

 Love to visit

the experience economy





tickets

Oasis

drinks

travel

Over £940 million

food

merch



A photograph of Taylor Swift performing on stage. She is wearing a sequined, multi-colored dress and has a guitar strapped to her. A microphone stand is in front of her. The background is a vibrant, blurred gradient of pink, blue, and orange. A white speech bubble is positioned in the lower-left area of the image, containing the text.

Taylor Swift's Eras Tour

A yellow speech bubble is located in the lower-right area of the image, containing the text.

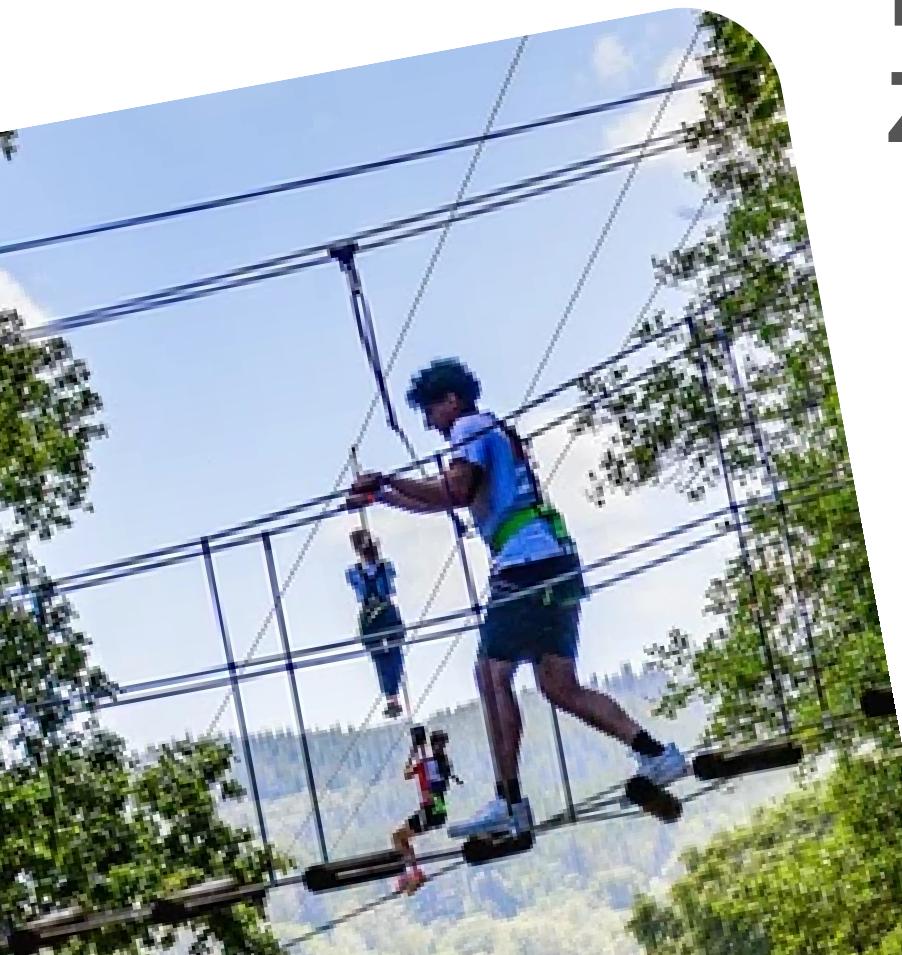
Swiftonomics



Zip World's 10-year contribution to the Welsh economy

£941 million





“Every pound visitors spend in North Wales circulates within the local economy, meaning the impact is even higher among other local businesses. By attracting tourists to the region, Zip World has injected over £414 million in local reinvestment across the last five years alone.”





“Zip World has been the catalyst to the branding of North Wales as the Adventure Capital of Europe, and the company remains steadfast in its mission to not only thrill visitors but also to enrich and empower our Welsh communities.”





defining experiences

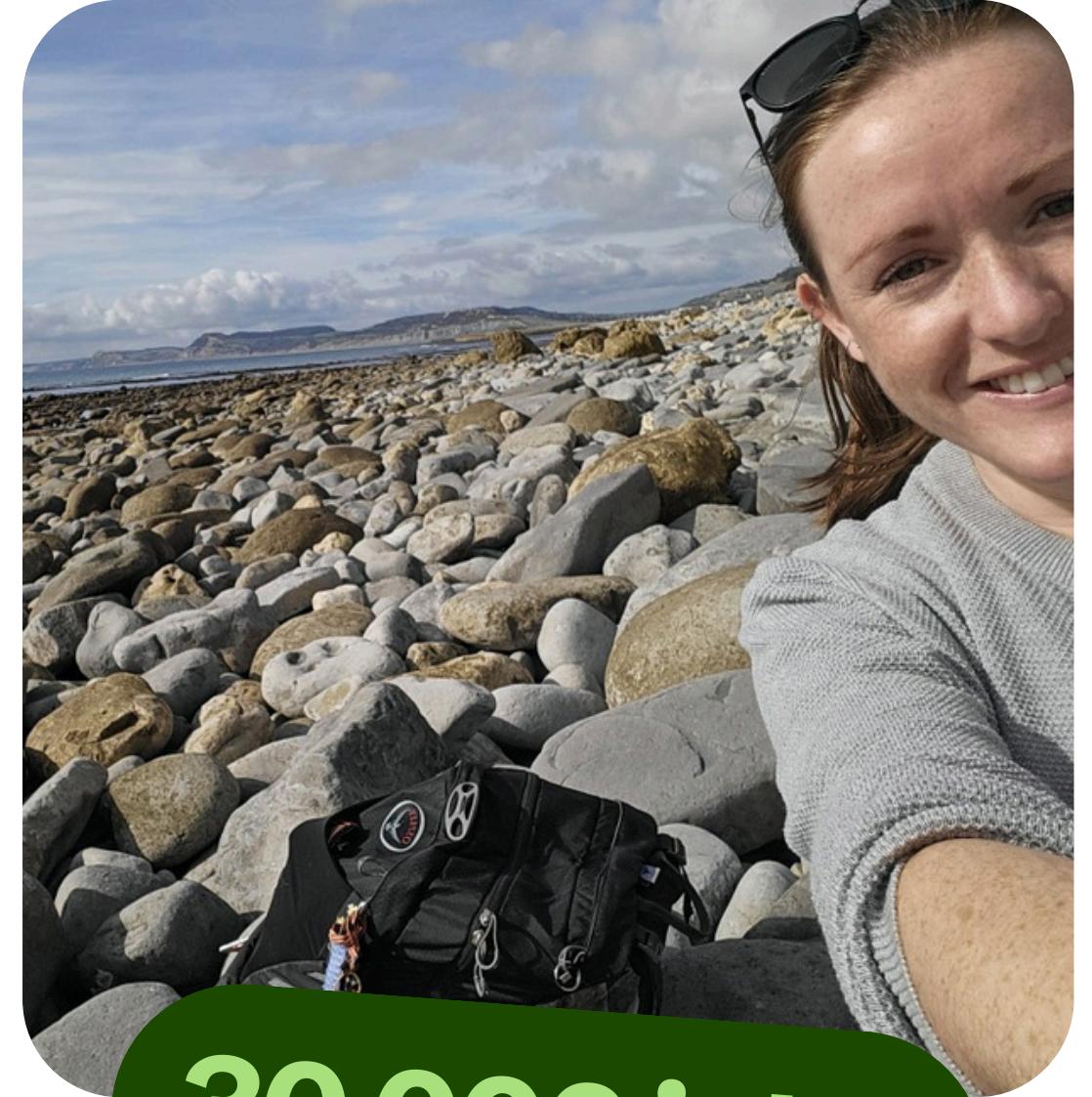




£111 million



£1.5 billion



30,000 jobs



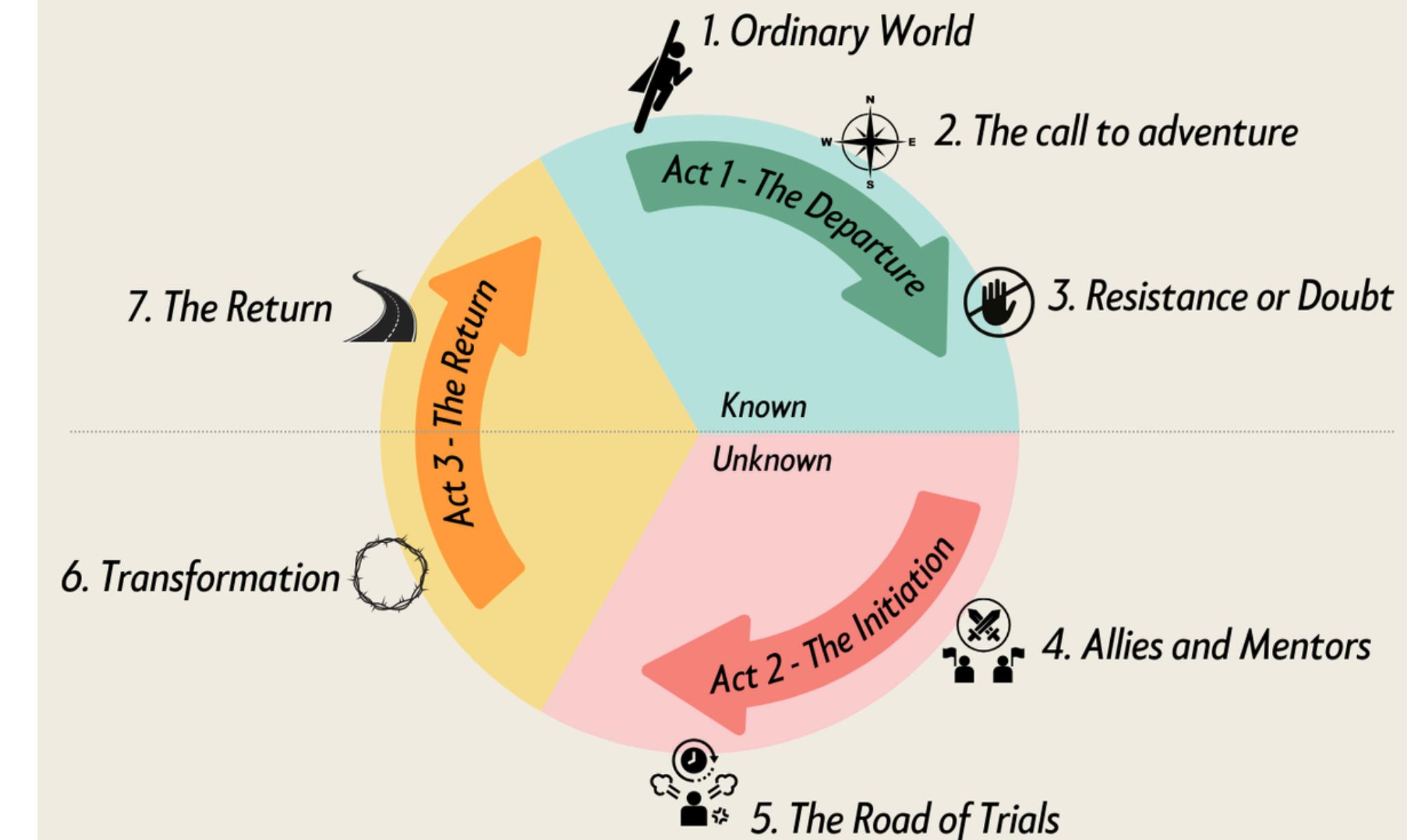
How the experience economy drives tourism

- Moves beyond traditional tourism
- Prioritizes engagement (Faulty Towers Dining Experiences)
- Focuses on customization
- Drives investment
- Creates a cycle of prosperity
- Encourages innovation



The experience economy in tourism

- Sustainable food experiences
- The hero's journey (narrative & story telling)
- Value for money



Start small. Really small!

Blogs

Web page with simple links

Socials

Link on transactional & marketing emails

Itineraries



Start small...

Shout out local days out
& events



Forget influencers



Picking a narrative helps

Authenticity is essential, not just for the narrative but if your team & staff feel that its authentic... that emotion is passed on to guests.



Maybe go a bit further

Champion

Sharing their experiences

Offer your own experiences in partnership

Partner

Ask your guests



How we reach new audiences

