

51°27'17"N , 002°35'39"W

navigate

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Turn your hotel
into an experience

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háv:atě

Today

The world has changed, consumers have changed, and your brand should consider changing too.

We're taking many significant organisations through this evolution, and from this work I'd like to show you **why** and **how** you can start developing your brand to become an experience.





About us

Established in 2005, recently changed Digital Visitor to Navigate.
We evolve a brand's image, to exceed the evolving consumer desires.





Why bother?





Our world continues to evolve, for better or worse at a phenomenal rate.

The pandemic continues to have a dramatic impact but also...

- Social
- Political
- Environmental
- Professional
- Personal



A decorative graphic on the left side of the slide, consisting of white, irregular, concentric lines on a black background, resembling a topographic map or contour lines. The lines are more densely packed in some areas and more spread out in others, creating a sense of depth and movement.

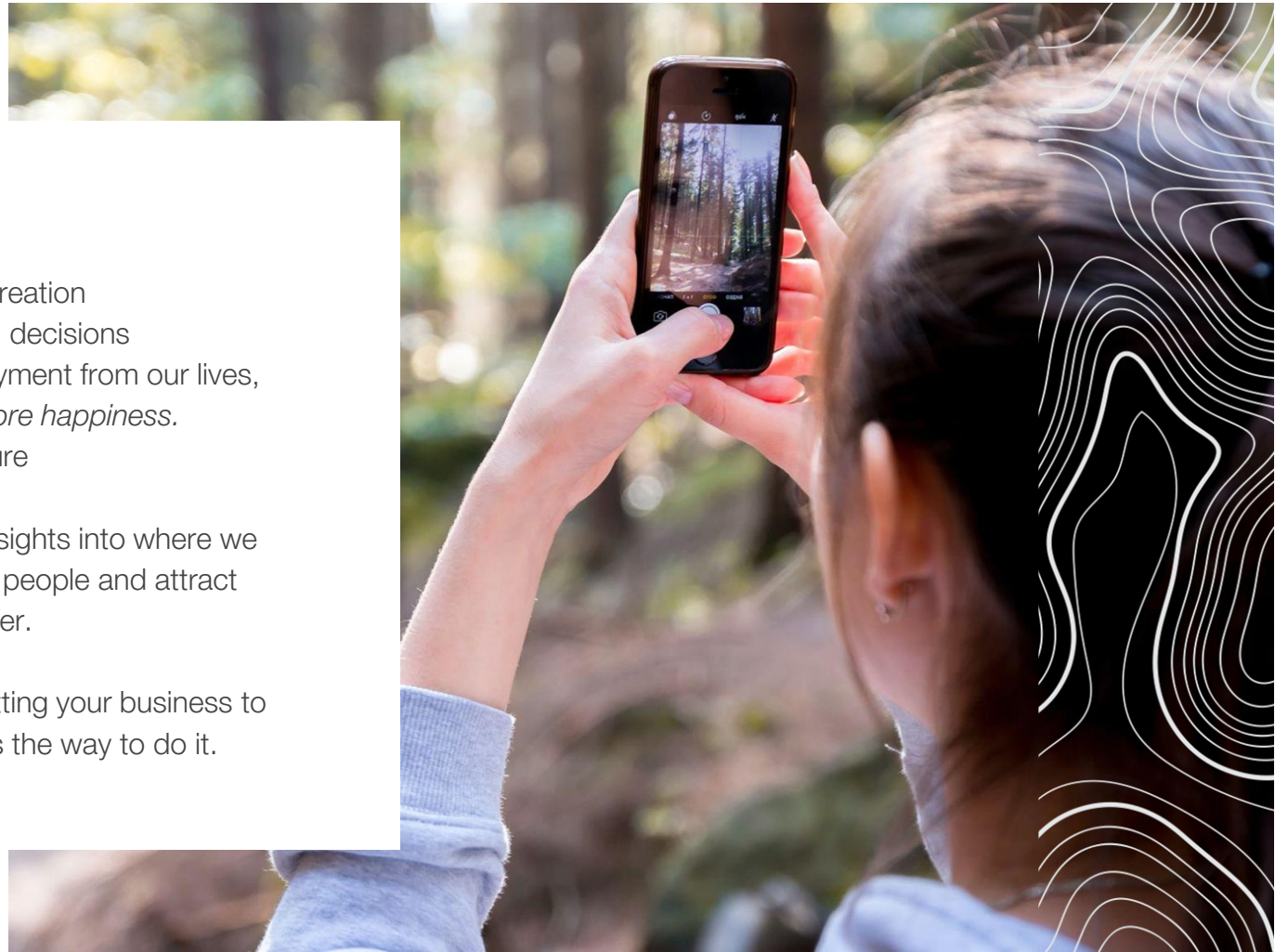
Change is now the default,
and a requirement for every business.

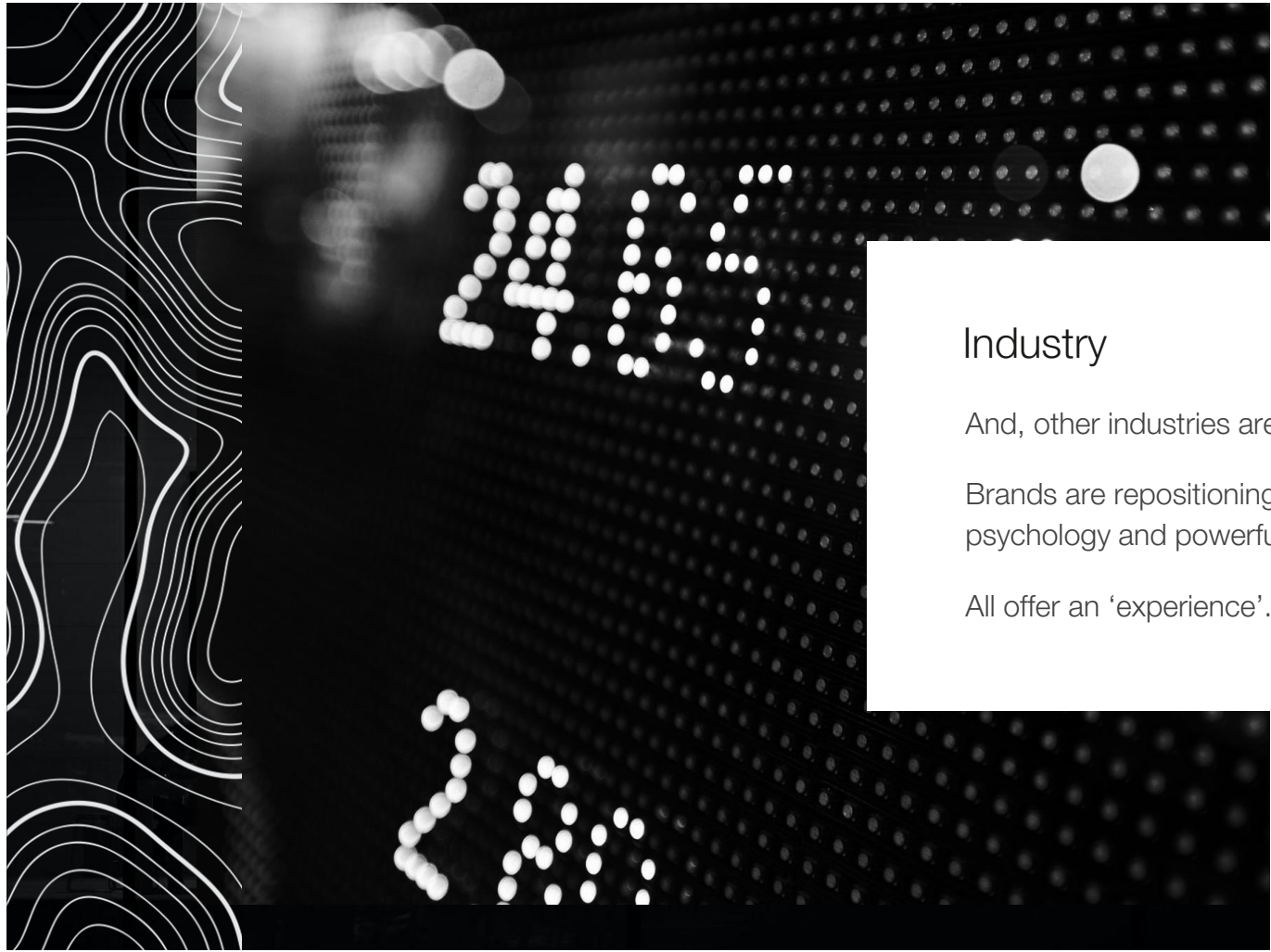
Consumers

- Prioritising memory creation
- Impact of purchasing decisions
- Expecting more enjoyment from our lives,
 - *Less work. More happiness.*
- Connecting with nature

These behaviours give us insights into where we need to go, to connect with people and attract them to what we have to offer.

And we believe truly committing your business to becoming an 'Experience' is the way to do it.



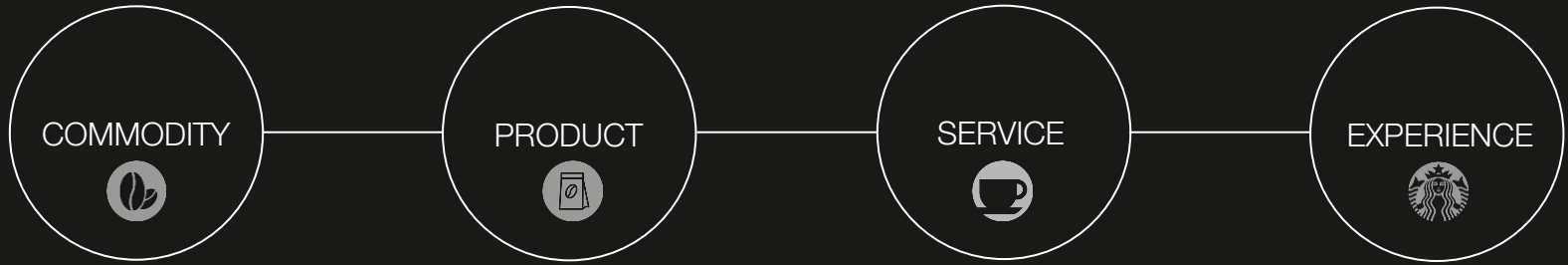


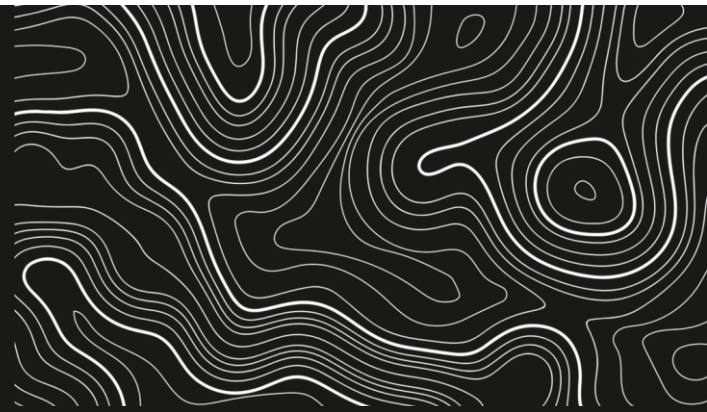
Industry

And, other industries are getting wise to this.

Brands are repositioning to align with consumer psychology and powerful emotional motivators.

All offer an 'experience'.





What should *WE* do?



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//What should *WE* do?

Experiential

Reposition as 'the experience industry'.

Travel is functional $A > B$. Tourism - even more so.

People, seek experiences.

We need a different mindset, a different way to serve and communicate with them.



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//What should *WE* do?

Authenticity

Our industry can offer the best 'experience' on an emotional level.

And so we need to own this, and communicate with authenticity and confidence.

Beware - Don't get lost on this journey
e.g. FC 'Experience our experience'.



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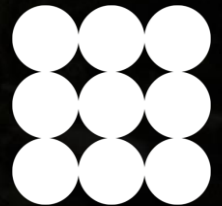
//What should *WE* do?

Mentality

You're either an experience, or a destination.

And a destination is a collection of experiences.

Experience is the base unit of our industry.



The image features a black background with a white topographic map pattern on the left side. The map consists of numerous concentric, wavy lines that represent contour lines, creating a sense of depth and terrain. The lines are more densely packed in some areas and more spread out in others, typical of a topographic map. The text "What can YOU do?" is centered in the white space on the right side of the image.

What can YOU do?

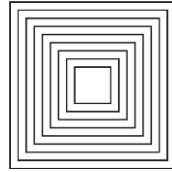
You ARE an experience.

You just need to communicate and do this better.

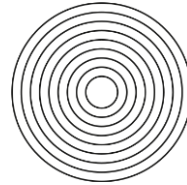
Here a 4 areas to address:



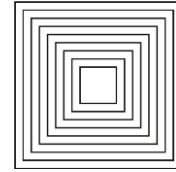
Say



Who



Show



Do



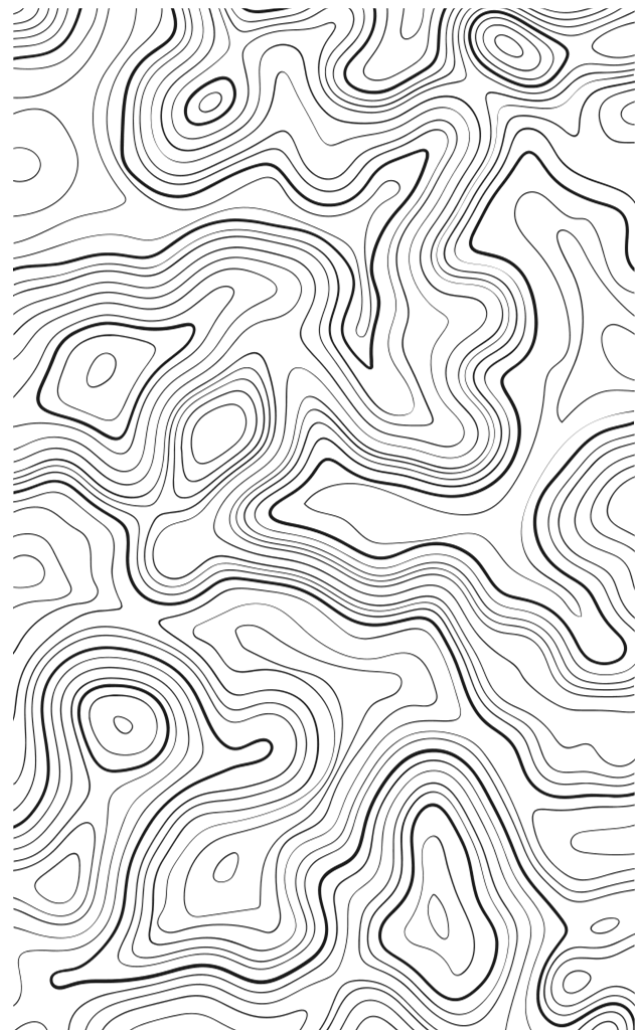


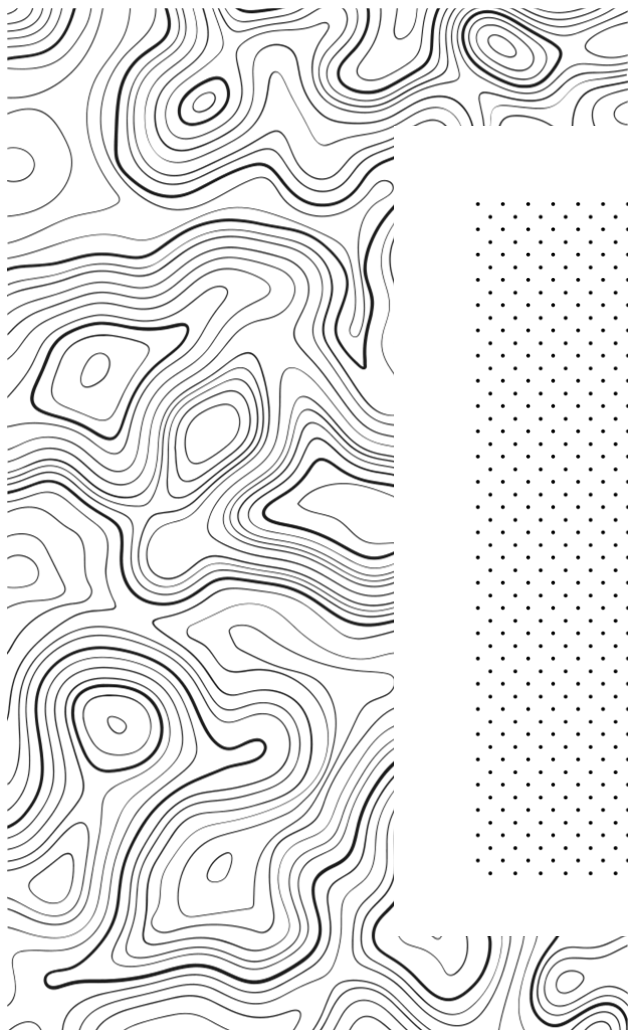
What you say



Spend time crafting more modern and creative, emotional and sensory language throughout your website.

Your website should be the primary touchpoint to discovery - if not, you've got bigger problems.





Convert your 'things' to 'emotions and experiences'.

.....

The **enchanted** place on the hill in Devon. Suites with **seductive** manor house **charm**. **Intimate**, classic and **memorable** dining?

.....

A privately owned luxury hotel, with x bedrooms and suites, destination spa, two restaurants, a kitchen garden, private cinema, two golf courses and conference and events space. Set in x acres of landscaped gardens and woodland.

.....



To whom



What you say

Know your audience inside out.

Focus on an audience.

What do they want? Look into Value Proposition design and create a map of customer gains, expectations and pains for an individual audience to really nail this.

Most sites feel generic, they're not speaking to their target visitor.

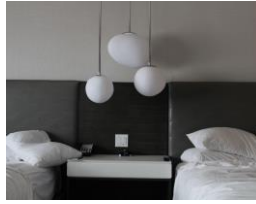
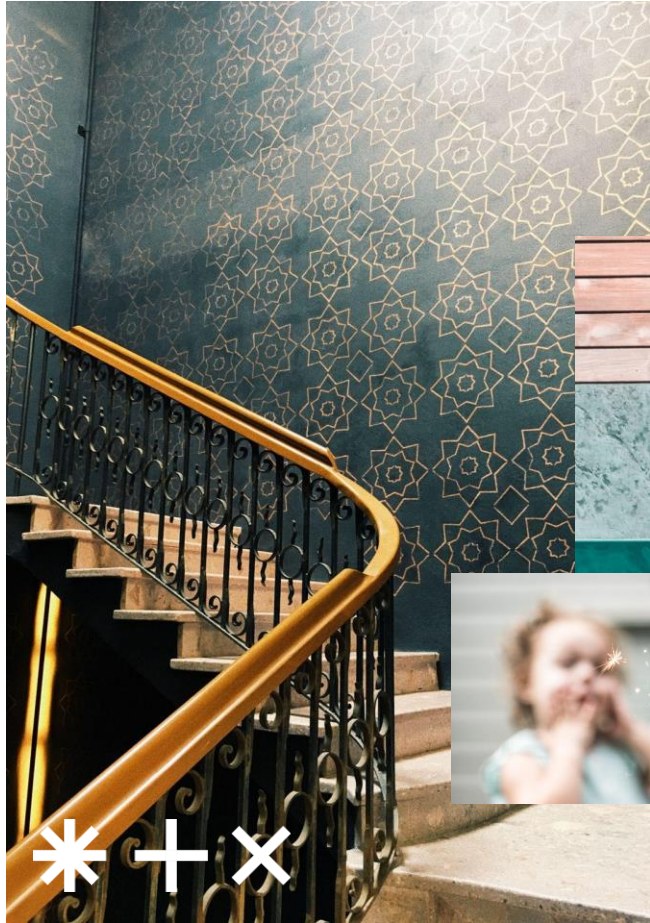
My favourite example is **Familux Resorts**.

Language orbits care for your children, whilst you get to relax. They elevate the children (a parent's priority), whilst making them not feel guilty about having a break 'you deserve'.



A black and white topographic map pattern consisting of numerous white contour lines of varying thickness and curvature, set against a black background. The lines form a complex, organic shape that resembles a stylized letter 'L' or a similar abstract form, occupying the left and bottom portions of the image.

Enhance what you show



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What you show

The right imagery
to reinforce your message.

Familux Resorts





x
x
x x

Develop what you do

x
x
x x



Create

Create your own experiences and package these up.

- Gin tasting, foraging, bat watching, moth catching, kitchen garden, cocktail making, meditation class, DIY trail walking, nature ID, climbing, stargazing.
- Some of you are already doing this - although the ones I've researched are pretty pricey.
- They don't need to be ...



Collaborate

Spoken with over 400 experiences partners in the UK over the last 12 months - many very small - check out [Naturebreak.co.uk](https://www.naturebreak.co.uk) to see a selection of these focussed on nature.


Many in your local area.

Partner with them, add a margin, voila.

We're building this strategy for a £150m organisation so it's certainly worth considering for yourselves.

A black and white topographic map pattern consisting of numerous white contour lines of varying thickness and curvature, set against a black background. The lines form a complex, organic shape that resembles a stylized letter 'L' or a similar abstract form. The pattern is dense and intricate, with many small loops and curves.

How can you do more?

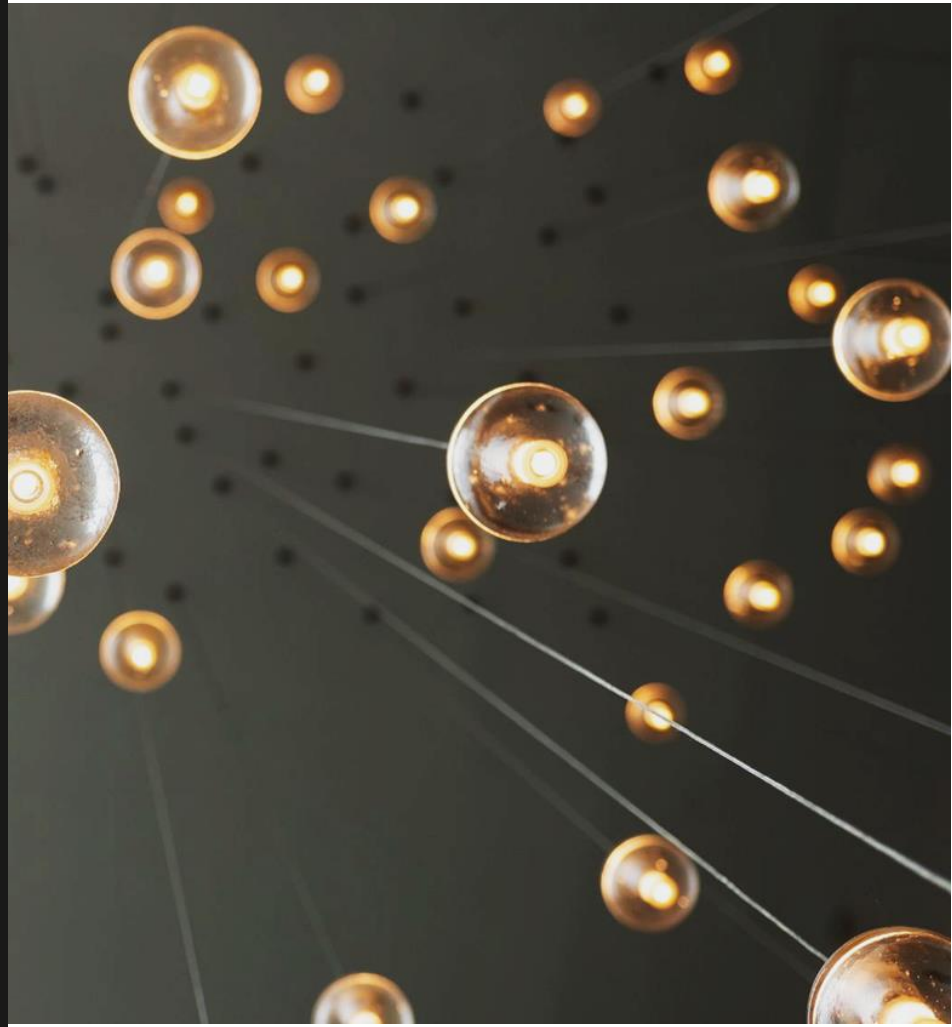


What's next?

Develop a content and and visual framework around your unique emotional USP's. All Marcomms should orbit this framework.

Explore more advanced methods of audience engagement such as video, sound, and digital experiences such as audio guides etc.

Development of your experience can grow even more across corporate hospitality, groups, mid week special experiential getaways etc...



navigate

Moving you in the right direction.