoing, daily insight from visitors (business, leisure, attendees) and real-time narrative comments. From over 60 visitor questions, the system's algorithm serves up five questions at a time. "One minute will tell us how we're doing" is the message reinforcing to visitors that the destination cares about their experience!



3. THE RESULTS: MEANINGFUL METRICS & TAKING STRATEGIC ACTIONS

Through the [Experience Dedicated™ Destination](#) (EDD - We are [Ed](#)) accreditation program...

- 200 businesses signed 'Count Us In' commitments
- Real-time visitor survey comments are reviewed
- Discussion centers on 'product gaps' and satisfaction
- Actions and resources are focused on improvements

The result? A cycle of continuous improvement to the visitor experience. [Standards](#) → [Measures](#) → [Actions](#)

A Quality Experience =
\$ More Visitors
\$ [More Spending](#)
\$ Return Intentions

The Competition Isn't Resting. Call Today!

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