



NEW! Meaningful metrics from
The EXPERIENCE Institute® (TEI)

VISITOR EXPERIENCE REPORT



Because the experience matters.



VISITOR EXPERIENCE REPORT



What visitors are saying about their
DESTINATION EXPERIENCE.

WHAT?

- ♦ **Affordably priced at just \$1,200 each**
One-time, On-line; Open 30 Days or Less
- ♦ **20 Standard Questions:** Tied to *TEI Consumer-Driven Standards* on the Total Visitor Experience, e.g. Pre & Post Destination Image; Return Intentions; etc
- ♦ **Visitor Experience Report (VER):**
 - Report with Charts/Graphs
 - 0-10 Scale on Key Metrics
 - At-a-Glance Comparison to *TEI Visitor Experience Index* of All Participating Destinations
 - Real-time Narrative Comments on Destination Experience

HOW?

- ♦ **Purchased by DMO for Single Event / Festival or Busy Month**
- ♦ **TEI Coordinates:**
 - Survey Set-Up & Testing
 - Draft of E-Mail Communication to Key Businesses
- ♦ **DMO Coordinates:**
 - Identifies Key Businesses and Sends E-Mail with Survey Link
 - Businesses Encourage Customers to Take the Survey
- ♦ **TEI Prepares *Visitor Experience Report (VER)* for DMO Use**

Contact Us **TODAY** to Get Started!



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