

Experience Design Guide: Hospitality beverage experience development for reopening

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To begin:

Service Management, experience design and creating positive memories are at the foundation of visitor intent to re-visit and repurchase. Safety and security should be considered a component of all decisions.

The audit process should involve the 4E Model of education, entertainment, esthetic and escapist experiences (Pine & Gilmore, 1999). This guide helps to systematically identify components of the 4Ps (Product, Price, Place, Promotion) within a hospitality service business that enhance experiential value for their customer. Owners are often too close to their business to accurately assess these experiential elements; so an internal and external audit is recommended. Therefore, gather assessments from your staff, customers, or vendors if possible, also your own experiences with the hospitality service business is valuable and can inform the audit. This collected feedback can provide a richer picture of what you may choose to emphasize or revise in your business's offerings as we reopen Washington beverage businesses for retail and hospitality food and beverage operations.

You will undoubtedly find experiences and holes in the experience offerings of the hospitably service business you perform the audit on. Next, create the experiences that will complete the audit chart of the hospitality service business you have performed the audit on. Turn to the next page of this document.

4E Audit Chart (Adapted From Quadri-Felliti and Fiore, 2012)

You will undoubtedly find experience examples and holes in the experience offerings of the hospitably service business you perform the audit on. Now create the experiences that will complete the audit chart of the hospitality service business you have performed the audit on to fill the gaps.

The 4Ps	The 4Es of the Experience Economy			
Product Price Place (Distribution) Promotion	Educational Experience	Esthetic Experience	Entertainment	Escapist Experience
Traditional Marketing Components	Contributing to the consumer's knowledge, skill or personal development	Immersing the consumer in unique, harmonious, and sensory appealing environment	Experience Absorbing the consumer in a performance	Providing ways for consumers to actively participate in creating a different sense of place or time
Each element should add sensory pleasure, meaning (stories or insights), and personal relevance for the consumer.				

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Example Winery in Washington:

The 4Ps	Educational Experience	Esthetic Experience	Entertainment	Escapist Experience
Traditional Marketing Components	Contributing to the consumer's knowledge, skill or personal development	Immersing the consumer in unique, harmonious, and sensory appealing environment	Experience Absorbing the consumer in a performance	Providing ways for consumers to actively participate in creating a different sense of place or time
	Each element should add sensory pleasure, meaning (stories or insights), and personal relevance for the consumer.			
Product: "The core and augmented experience"	B&B or winery has heritage rose garden labeled with varieties names and history.	Windows of store, shop, or winery frame an outdoor view, while the ceiling is painted with a celestial pattern.	Retail or restaurant has large fish in wall-sized tanks provide activity to watch	Bridal or florist shop windows resembling church stained-glass Fishing guide tells stories during fishing excursion.
Price: "An experience has greater economic value"	A class on pairing cheese and wines includes take home materials.	Tasting menu includes gift of linens or pre-printed elegant note cards.	Private spaces used for folk dance performance or cabaret event.	Wines or jams are custom labeled with customers' art work.
Place: Distribution "Sharing the experience"	Winery hosts special tastings for trade professionals, earning them "certification".	Custom labels are created for products for sale at restaurants or special stores.	Watching videos of how products are made or how buyers select products while waiting.	Apple-scented business cards used by pick your-own apple farm.
Promotion: "Invitation to the memorable experience"	Brochure supplies historical fun facts followed by a quiz for children or adults. Send in quiz for a drawing to win a free gift.	Photo contest for visitors selects the best to be published in a glossy coffee table book.	Product catalog provides funny testimonials from customers.	Slide show played on property and web shows customers stomping grapes during harvest festival.

Your Internal Audit Chart Exercise:

The 4Ps	Educational Experience	Esthetic Experience	Entertainment	Escapist Experience
Traditional Marketing Components	Contributing to the consumer’s knowledge, skill or personal development	Immersing the consumer in unique, harmonious, and sensory appealing environment	Experience Absorbing the consumer in a performance	Providing ways for consumers to actively participate in creating a different sense of place or time
Product: “The core and augmented experience”	Each element should add sensory pleasure, meaning (stories or insights), and personal relevance for the consumer.			
Physical Plant: Landscape, parking, entrance ways, architecture, interior design, outdoor seating, company vehicles. People & Staff: Uniforms, greetings, training, interactions, attention Merchandise: Tangible elements (bedrooms, wine, menu, tableware, etc.), displays Events and activities: Tours, special events, parties, packages, partnerships/sponsorship	Example #1:	Example #2:	Example #3:	Example #4:

The 4Ps	Educational Experience	Esthetic Experience	Entertainment	Escapist Experience
Traditional Marketing Components	Contributing to the consumer's knowledge, skill or personal development	Immersing the consumer in unique, harmonious, and sensory appealing environment	Experience Absorbing the consumer in a performance	Providing ways for consumers to actively participate in creating a different sense of place or time
Price: "An experience has greater economic value"	Each element should add sensory pleasure, meaning (stories or insights), and personal relevance for the consumer.			
Individuals: Prix fixe Frequency purchases Gift purchases Bundled purchases Groups: Added value (bundled) Travel suppliers, preferred vendors (certified, etc.) Customization: Labeling (names, art), blends, limited	Example #1:	Example #2:	Example #3:	Example #4:

The 4Ps	Educational Experience	Esthetic Experience	Entertainment	Escapist Experience
Traditional Marketing Components	Contributing to the consumer's knowledge, skill or personal development	Immersing the consumer in unique, harmonious, and sensory appealing environment	Experience Absorbing the consumer in a performance	Providing ways for consumers to actively participate in creating a different sense of place or time
Place: Distribution "Sharing the experience"	Each element should add sensory pleasure, meaning (stories or insights), and personal relevance for the consumer.			
Unique to tourism and hospitality businesses. Geographic: Enhancing natural elements, signage, proximity to cities Digital: Web, social media, customer relationship management Distributors: Placements, retail and wholesale, online, traditional, local, regional, national, consortium, representatives	Example #1:	Example #2:	Example #3:	Example #4:

The 4Ps	Educational Experience	Esthetic Experience	Entertainment	Escapist Experience
Traditional Marketing Components	Contributing to the consumer’s knowledge, skill or personal development	Immersing the consumer in unique, harmonious, and sensory appealing environment	Experience Absorbing the consumer in a performance	Providing ways for consumers to actively participate in creating a different sense of place or time
Promotion: “Invitation to the memorable experience”	Each element should add sensory pleasure, meaning (stories or insights), and personal relevance for the consumer.			
<p>Web communications: Web site, social media, blogs, video channels, user generated content, connectivity (links to related sites), interactivity, simulate “experience” online</p> <p>Advertising and Print: Tasting notes, educational brochures, cards, business cards Sponsorship, outdoor, travel (meetings) trades</p> <p>Public Relations: “fam” trips for agents, meeting planners; writers; connect to trends, pitches vs. releases, film tourism; event PR</p>	Example #1:	Example #2:	Example #3:	Example #4:

NOTES:

After Audit:

1. Description of new experience or experience redesign (reservations and appointments)

- a. Capacity and Occupancy #'s, be specific, know your potential. Weekends vs. weekdays, high demand vs. low demand.**
- b. Type of operation: What are the core & supplementary experiences you are providing? (Audit) PICTURES of servicescape online can help, a service blue print for execution and a customer journey map for employees.**
- c. Pricing: Price range of the experience (Demand pricing potential)**

2. Target Market(s) and Competition

To whom are you trying to sell your new (or redesigned) experience? If it is a redesigned experience, do you expect additional or different market segment(s) as a result? Show the size of each of your target markets and potential growth. What are the characteristics of your target market(s)? For example, with a winery, say you are targeting just wine club members and hyper local customers. Provide hard numbers and be SPECIFIC! (e.g., wine club members and hyper local customers population, growth potential, % of male and female, age, life style, and so on).

3. Identify your existing or potential competitors.

Evaluate strengths and weaknesses of your competitors. Describe how you are different from them and what your strengths and weaknesses are. A positioning map can be used in this section. The positioning map must be derived from your target (potential) customers. You can use the survey method to draw an objective positioning map. First, find out (determine) the key attributes of your business (or the industry your business is in). Then list your (main) competitors in the questionnaire and ask respondents to rate all competitors on the attributes (e.g., using a 10-point scale). Lastly, locate your competitors and your business on the map. Make sure you show the scale you used in the survey on the map.

4. Promotion, Including a Customer Loyalty Program

How are you going to communicate your new (or redesigned) experience to your target market(s)? Think about effective ways and options you have. Are you going to use a local newspaper, magazine, fliers, free coupons, and so forth? What is the cost? Again, be as SPECIFIC as possible.

Also, develop and describe a feasible customer loyalty program (frequent user program) for your business. You may want to review relevant, existing loyalty programs before developing your own. Also think about the expense of the program. Is it worth doing it?

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