Operate at the Forefront of the New Visitor Economy

A shift in the global tourism market has visitors seeking holiday destinations based on their ability to provide unforgettable, inspiring, and brag-able experiences.

In order to compete in the global travel economy, destinations and businesses need to identify and offer signature experiences that set them apart from their competitors, allowing them to connect with special places, people and cultures.

EarthCheck as a Market Leader

EarthCheck is an internationally recognised leader in the delivery of experience-led programs and one-on-one business mentoring. We have been at the forefront of developing and implementing experience development strategies for some of the world’s leading products and destinations.

EarthCheck works with you to help build competitiveness and grow profit margins. At an operational level, EarthCheck are specialists in working with individual and groups of businesses to identify their hero signature experiences and support delivery to market which motivates visitors to become brand ambassadors.

The EarthCheck Experience Development Program is segmented into three distinct elements, each of which help to you to build a personalised Experience Development Action Plan for your destination:

1. Storytelling;
2. Experience Development; and
3. Experience Delivery.

Benefits of the Program:

• Increase word-of-mouth business
• Repeat visitation
• Additional media publicity and coverage
• An opportunity to innovate without a large expense
• Giving your regional, state and national tourism bodies a reason to talk about your product
• Regular check ups to track progress
• Provide measureable results for operators
• World leading experts in experience delivery
• Support materials including:
  • Access to Action Plan templates
  • Customer experience mapping
  • Access to case studies
  • Social media analysis

#WALKTHETALK
DEVELOP YOUR SIGNATURE EXPERIENCE

Good stories compel people to change

The way we FEEL
Stories demand an emotional investment

The way we THINK
Stories pique and hold interest

The way we ACT
Stories bring energy and passion to the message

The way we BEHAVE
Stories cause us to take action - they encourage a response

For brands seeking to map how the story links to their brand framework, EarthCheck can develop an overarching Experience Development Framework. Defining the Brand Promise, Brand Pillars and the Framework for delivery from key publicity messages to experience delivery.

Experiences Framework
Starting from $35,000*

Program Options

1: Storytelling
Finding and sharing your unique story
- Storytellers workshop: $2,000*
- Find Your Story Mentoring: $600*
- Storytelling Benchmark and Action Plan: $1,200*

2: Experience Development
Creating experiences that immerse visitors in the story
- Experience Development Workshop: $2,000*
- 12 week Mentoring Program: $2,400*
- Project Pre-feasibility Study: price on demand

3: Experience Delivery
Ensuring the Brand Promise is delivered everytime
- Staff Engagement Workshop: $2,000*
- Mystery Shopping: $975*
- Group Report: $900*

*All prices are in Australian Dollars and exclude travel expenses and GST.

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