

# ORIGIN

We think outside.

A misty forest path with autumn foliage and a fence in the distance. The scene is dimly lit, with a soft glow from the right side, possibly a low sun or light source, creating a hazy atmosphere. The trees are tall and thin, with some showing autumn-colored leaves. A fence line runs across the middle ground, leading the eye towards the background.

Origin

# How Place Experience (PX) Impacts Destination Brands



# Using the principles of place branding to market and manage your destination

- 01 What is a place brand?

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- 02 How do you define it?

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- 03 Marketing your place brand

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- 04 Managing your place experience

## About Origin

1997

Origin was founded  
in Whistler

2005

Origin added the  
Montreal office

35

marketing, creative,  
technical and content  
professionals  
offering marketing  
and creative services to  
clients across  
North America

We work in

French  
English

3,000

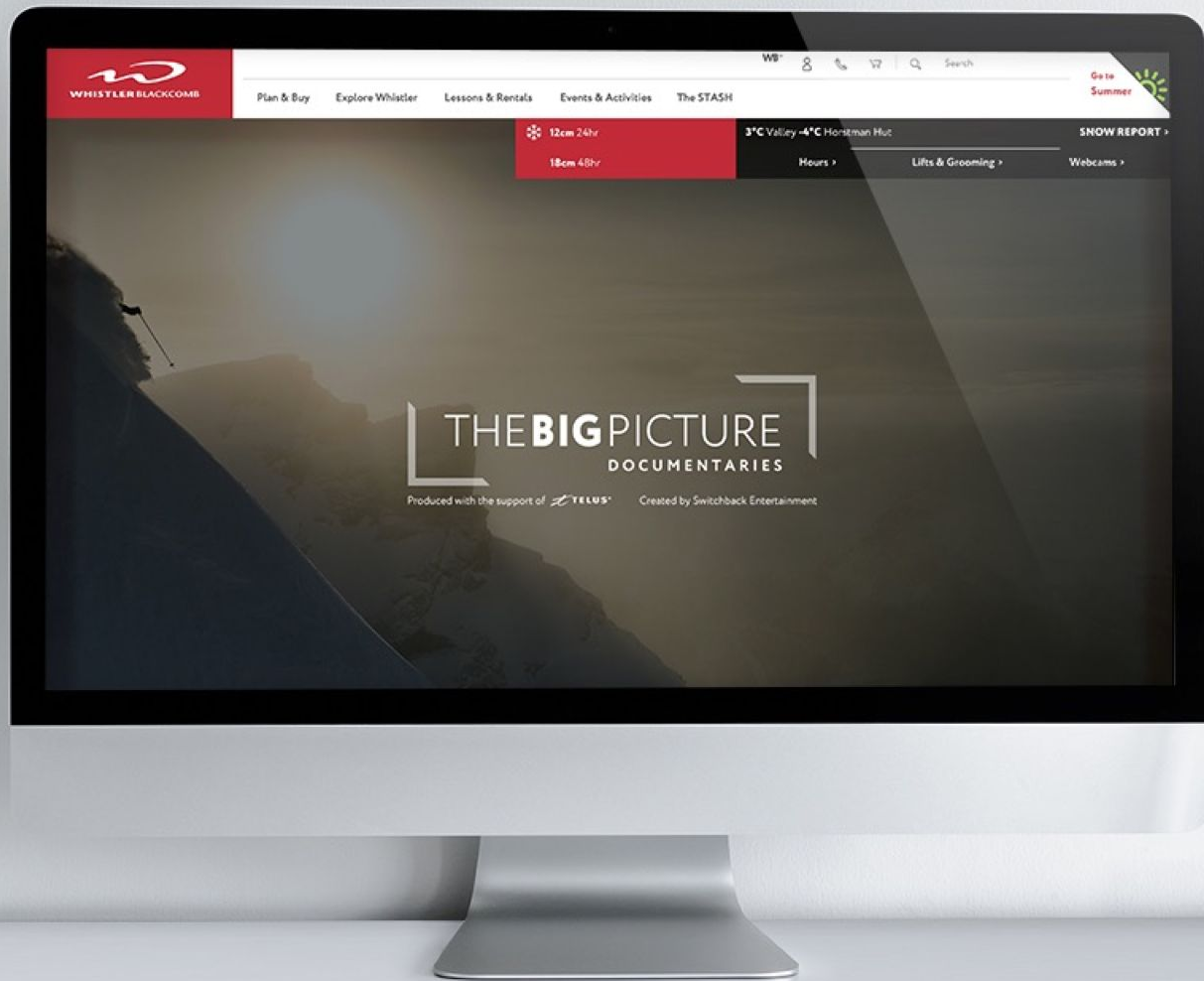
Collective powder  
days this winter

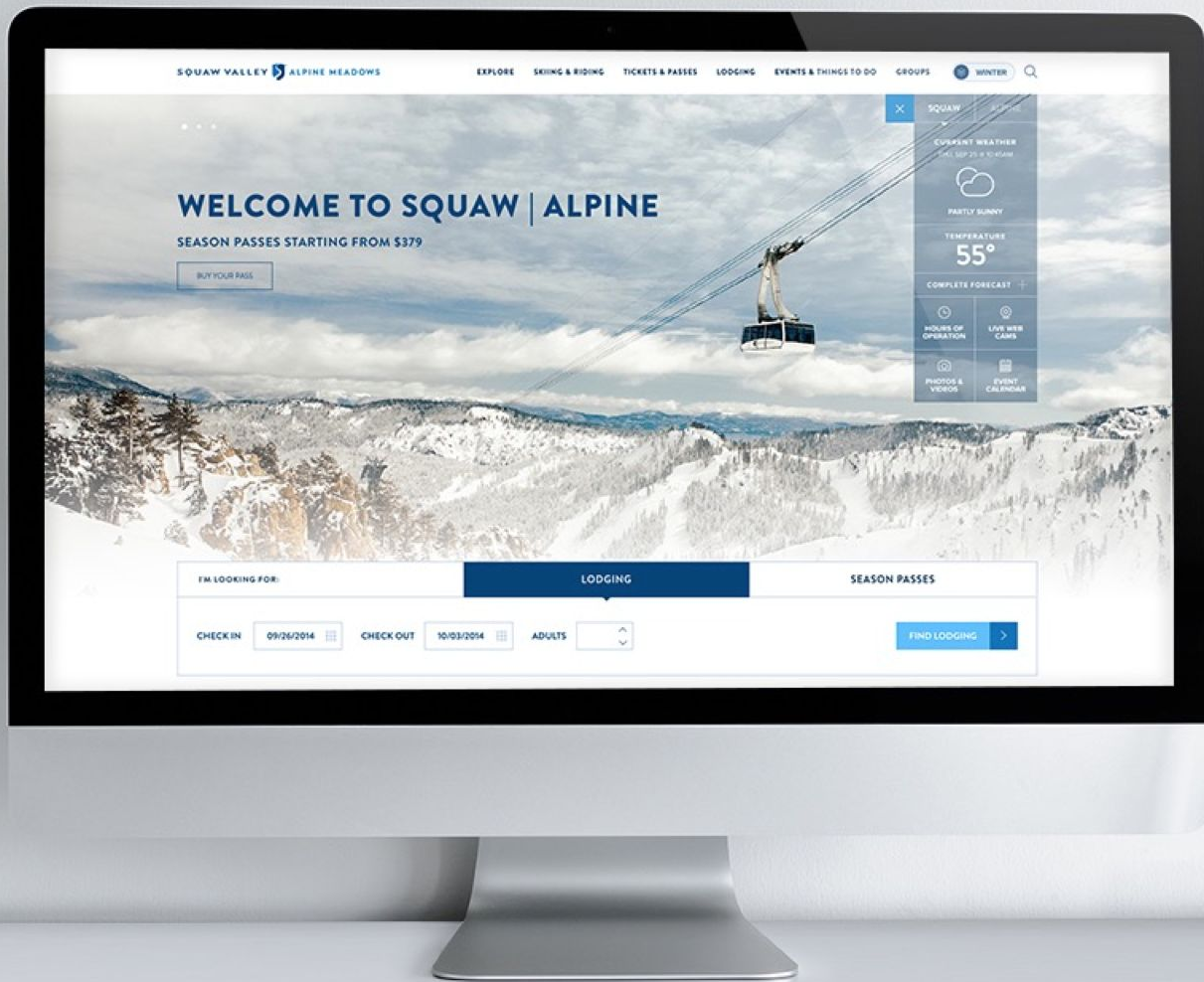
12 years

Longest client  
relationship

200,000+

Self-propelled  
kilometres





# WELCOME TO SQUAW | ALPINE

SEASON PASSES STARTING FROM \$379

BUY YOUR PASS

SQUAW

CURRENT WEATHER  
FRI, SEP 25, 9:10 AM

PARTLY SUNNY

TEMPERATURE  
**55°**

COMPLETE FORECAST

HOURS OF OPERATION LIFT WEB CAMS

PHOTOS & VIDEOS EVENT CALENDAR

I'M LOOKING FOR:

LODGING

SEASON PASSES

CHECK IN

09/26/2014

CHECK OUT

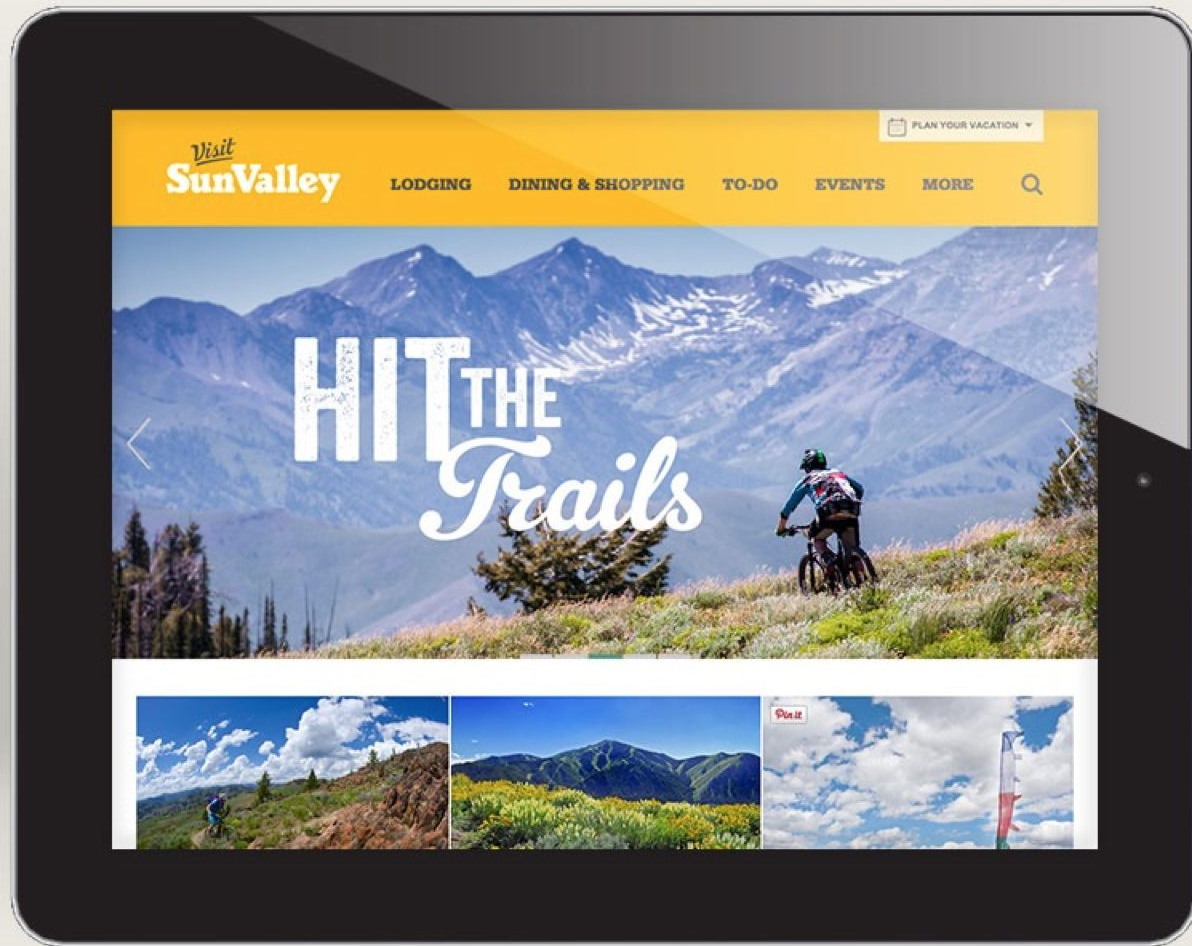
10/03/2014

ADULTS

1

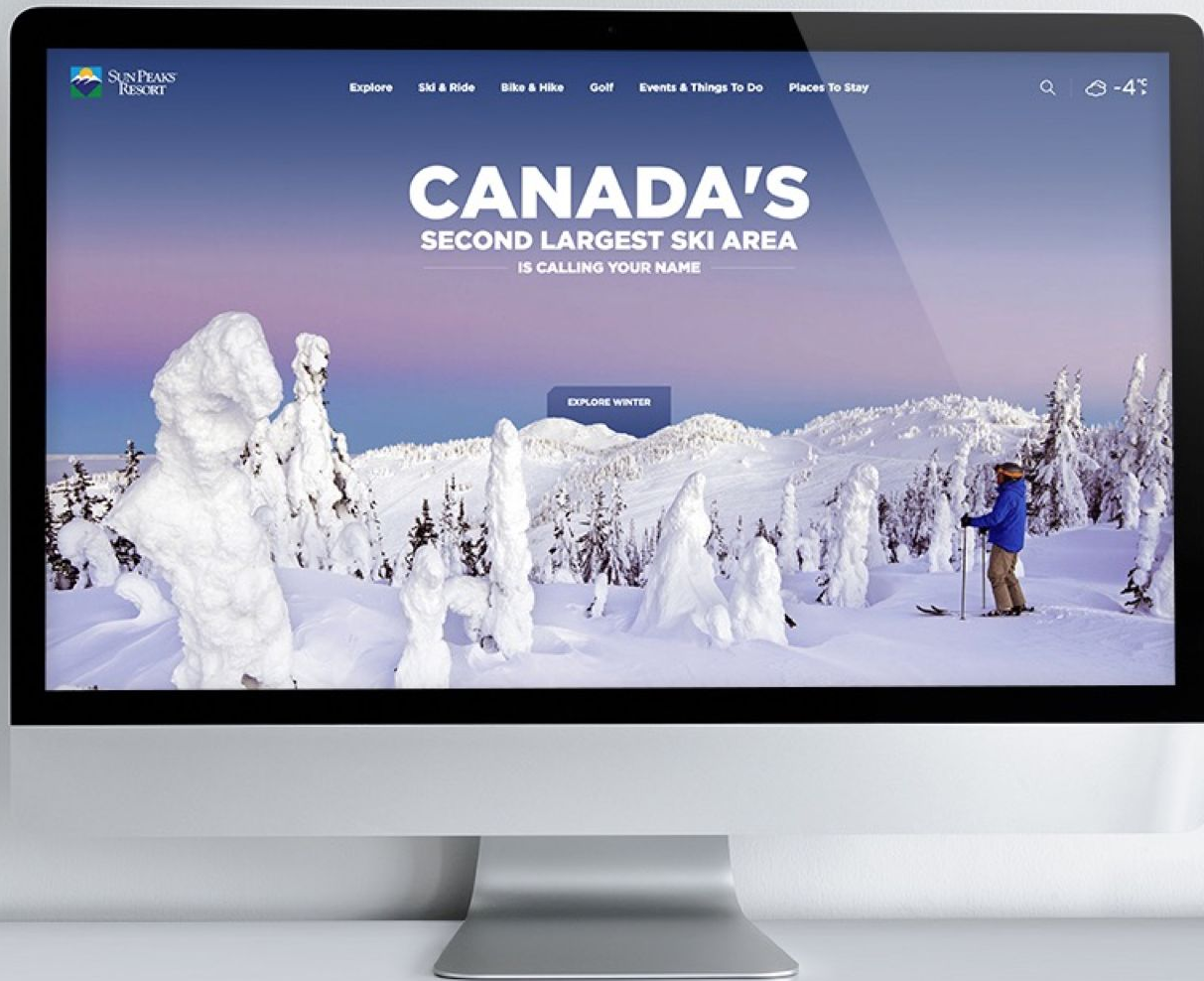
FIND LODGING







SUN PEAKS  
RESORT  
THREE MOUNTAINS - ONE VILLAGE



SUN PEAKS  
RESORT

[Explore](#) | [Ski & Ride](#) | [Bike & Hike](#) | [Golf](#) | [Events & Things To Do](#) | [Places To Stay](#)



# CANADA'S SECOND LARGEST SKI AREA

IS CALLING YOUR NAME

EXPLORE WINTER



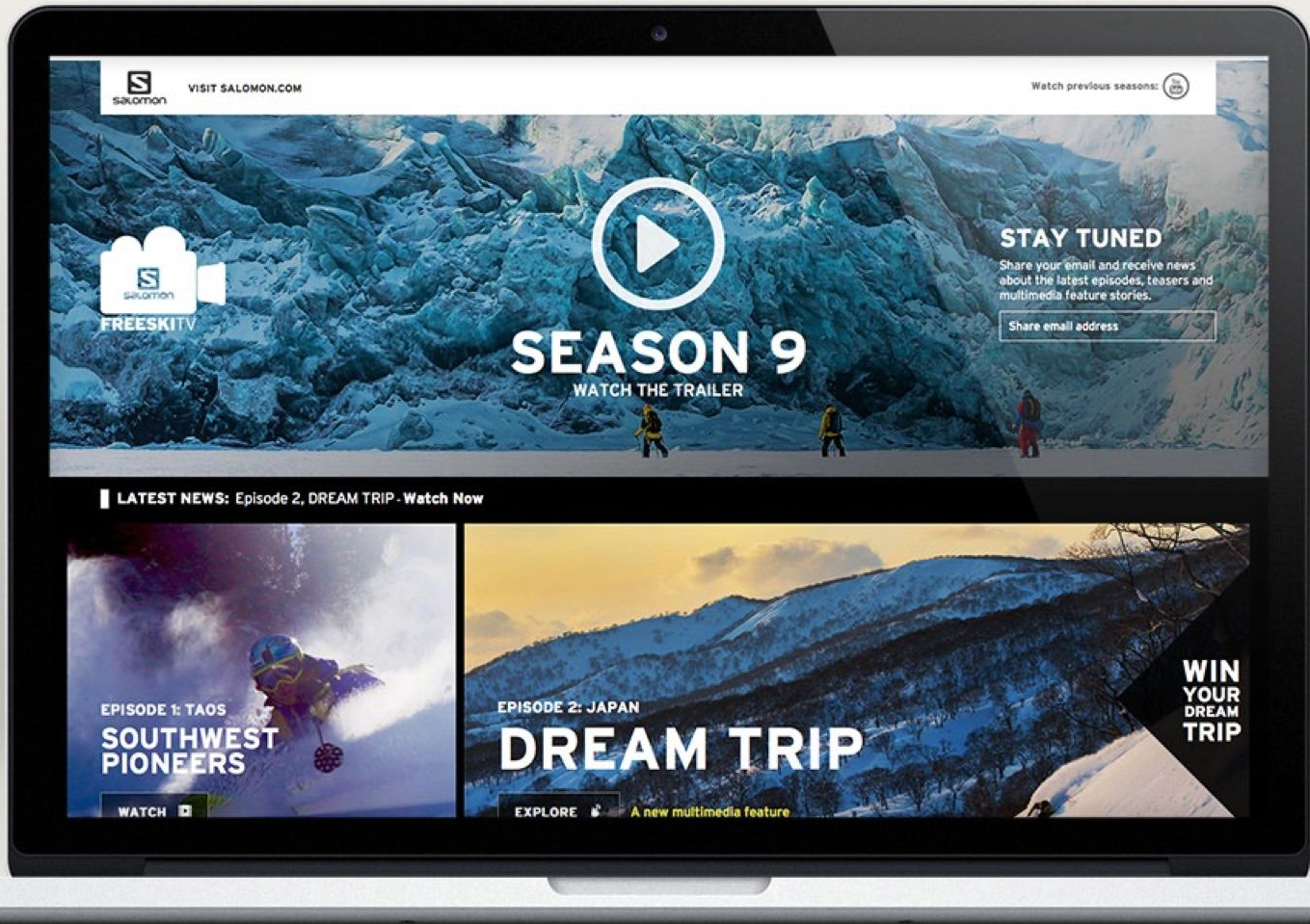




**WHISTLER**  
BRITISH COLUMBIA

[WHISTLER.COM](http://WHISTLER.COM) / SUMMER





VISIT SALOMON.COM

Watch previous seasons:



# SEASON 9

WATCH THE TRAILER

## STAY TUNED

Share your email and receive news about the latest episodes, teasers and multimedia feature stories.

Share email address

LATEST NEWS: Episode 2, DREAM TRIP - Watch Now

EPISODE 1: TAOS  
SOUTHWEST  
PIONEERS

WATCH

EPISODE 2: JAPAN


# DREAM TRIP

EXPLORE

A new multimedia feature

WIN  
YOUR  
DREAM  
TRIP





Deux Montréalaises ont décidé  
de faire bouger les choses.

ACCOMPAGNEZ-LES

Vanessa Dico-Lirette et Vanessa Shakil, ambassadrices lululemon

The Power of Place Experience

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# What is Place Branding?

## What is Place Branding?

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**“Brand”** is one of the most ambiguous, misused terms in marketing.



What is Place Branding?

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**Brand is not:**

a logo, or tagline, or website, or your  
advertising, social voice, or video.

## What is Place Branding?

---

**Brand is** the sum total of the *expectations, associations and interactions* people have that cause them to form perceptions over time.



## What is Place Branding?

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A **place brand** is the sum total of the expectations, associations and experiences people have **with a place**.

*Austin*  
- LIVE MUSIC CAPITAL OF THE WORLD -

LAS  
*Vegas*

I ♥ NY®

NEW  ORLEANS



What is Place Branding?

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## **Brands exist on a continuum**

between what people perceive them to be,  
and the experience they actually offer.

Perception



Reality

What is Place Branding?

---

**The strongest brands**  
have alignment between perceptions  
and reality of the experience.

## What is Place Branding?

---

Misalignment between perceptions and reality  
is a surefire recipe for brand disaster.

Yellowstone National Park

Perceptions

vs.

Reality





## What is Place Branding?

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To avoid misalignment,  
brands need to be managed

Defined &  
articulated

Bought-into  
& supported

Considered in  
all decisions

The Power of Place

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# Determining a Place's Brand

## Answer these 4 questions

### 1. Why

would someone visit or live in the place?

### 2. Who

does the place create value for?

### 3. How

does the place create value for people?

### 4. What

promise do we make to attract people?

## 1. **Why** would someone visit or live here?

What are the intrinsic attributes and elements that contribute to the experience and sense of place?



## Elements of Place:



### Natural Environment

Geography

Landscape

Weather & Climate

Nature & Wildlife



### Built Environment

Entertainment

Infrastructure

Development

Economy



### Culture & Heritage

Traditions

History & Heritage

Food & Drink

Arts & Culture



### People

Values

Norms

Lifestyle

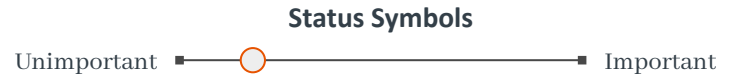
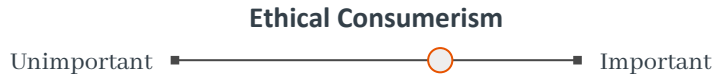
Behaviours

## 2. **Who** is the place best suited for?

Which types of people will most appreciate the place?

Which ones won't?

Focus on key motivators and behavioral traits over demographics or geographics:



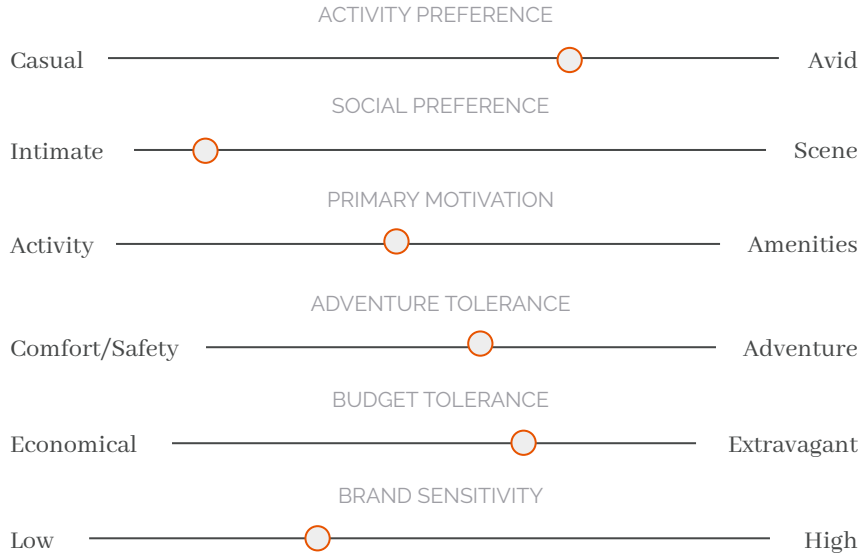
## Summer

# The Outdoor Activity Sampler

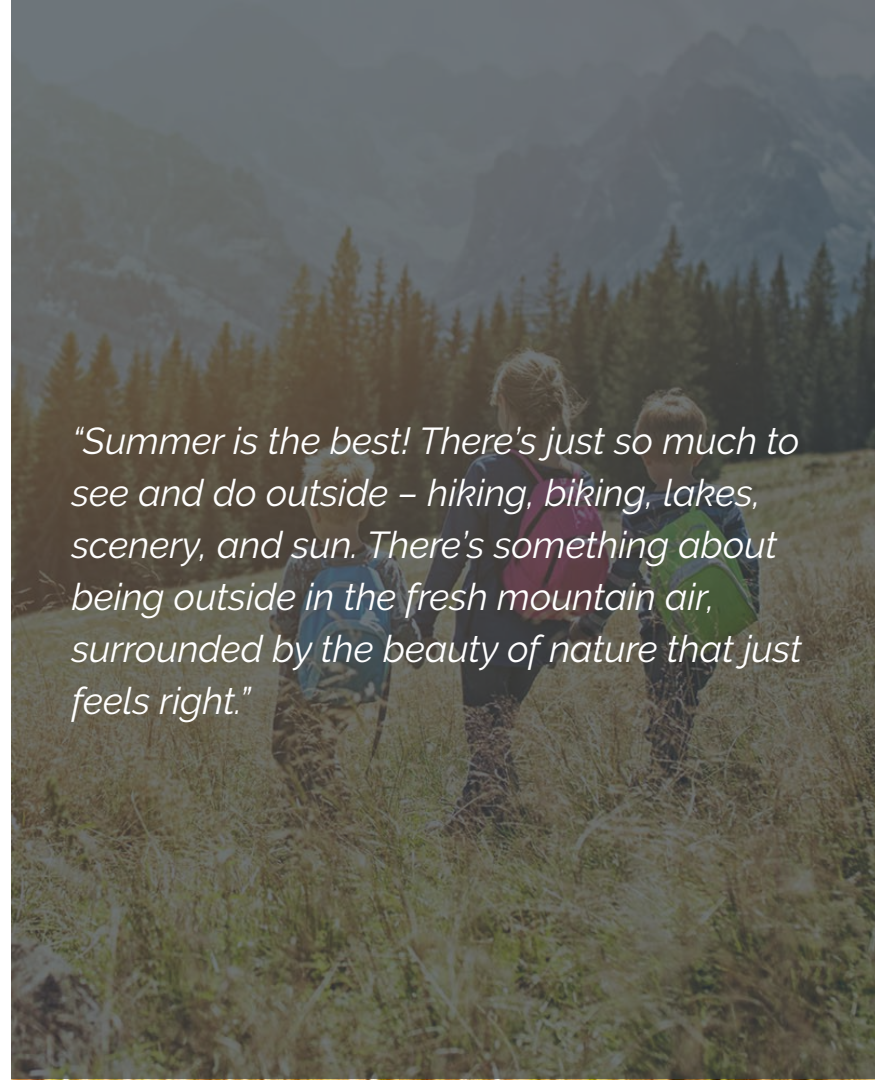
**AGE:** 20–65 | **OCCUPATION:** Young to older working professional, retirees

**LIFE PHASE:** Young couples, families, adult couples | **HHI:** All ranges

**SOCIAL:** Travel with partner and/or friends, or family-unit



*"Summer is the best! There's just so much to see and do outside – hiking, biking, lakes, scenery, and sun. There's something about being outside in the fresh mountain air, surrounded by the beauty of nature that just feels right."*

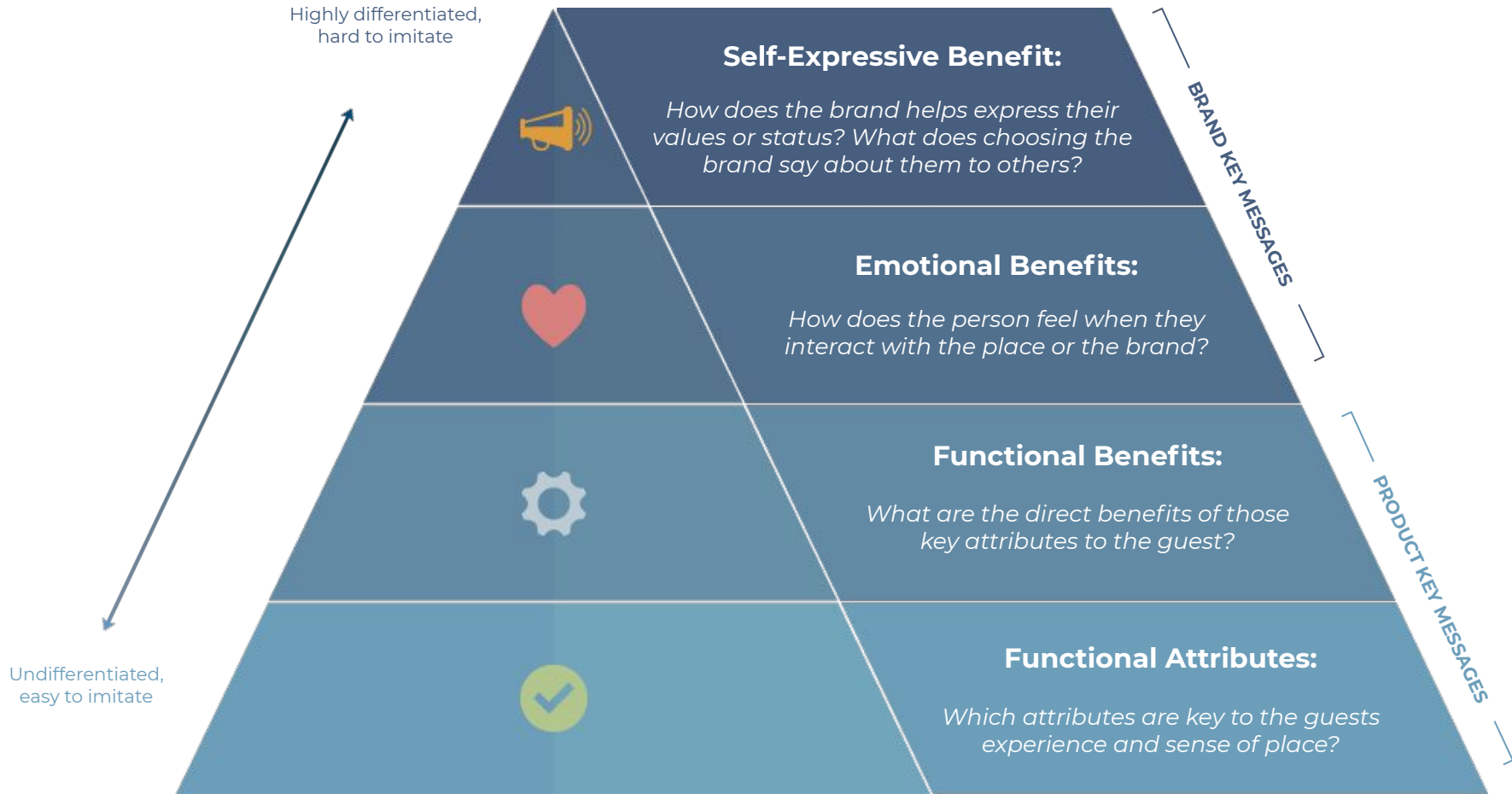


### 3. **How** does the place create value?

What tangible and intangible benefits do people get from the place?



## Determining the Place Brand





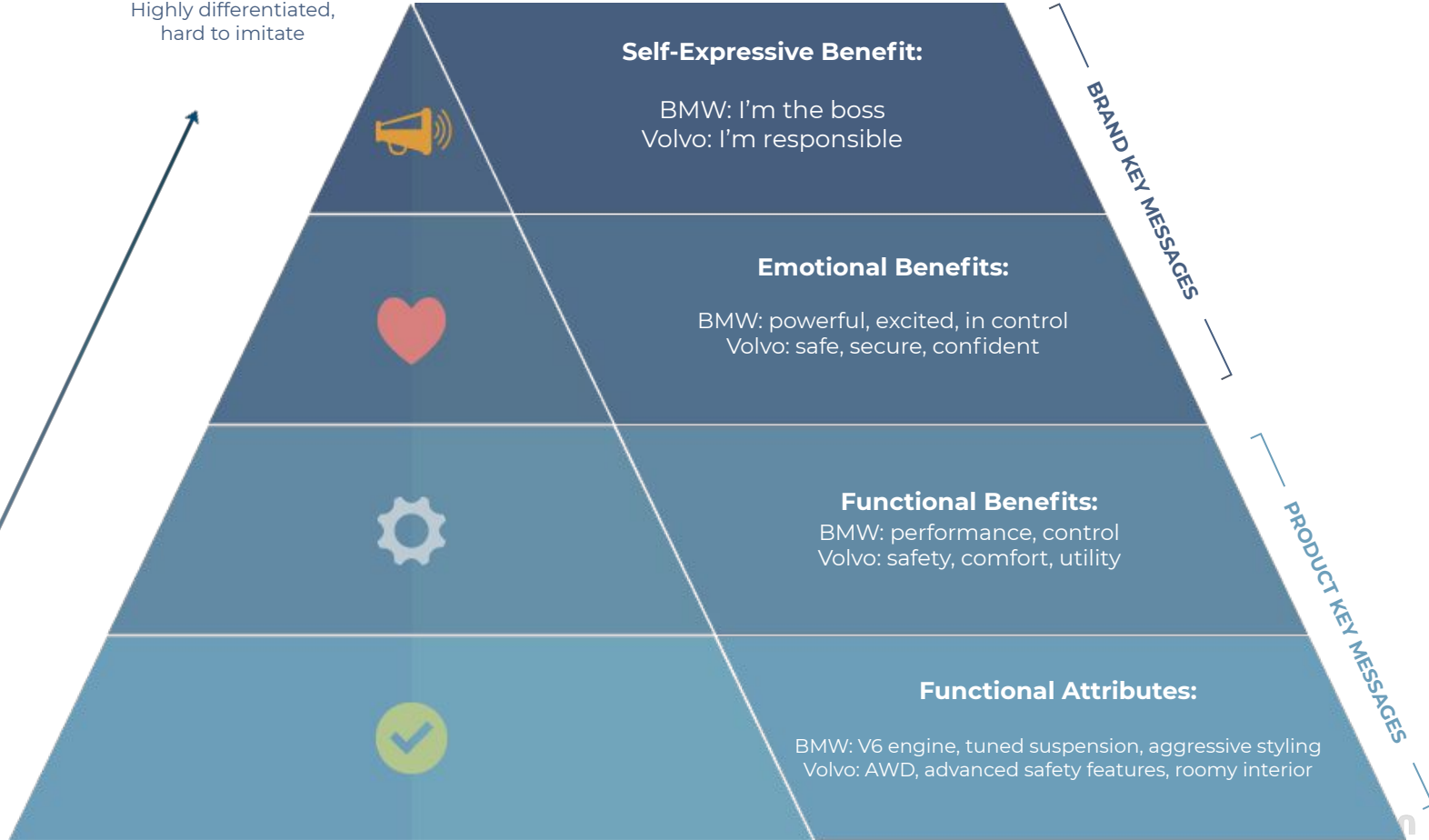
The Ultimate Driving Machine

**VOLVO**  
for life

Highly differentiated,  
hard to imitate



Undifferentiated,  
easy to imitate



## 4. **What** promise do we make to attract them?

What is the ultimate distillation of key benefits that makes the place desirable to the ideal customer?



Luxury escapism for adults



Where magical experiences  
come alive





Be transformed by the power  
of wild places

The Power of Place

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# Executing on the Place Brand

# 01 Promise

What kind of experience do we *promise* to provide anyone who visits the place?

**OR**

How do we *market* the destination?

# 02 Proof

How do we make good on the promised experience we provide?

**OR**

How do we *manage* the experience?

The Power of Place Branding

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# **Promise:** Marketing the Destination

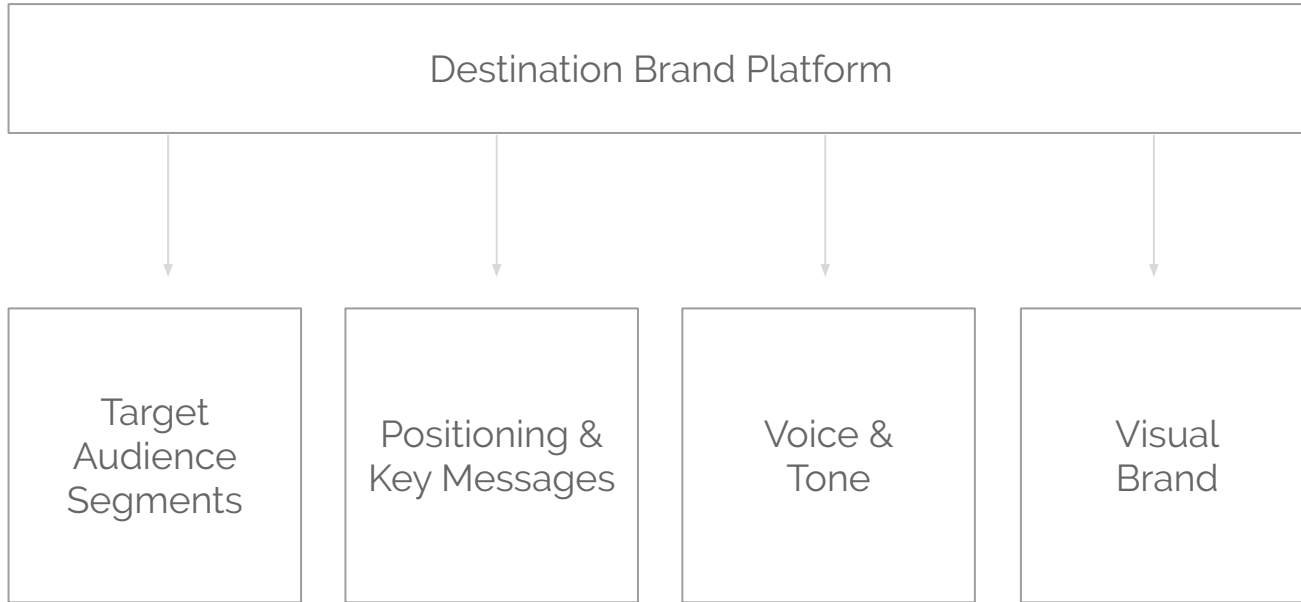
**The largest risk** is to lose sight of your brand  
and attempt to **be everything to everyone**



**Authenticity & Credibility** in tourism marketing come from alignment between the place brand and the message

## Marketing the Destination

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Don't Lose Sight of your Promise

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The ultimate musical entertainment experience

Don't Lose Sight of your Promise



Be transformed by the power of wild places

Find your Voice

---



**WE LIKE IT HERE.  
YOU MIGHT TOO.**





Find your Voice

THE PLACES WITH  
THE WORST CELL  
SERVICE HAVE  
THE BEST NATURE  
SERVICE.



WE LIKE IT HERE.



YOU MIGHT TOO.

IT'S JUST  
OREGON.  
NO BIG DEAL.



WE LIKE IT HERE.



YOU MIGHT TOO.

YOUR BEACH  
BOD WILL LOOK  
GREAT UNDER  
ALL THOSE  
LAYERS.



WE LIKE IT HERE. YOU MIGHT TOO.



Define your Look



PHOTOGRAPHY





# Define your Look

THIS IS ON-BRAND



THIS IS ON-BRAND



THIS IS ON-BRAND



THIS IS ON-BRAND



THIS IS NOT



THIS IS NOT



THIS IS NOT



THIS IS NOT



The Power of Place Branding

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# **Proof:** Managing the Experience

## **We're Living in the Experience Economy.**

Customers aren't buying goods or services, they are paying for authentic experiences.

If we received a penny for everytime a travel industry executive talked about how consumers are looking for “experiences,” we’d be billionaires by now.





## Experiences

Book hundreds of experiences designed and led by local experts, like chefs, street artists, and sumo champs.

See what's new >





## Managing the Experience

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To compete in the experience economy, destination marketers must expand their traditional *marketing* role to also include *managing* the destination experience.

## 4 Components of Destination Management

1.

Product &  
Programming

2.

People &  
Service

3.

Stakeholder  
Management

4.

Growth &  
Development

## 1. Product & Programming

Use the elements of the Place Brand (core attributes, ideal customer, value proposition, promise) to guide choices in product development, programming, events, F&B, and other elements of the experience.

# THE BLAKE

-AT TAOS SKI VALLEY-







## DAILY RITUALS

### **SWISS MUESLI BREAKFAST BAR**

A Swiss muesli cereal bar—stocked with fruits, nuts, seeds, grains and spices—lets guests mix-and-match their own ingredients for a European breakfast, with snack bags available for an on-the-go meal. A staff “mixologist” would be available to toast the guest’s concoction, heightening the flavors of the cereal. Guests are encouraged to share their custom recipes, ask for inspiration and experiment with the fusion of eclectic ingredients.



DAILY RITUALS

## **NIGHTLY APRES SKI CELEBRATION**

Every evening, the clang of a large cowbell from the patio of THE HOTEL signals the start of apres ski. What follows is a toast lead by the bartender with his daily concoction, and the kitchen staff emerge to conduct a salsa tasting. The bartender's daily concoction is revealed in the hotel's custom stein and the kitchen staff emerge to conduct a salsa tasting. The entire experience is intended to discuss the craft of the food and drink and educate guests on the uses of featured local ingredients.







UNEXPECTED CURIOSITIES

### **SIGNATURE BON MOTS**

Chocolate-dipped chilies are the hallmark of THE HOTEL'S signature flavour experiences. This surprising and intriguing morsel invites trial at the front desk, on the edge of the bar at apres or on a turned down pillow.

## 2. People & Service

People (staff, residents) are at the front lines of the destination experience. Ensure they understand the brand and how it applies to their role in providing the destination experience, and empower them to go above and beyond.

What if you could inspire a whole community to care about the visitor experience?



Explore  
the Resort

The  
Mountain

Tickets  
& Passes

Snow  
School

Lodging

Sign In



# WHISTLER EXPERIENCE SPIRIT PASS

For nearly 30 years Whistler Blackcomb has offered a reduced rate Unlimited Season Pass, called the Spirit Pass, sold in conjunction with the Whistler Chamber of Commerce. Take advantage of North America's longest ski season, for less.

## WHO'S ELIGIBLE?





## Get Your Spirit Pass

### Whistler Experience

> Overview

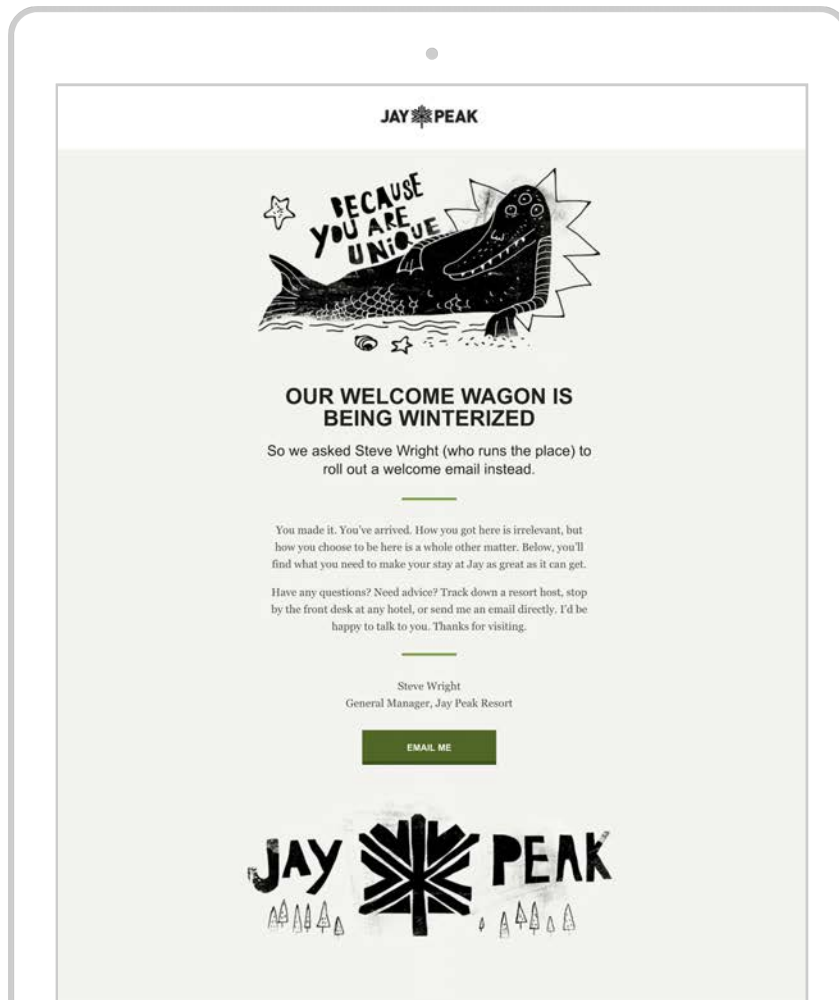
> Real Results

> [Get Your Spirit Pass](#)

MY WHISTLER EXPERIENCE LOGIN

SELECT A TRAINING EVENT

# Guest Welcome email





## Guestimonials



### OUR GUESTS ARE ROOTING FOR YOU AS MUCH AS WE ARE.

Here's what they think of you, in their own words:

“ *My husband and I took beginner ski and snowboard lessons yesterday at Jay Peak. I wanted to write to you to tell you about a bit about it. We are reentering snow sports after years away from it. We are rusty! Hence the beginner lessons.*

*I had Gina and Tommy giving me snowboard lesson. They were both charming, encouraging and were happy to proceed at a pace that was comfortable for me. They collaborated very well in their lesson approach. They reviewed every step before moving forward, made me feel very comfortable and boosted my confidence.*

*My husband was equally pleased with his lesson from Ryan and Ryder. They showed a positive teaching approach and were very encouraging, moving ahead at the pace of my husband's comfort level. He left his lesson ready to tackle the hill.*

*Both teams gave us a next steps plan for improvement going forward. They were two good teams that gave us really great service. Job well done guys! Thanks for a great day.*

- Barb O'Meara



### 3. Stakeholder Management

Most destinations have many stakeholders, often with unique goals and agendas. Create the brand with input from stakeholders so they are bought-in to the broader vision, understand their role, and are committed to the greater good.



## People & Service

Visit  
**SunValley**

LODGING

DINING & SHOPPING

TO-DO

EVENTS

MORE



PLAN YOUR VACATION ▾



 VIMEO VISITSUNVALLEY

 TWITTER @VISITSUNVALLEY

the  
SunValley

Winter in Sun Valley, ID - 2018

from Visit Sun Valley

1 DAY 5 HOURS AGO

"But what sets Sun Valley apart from many other ski destinations is that it offers a real community." -

@Forbes... <https://t.co/j5B1ueLuRW>

## 4. Growth & Development

As growth and development opportunities present themselves, consider carefully how they align with the brand, and the role they will play (positive or negative) in preserving and advancing it.



A large group of people, mostly men, are swimming in a hot spring in Iceland. The water is a light blue color, and the scene is misty. The people are of various ages and are looking in different directions. A green ball is visible in the water on the left side.

# ICELAND AND THE TRIALS OF 21ST CENTURY TOURISM

**Once, Iceland's top industry was fishing. Then, heavy industry took over. Now, tourism drives economic growth in Iceland. What are the challenges that increased tourism creates for a unique nation like Iceland?**

By [Andrew Sheivachman](#)





INSPIRED BY ICELAND

# THE ICELANDIC PLEDGE



I PLEDGE TO BE A RESPONSIBLE TOURIST.

WHEN I EXPLORE NEW PLACES,  
I WILL LEAVE THEM AS I FOUND THEM.

I WILL TAKE PHOTOS TO DIE FOR,  
WITHOUT DYING FOR THEM.

I WILL FOLLOW THE ROAD INTO THE UNKNOWN,  
BUT NEVER VENTURE OFF THE ROAD.

AND I WILL ONLY PARK WHERE I AM SUPPOSED TO.

WHEN I SLEEP OUT UNDER THE STARS,  
I'LL STAY WITHIN A CAMPSITE.

AND WHEN NATURE CALLS,  
I WON'T ANSWER THE CALL ON NATURE.

I WILL BE PREPARED FOR ALL WEATHERS,  
ALL POSSIBILITIES AND ALL ADVENTURES.

TAKE THE ICELANDIC PLEDGE

The Power of Place Branding

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# Conclusion :

## Putting it into practice

## Define your place brand

### 1. Why

would someone visit or live in the place?

### 2. Who

does the place create value for?

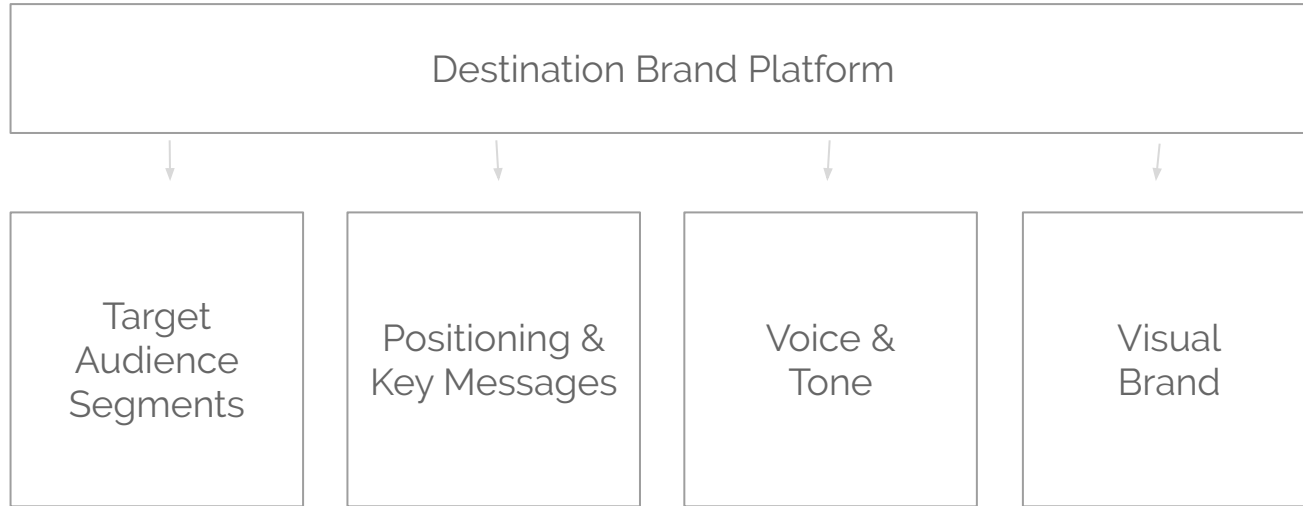
### 3. How

does the place create value for people?

### 4. What

promise do we make to attract people?

# Articulate your place brand platform



## Manage your destination experience

1.

Product &  
Programming

2.

People &  
Service

3.

Stakeholder  
Management

4.

Growth &  
Development



VT Tourism Summit

Questions?



# Thank you

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