

# BECOME A MUST VISIT DESTINATION

& GROW YOUR  
VISITOR ECONOMY



THE  
**EXPERIENCE**  
INSTITUTE®

THE VISITOR  
**ECONOMY EXPERTS™**



## Optimize The Visitor Experience Break Down Silos, Create Experiences

The old model of Advertise, Advertise, Advertise is broken. The best form of advertising is a satisfied visitor. It's time to develop an EXPERIENCE STRATEGY of continuous improvement that ensures repeat visits and referrals.

A Quality Visitor Experience = \$ More Visitors \$ More Spending \$ More Return Intentions

### Growing Your Visitor Economy

Your Visitor Economy grows from a strong community embracing long-term, strategic demand generation, through infrastructure, services and quality brand experiences at every 'touch point'.

### The Pulse of Visitors

What do visitors really think? It starts with continuous standards-based surveys that quickly assess actual visitor experiences versus perceptions and desires, and provide insight into how well your destination is doing.

### Stakeholder Alignment

When the stakeholders have a seat at the table, the silo mentality disappears. "What can you do for me?" becomes "What can we do together?" It is easier to identify, prioritize and find common ground around dedicating resources towards initiatives that matter to visitors.

### Balanced Scorecard

Based on our visitor-centric proprietary standards, The Experience Report highlights your destination's strengths and weaknesses, and provides the data you need to influence and impact areas of demand.



#### Experience Dedicated® Destination

The Experience Dedicated® Destination is the only program that gives destinations a framework to achieve and measure Visitor Growth, Visitor Satisfaction & Competitive Positioning — all in relation to a uniform standard.



## Understand Your Visitor Segments Meaningful Metrics

Most snapshot research tells you what you want to know rather than what you need to know. And while capturing visitor information is a good start, very few destinations have data relative to the Total Visitor Experience.

To fill this void, TEI devoted 2,000 hours of primary research to define consumer-driven standards and Key Performance Indicators (KPIs) upon which destinations can measure their progress. Whether it's once a week or once a year, you can know with confidence: "Are we moving the needle?"

Meaningful metrics are being used by destination stakeholders to prioritize resources and take action on things that matter to visitors. Exactly where the focus should be!

## Actionable Data

**If you can't measure it. You can't manage it.**

Anyone can collect data. But very few act upon the information. TEI has developed a survey approach wherein visitor experiences and opinions are measured against standards, providing a means to build consensus and take action.

DECISION TO  
ATTEND STUDY

Today's prospective attendees may decide to attend, or not.

The DESTINATION EXPERIENCE is the second highest attendance driver. This complimentary report is chock full of insight to help you strategically MAXIMIZE ATTENDANCE.

## Real Learning

Regardless of trip purpose, every attendee, business traveler or leisure traveler to your destination is a visitor. With standards-based questions, you can understand the factors that turn "have to" visitors into "want to" visitors.

ATTENDEE  
EXPERIENCE REPORT

Attendees are visitors too! Learn how your destination is doing against a blind, aggregate index of other destinations. Gain insight on attendees' Pre & Post Image Perceptions; Return Intentions; Recommend Intentions; and More!

VISITOR  
EXPERIENCE REPORT

Get information on the new Visitor Experience Report. Twenty standards-based questions, providing valuable insight on what visitors are saying, including: Pre & Post Image Perceptions; Return Intentions; Recommend Intentions; and More!

## Repeat & Compare

Often, research is used to justify spending rather than improve understanding of visitors' wants and needs. Imagine the capability of receiving actionable data, with the ability to compare to other destinations or visitor segments.



## Deliver Better Experiences Product Infrastructure & People Infrastructure

Many destinations are single-focused on their 'Product Infrastructure' because it will entice visitors to come. But, what's often missing is a simultaneous focus on the 'People Infrastructure'; the numerous encounters that will 'make or break' your destination's image and word-of-mouth.

That's why TEI's partner companies are dedicated to helping destinations build a knowledgeable, engaged front-line that delivers upon the brand promise. With a proven track record in aligning community stakeholders and the front-line to reinforce the destination's brand, powerful community pride and brand immersion is achieved. Residents learn that visitors are not the enemy — they fuel quality-of-life that would most likely not be present without them. Once you've gained strong community alignment, you can achieve anything.

### Community Alignment

It's easy to hold meetings and focus groups with businesses and residents to shape your destination brand. But is your community TRULY on board?

Millions have been wasted designing a brand strategy that, once launched, is not supported by the community. The destination's first goal should be shifting the community culture to realize the value of working together to strengthen tourism. From there, true alignment occurs.

### Investing in Your People

If people are the face of a business, why is their training often the first to be cut in tough times? It's the same for destinations.

Investing in your People Infrastructure is one of the most important things a destination can do in today's consumer society. The consumer is king and they know it. Without a knowledgeable, engaged citizenry and front-line, you'll lose your ability to compete with other destinations.

### High Visitor Satisfaction

It's futile to strive to achieve high social media and survey ratings, without focusing on the people that are engaging your visitors.

Every one-on-one encounter can impact the image visitors have of your destination. From business travelers to leisure travelers to attendees, your visitors want and EXPECT quality experiences everywhere — every time.

Consumers no longer choose destinations by features; they choose by the value of the experience.

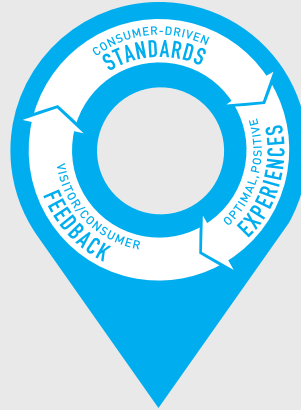
#### Ongoing Strategic Conversations

When everyone who is responsible for delivering your visitor experience is part of the conversation, your destination wins.



# Welcome to The EXPERIENCE Institute®

The Industry's Only Consumer-Driven Standards of the Total Visitor Experience



## The industry needed it. TEI built it.

Co-founded by industry veteran, Mickey Schaefer, The EXPERIENCE Institute® (TEI) has devoted 2,000 hours of primary research to define and validate consumer-driven standards. We have developed a set of tools and services that give destinations CONSISTENCY in assessing visitor satisfaction. And, a STRUCTURE that aligns stakeholders to a 'shared product' that can be strengthened together. Through TEI, destinations, their civic leaders and stakeholders have an objective way to fuel their visitor economy — Competitive Positioning, Visitor Satisfaction and Visitor Growth.

## Who Are We



Simply put, we are Visitor Economy experts. Everything we do is designed to maximize each visitor opportunity by understanding their wants and needs. Making sure all stakeholders create and deliver experiences that meet or exceed expectations. Thereby ensuring an enthusiastic word-of-mouth referral base.

As industry leaders, marketers, consultants, and strategic entrepreneurs, we have dedicated our collective resources to build a better solution that grows your Visitor Economy.

## From Vision to Reality

As a destination, you've met together many times to complete your visioning, strategic planning, and branding. You know where you are. And where you want to be. But how do you get there?

If you're at "Now What?", we are the next steps.

## A Collaborative, Strategic Partnership:



Experience Standards, Metrics & Community Alignment



Strong People Infrastructure

THE REPUBLIK®

navigate

Strong Brand Integration

Strategic Visioning



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## Our Purpose

Advance [consumer-driven standards](#) that provide a path that enables communities to deliver positive experiences for their citizens and visitors.

## Contact Us:



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