



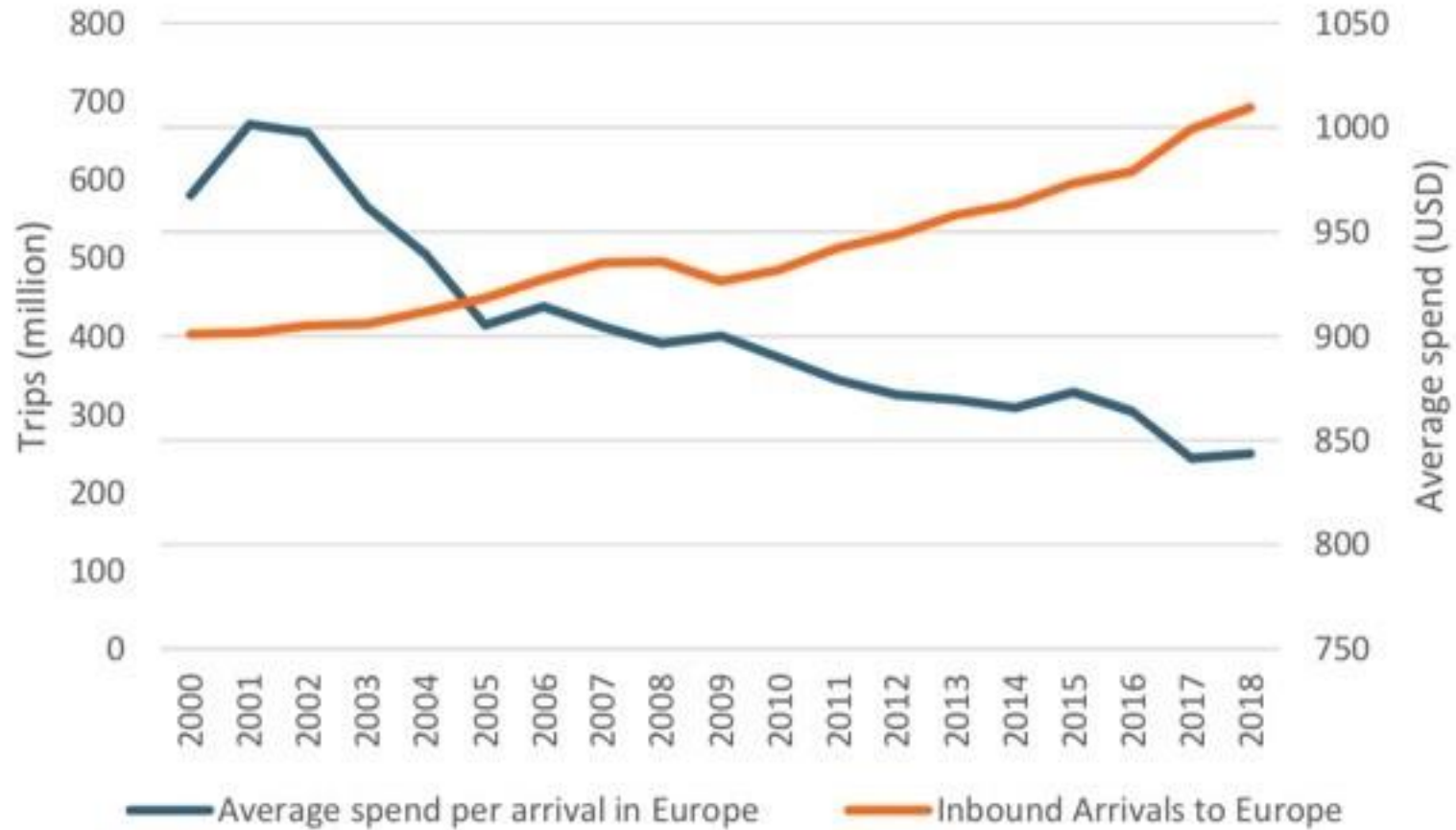
# The art of creating a WOW Factor

Presented by Simon McArthur



# The growing gap between visitation and yield

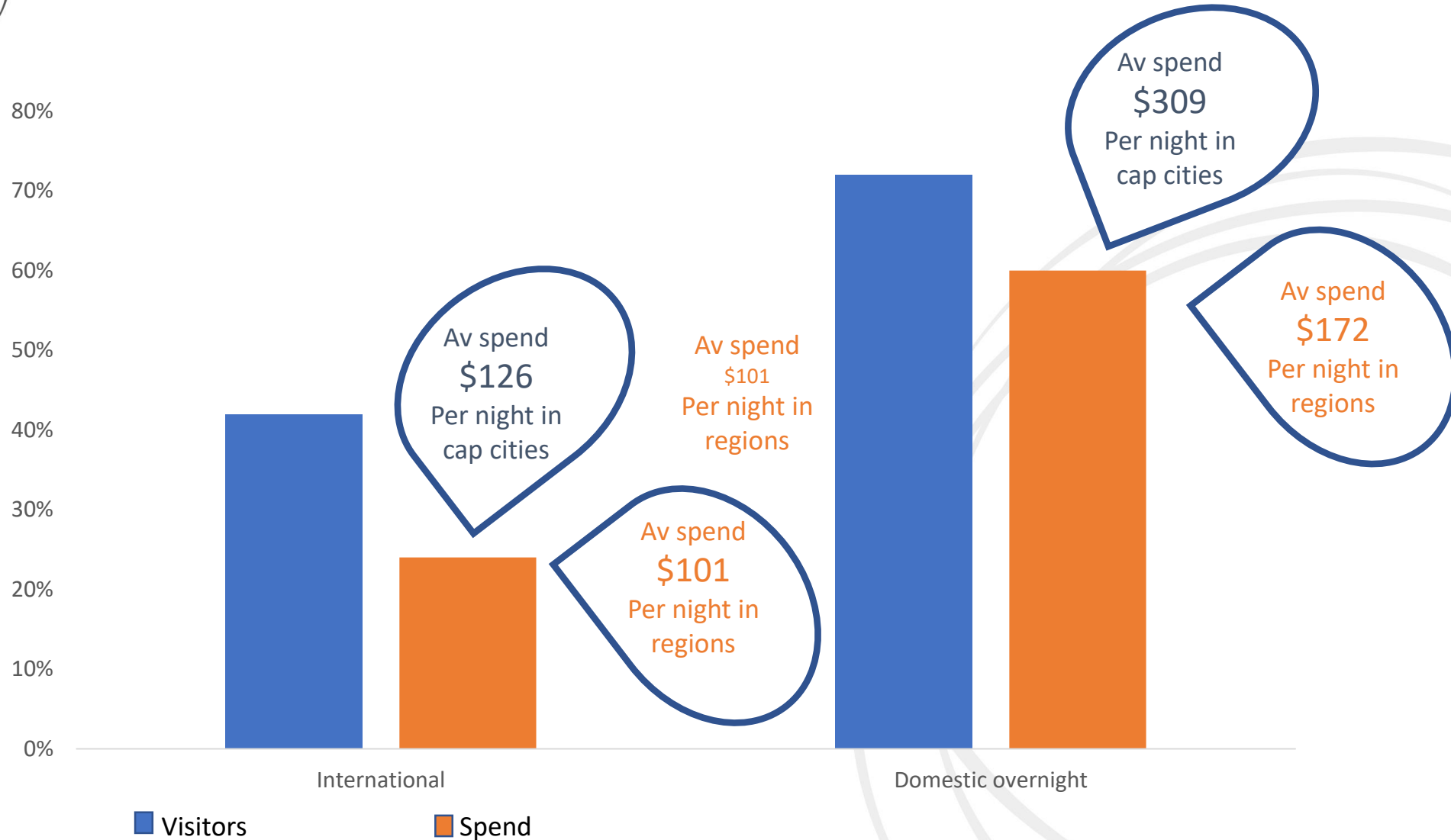
### International Arrivals to Europe 2000-2018



Source: Euromonitor International

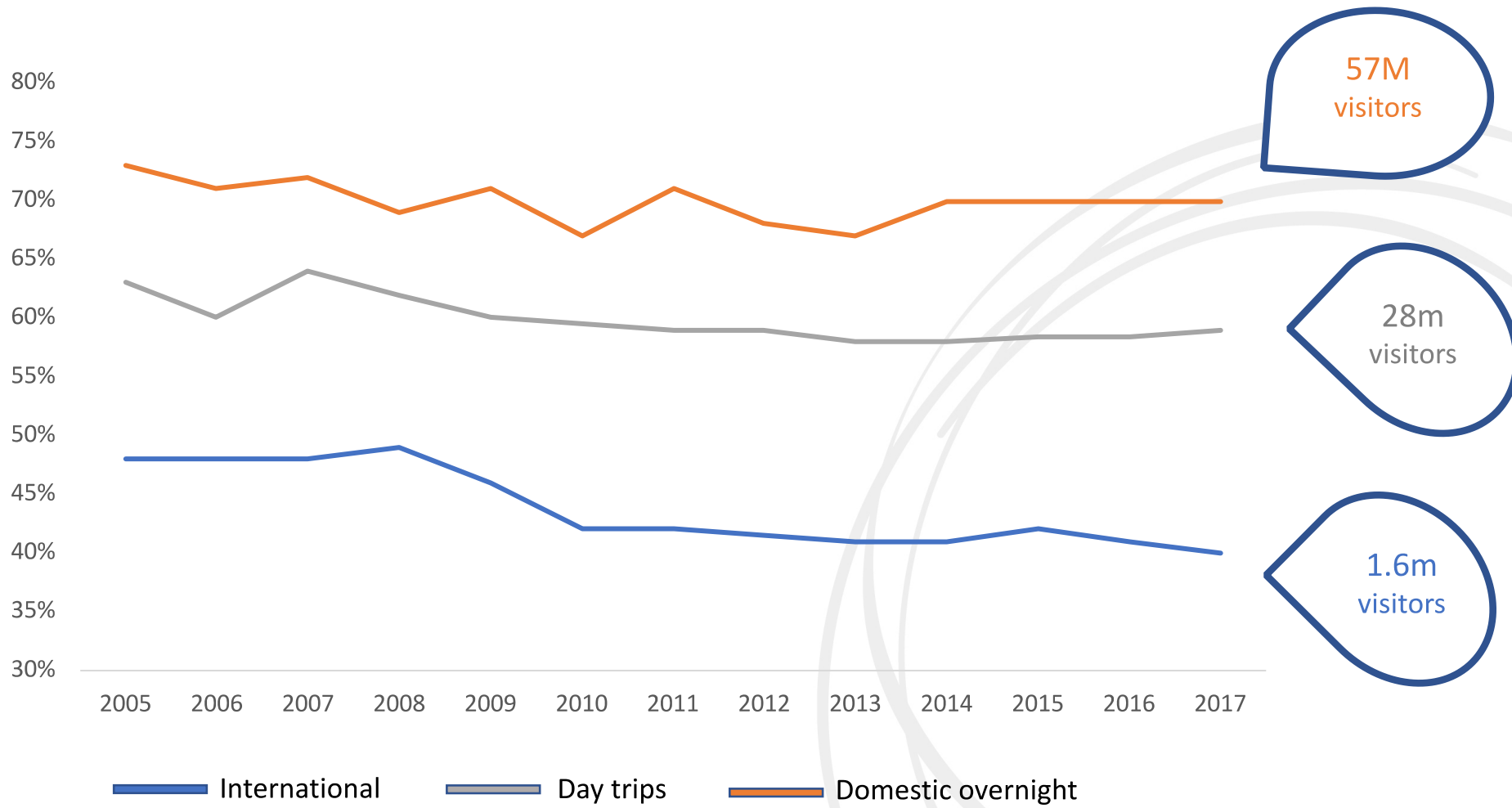


# Dispersal much lower among international visitors



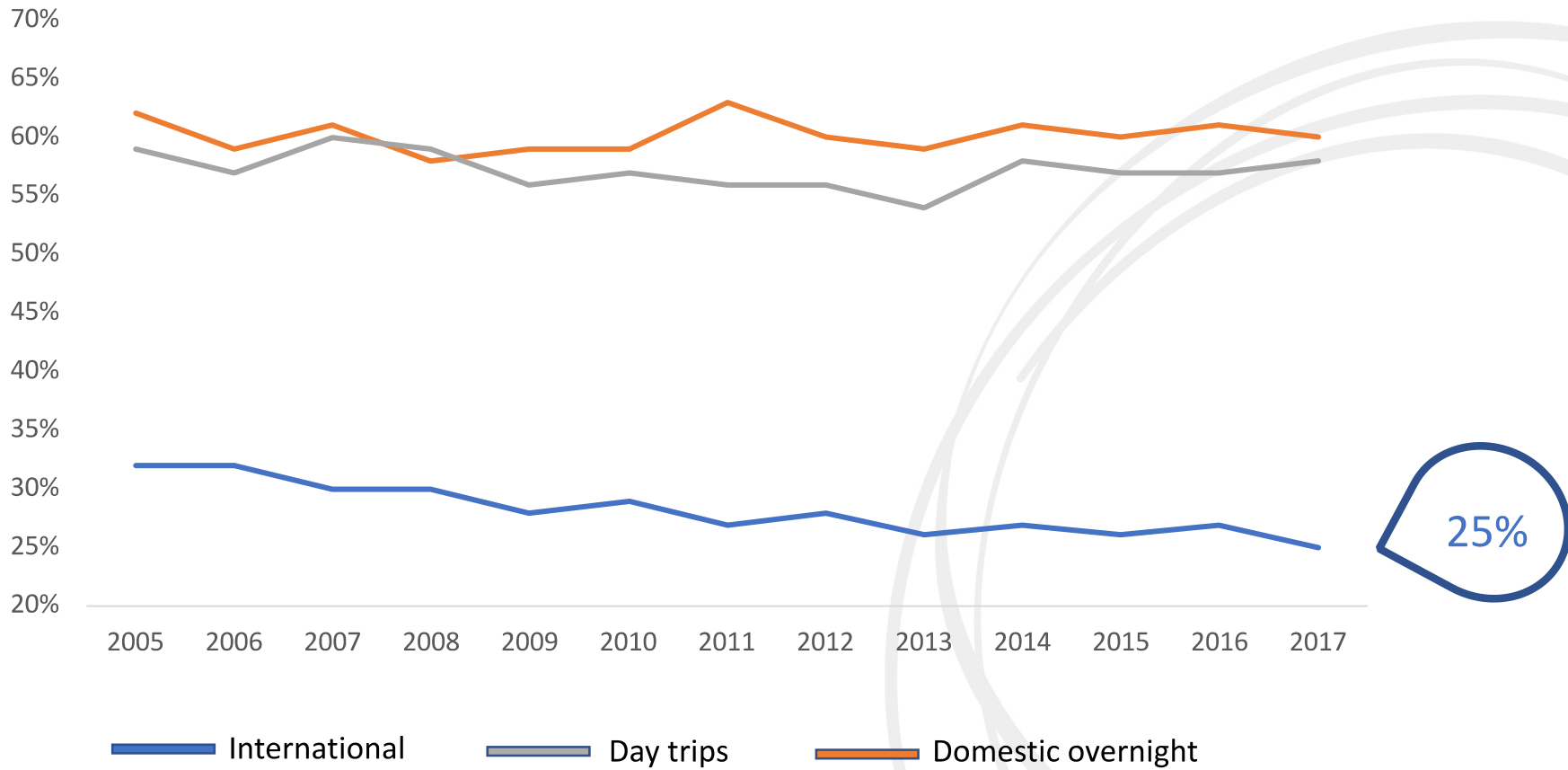


... with declining regional share



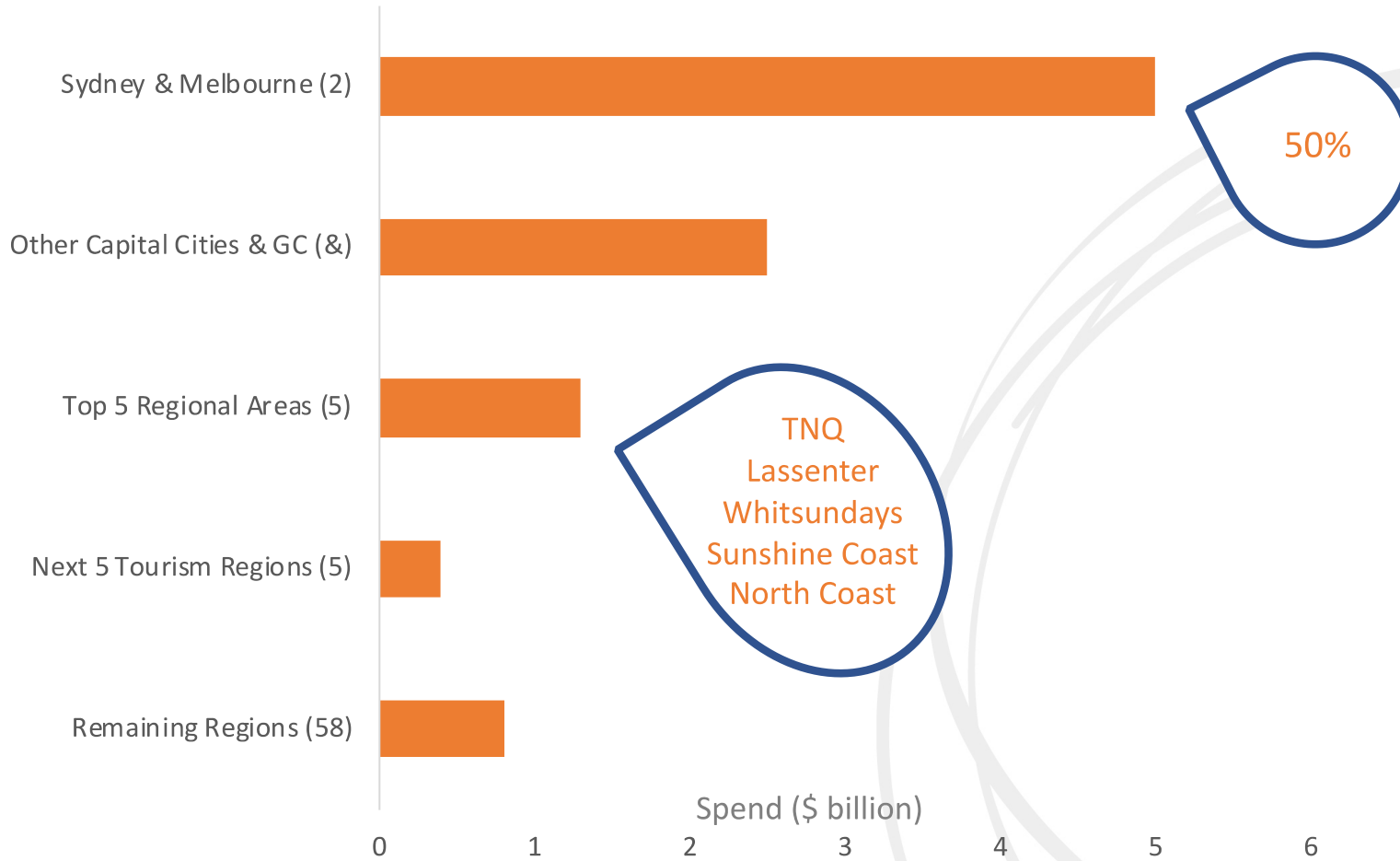


... and it's amplified when we look at spend



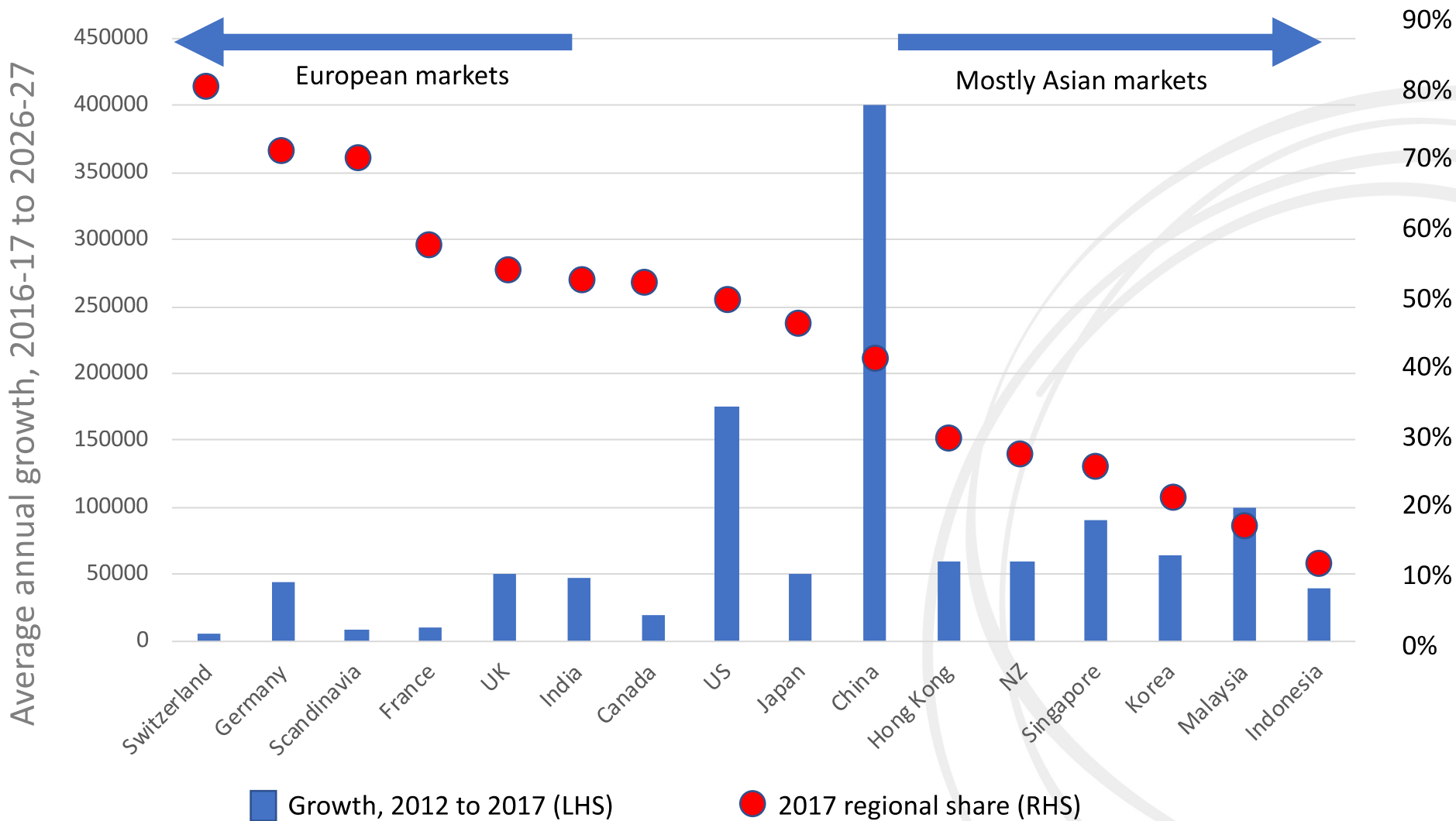


# with narrow penetration





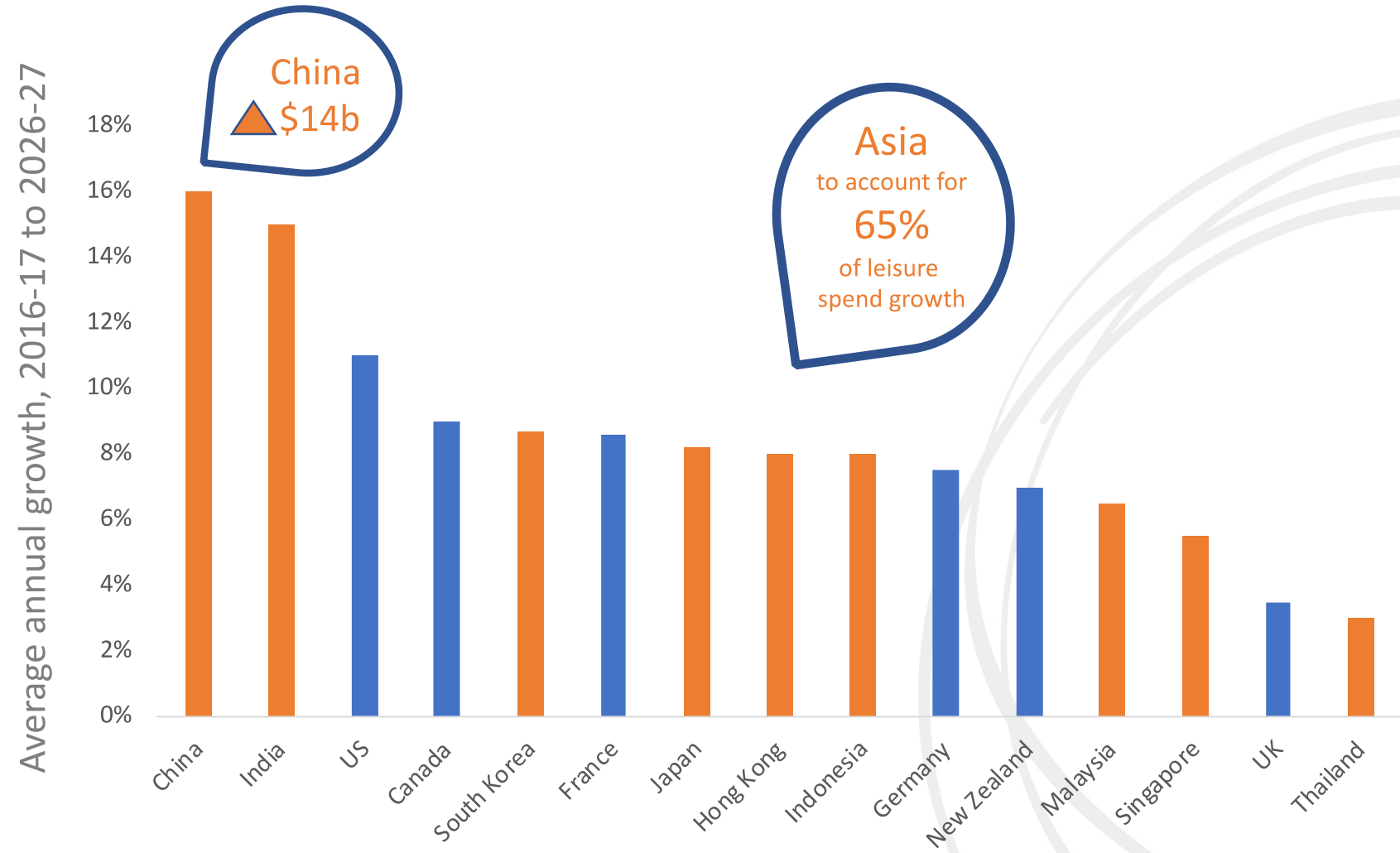
# Our fastest growing markets have lowest dispersal







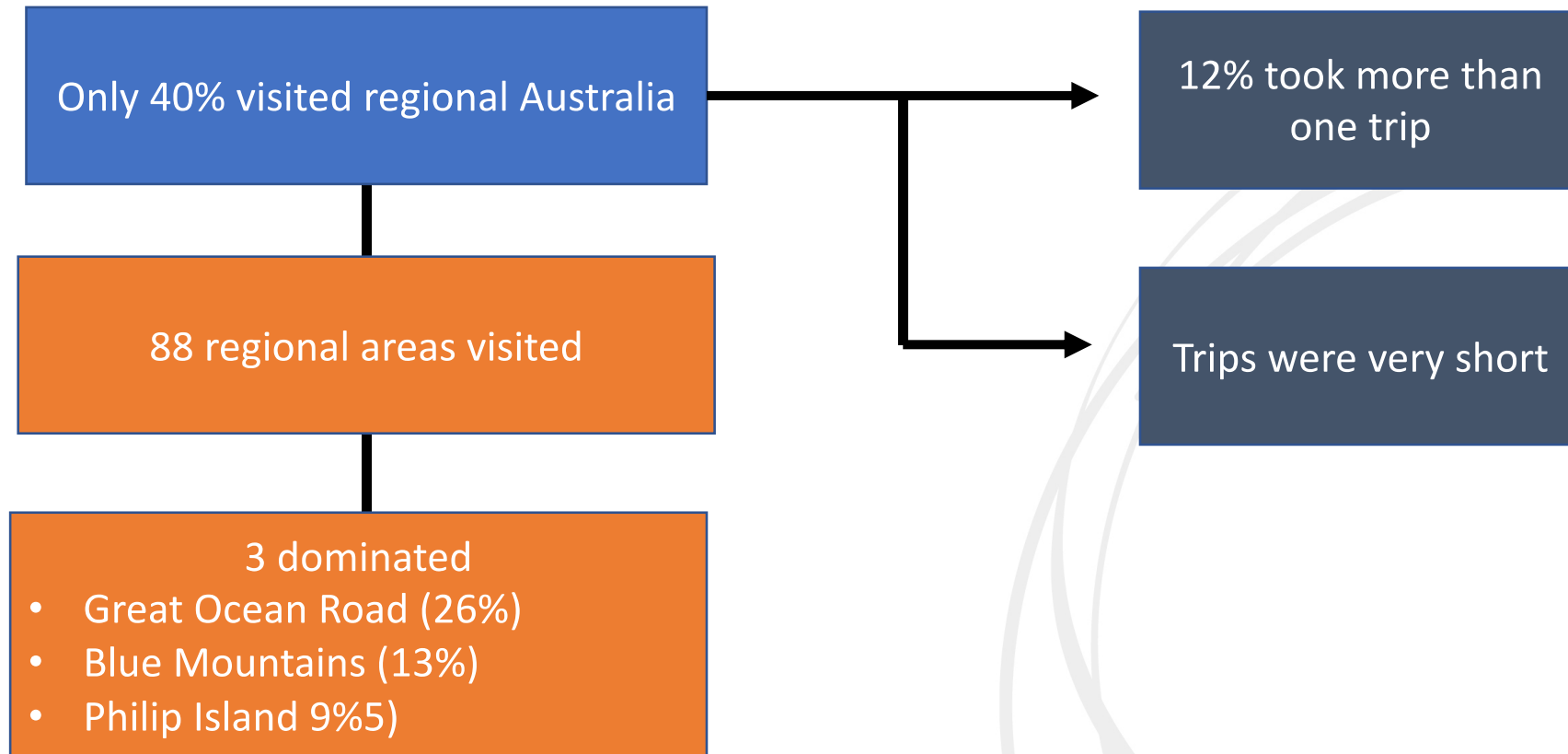
With predictions that this will continue . . .







## Additional insights from Chinese fits

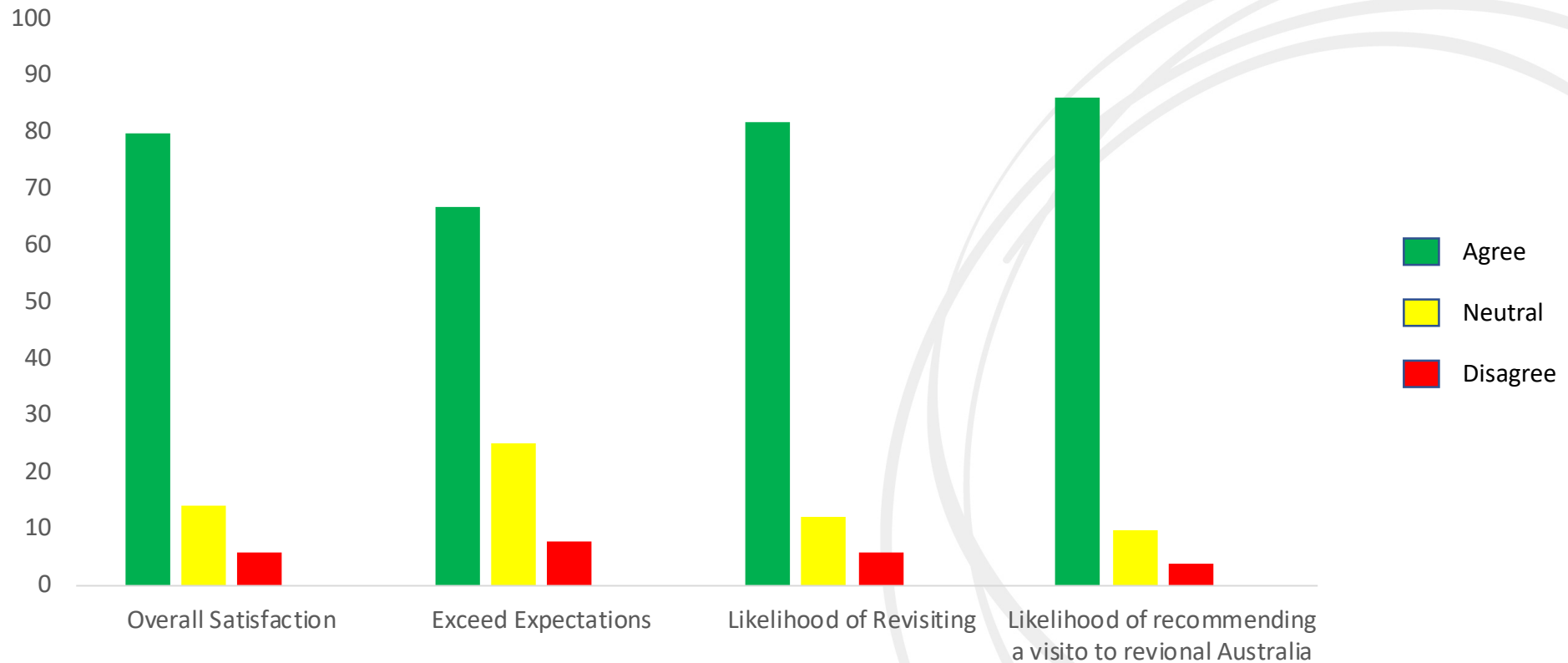




## High satisfaction overall . . .



### Satisfaction with regional Australia

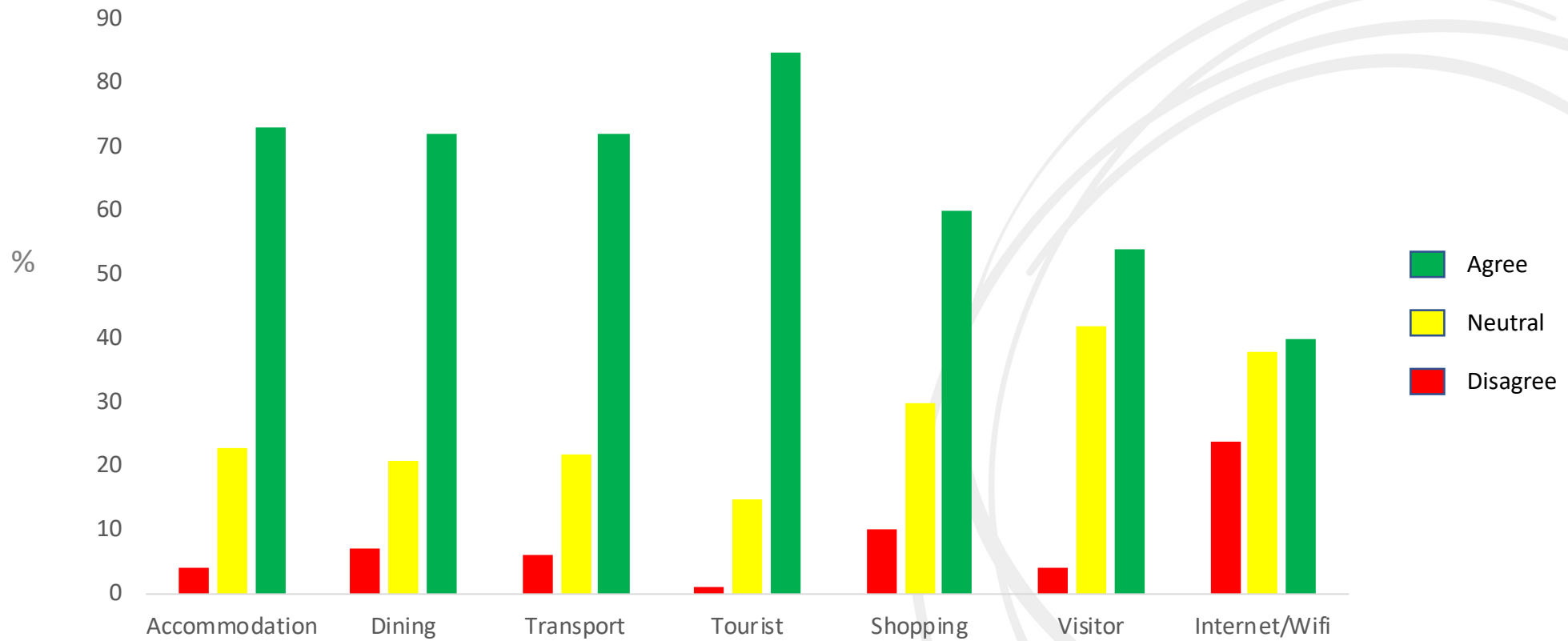




... but some areas of concern



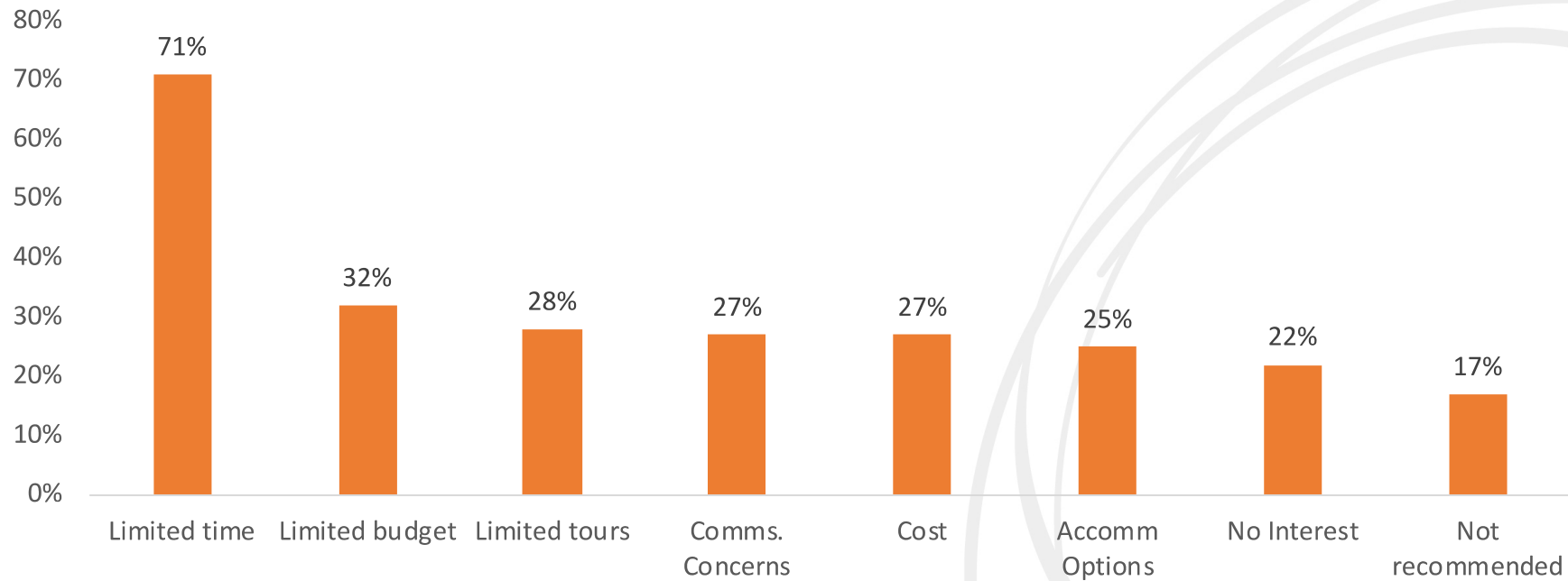
### Satisfaction with different aspects of regional Australia





## With time being the biggest barrier

### Reasons for not visiting regional Australia







It's better to do one thing well than 10 things poorly









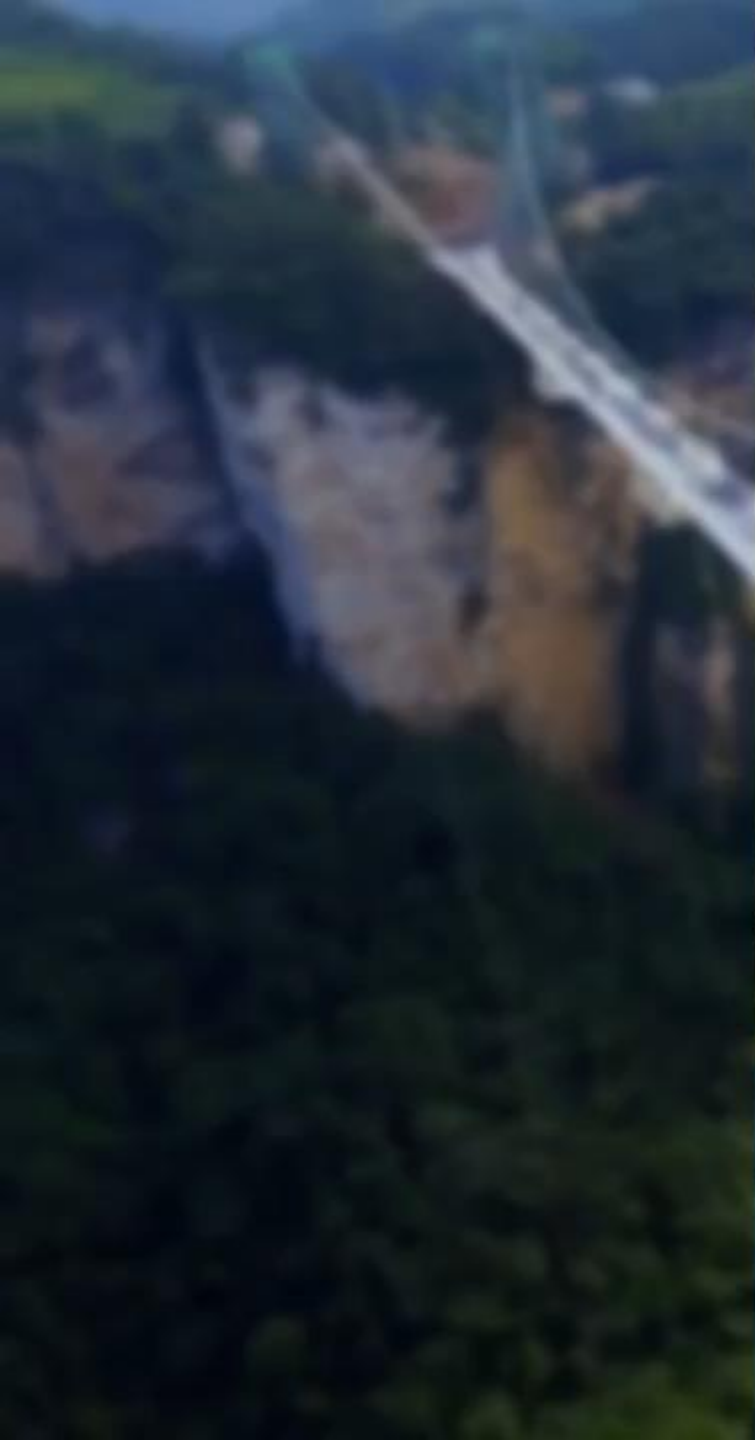




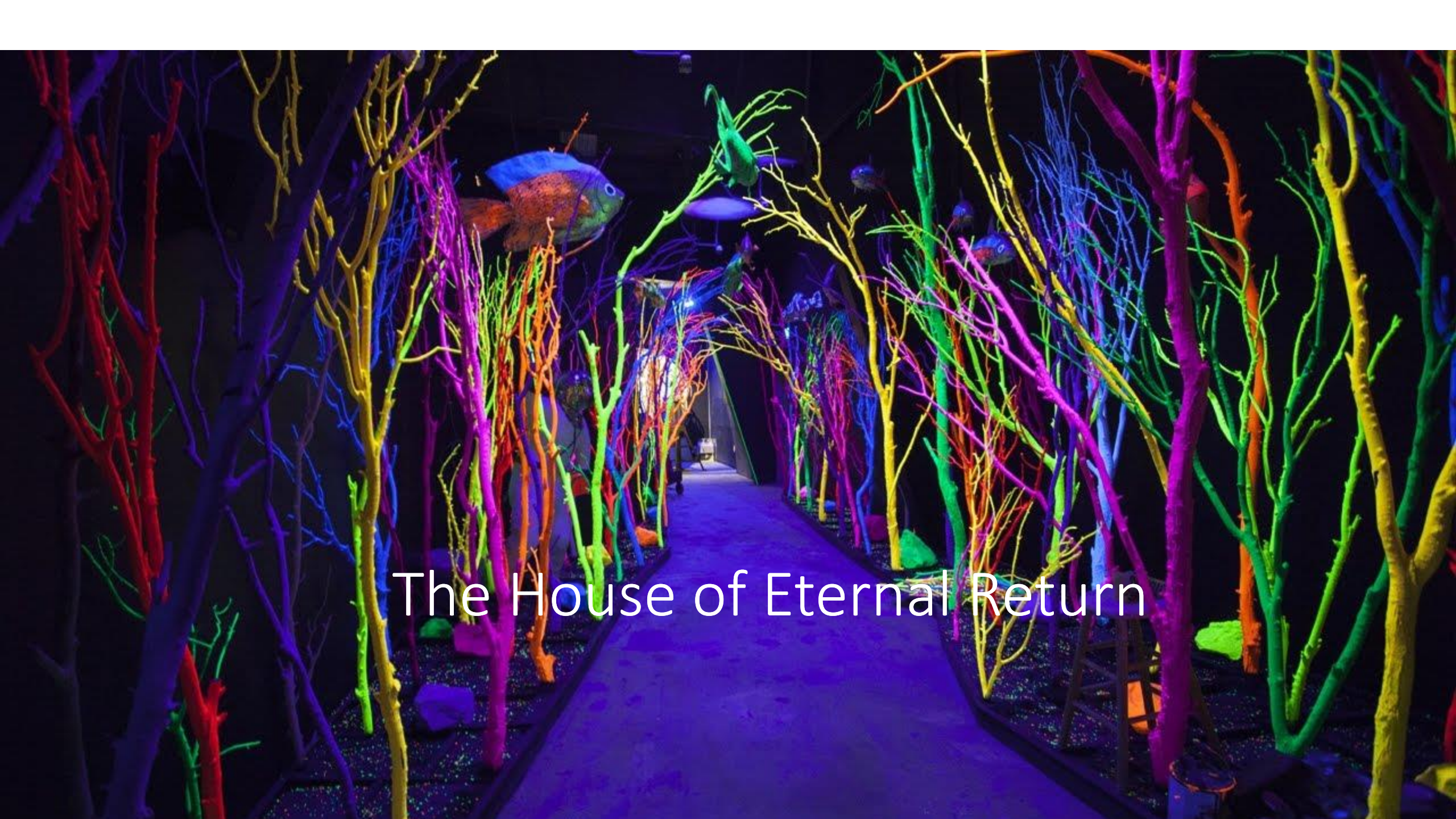












# The House of Eternal Return





# Destinations need a Wow Factor!

- ❖ Social media rules OK?
- ❖ It rules over traditional promotion
- ❖ But what are we giving customers to talk about?
- ❖ Destinations increasingly need a stand out experience that has a wow factor
  - ❖ truly different / engaging / impactful
  - ❖ Reinforcing destination brand for critical target market





A wow factor view is not necessarily a wow factor experience





# WOW can start with interpretation

A way of communicating ideas and feelings that helps people enrich their **understanding** and **appreciation** of their world, and their role within it





# How do good interpreters make it work?

## Target audience

- What content are they interested in
- How do they like to learn and experience this

## Story

- Potential content / stories
- Structure stories into a collective - purpose

## Technique

- Link the stories to interactive activity
- Create variations to mix it up





**Great interpretation helps people complete a puzzle  
- they understand, and feel much more than they otherwise would have**



Interpretation is the art of storytelling

A GOOD STORY

IS AUTHENTIC, IS CREATIVE, MAKES AN EMOTIONAL AND PERSONAL CONNECTION, INSPIRES ACTION, TAKES AN AUDIENCE ON A JOURNEY WITH THE BRAND

STORYTELLING CAN INCREASE REVENUE, BELIEVE IT OR NOT

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 to the message.

THE WAY WE BEHAVE

Stories cause us to take action.

Who knows a good story?



P



X

A

R



6 Rules of  
storytelling



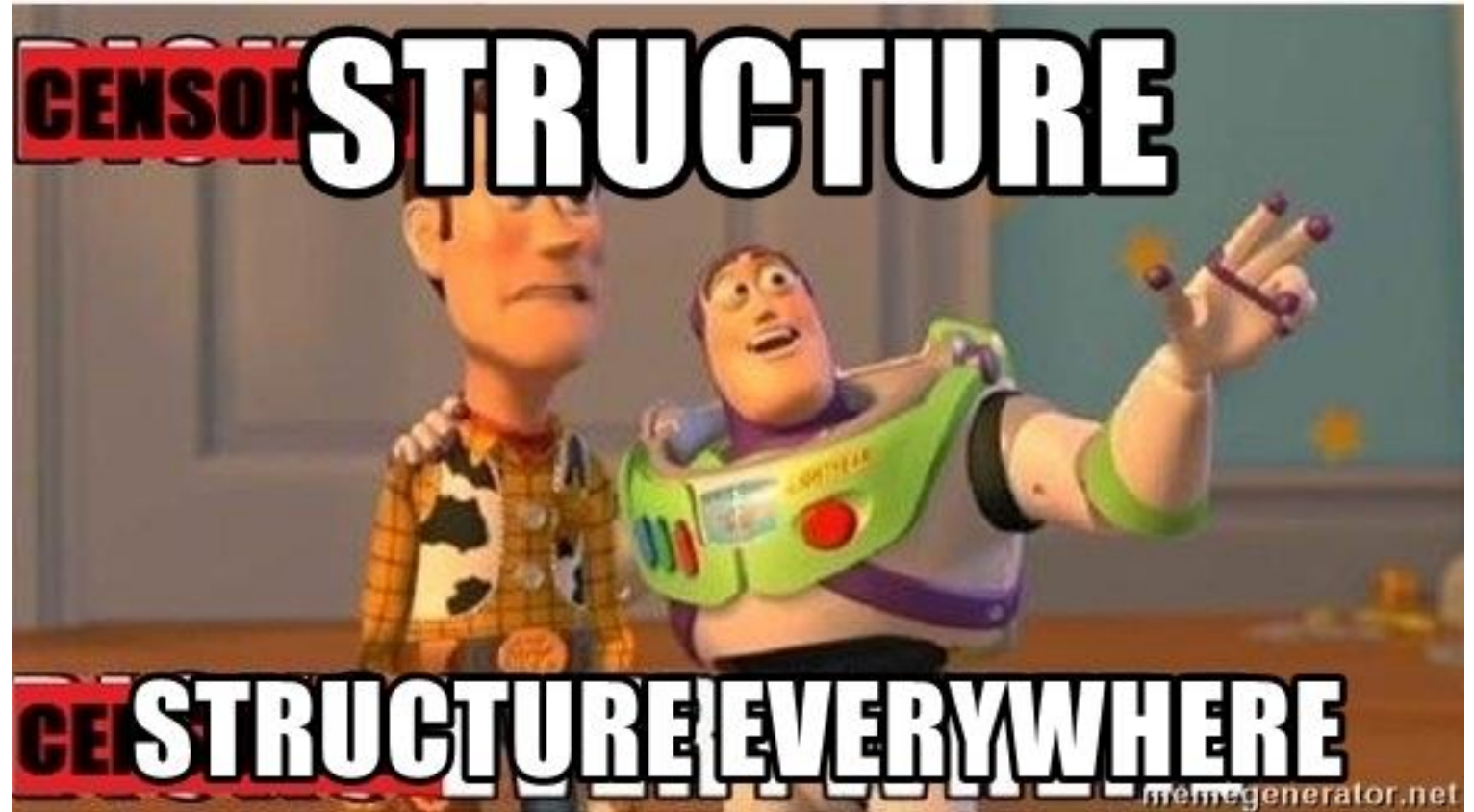


1. Great stories  
are universal

---



2. Great stories have a clear structure and purpose



3. Great stories have a character to root for (an underdog)







4. Great stories  
appeal to our  
deepest emotions

---





5. Great stories  
are surprising and  
unexpected

---



6. Great stories are simple and focused







Coming back to the real world





Yes the real World



DIAGNOSIS & PLANNING • PRODUCT DEVELOPMENT • FEASIBILITY STUDY



# Visiting Angel Falls







Building a product around  
a question...

Why Angel Falls?



What waterfall?



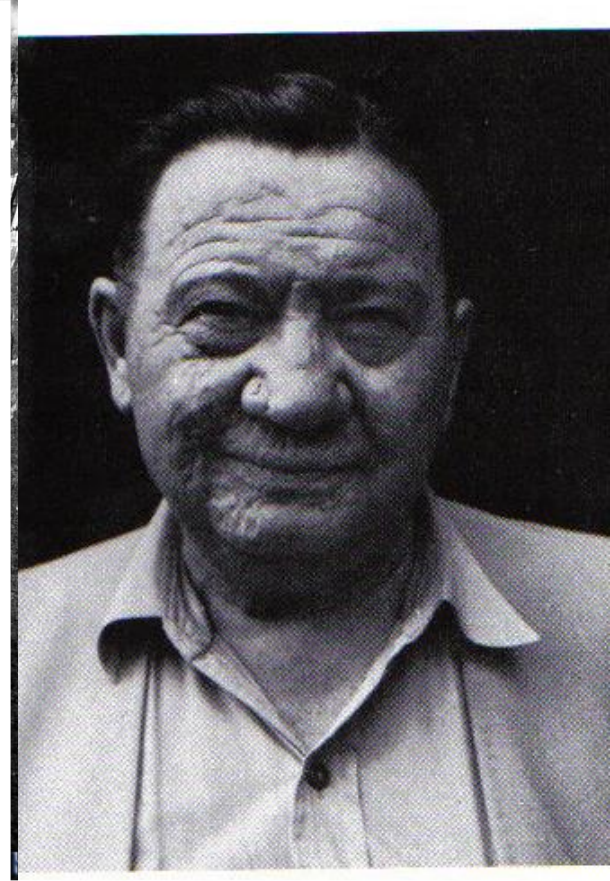
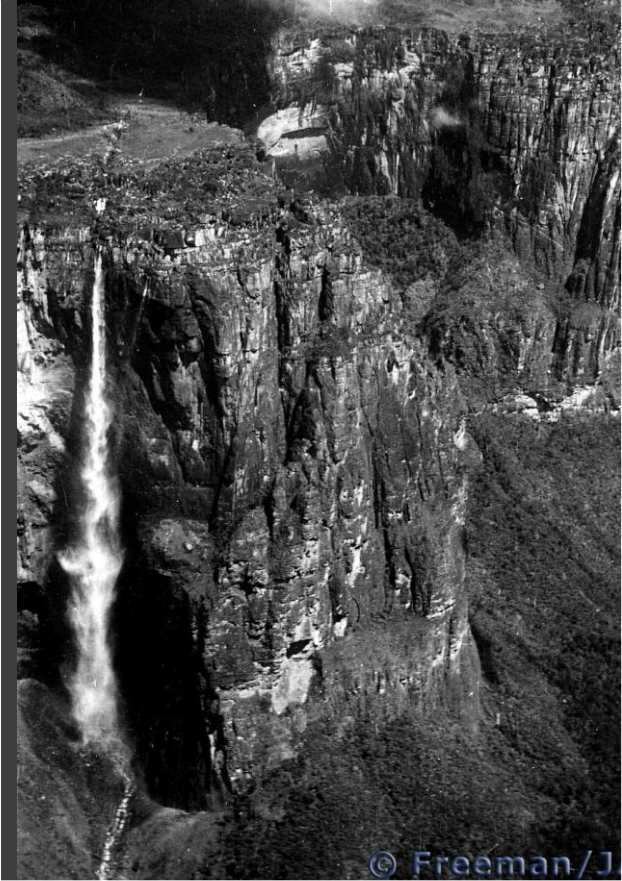
The moment of discovery





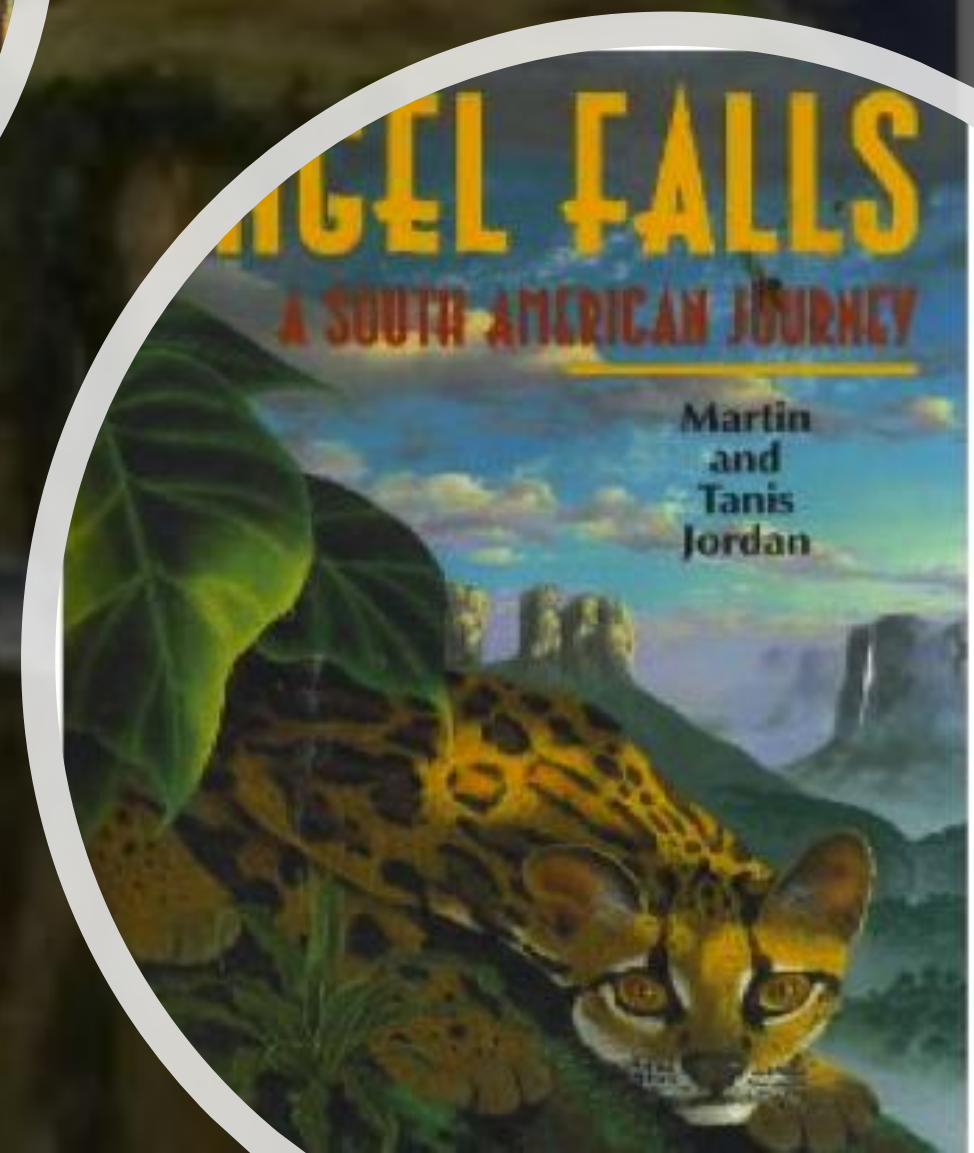
What would you do?





How did he escape?





Want to hear and relive the story?



We flew  
them in







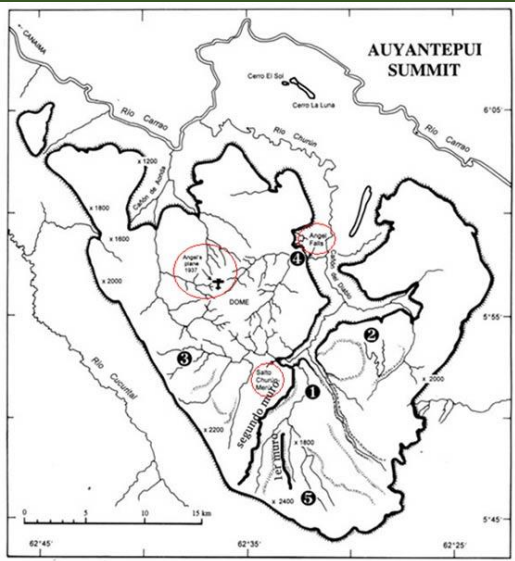
And we walked  
out to safety

---



The mechanics behind the storytelling

1. Canaima to Ayuan tepui via Angel Falls
2. Trek down
3. Boat out





# What about the underdog?

Salto Angel. . . is in honor of American aviator Jimmy Angel, who landed his airplane on top of the cascade in 1935." Ryder, p. 156.

(14) "It was on this [1935] expedition that Angel [and his wife Marie] first glimpsed the majestic torrent." Pineda, p. 14.

1936:

(1) "A year later [in 1936], Angel tried to find the spot again, taking with him his wife, a geologist named Gustav Heny and Heny's gardener. . . Not far from where they had landed, the group found the free-falling pencil of water that was dubbed, in the aviator's honor, Angel Falls." Perrottet, p. 198.

(2) Angel Falls "were only discovered in 1936 by the legendary bush pilot Jimmy Angel." Perrottet, p. 200.

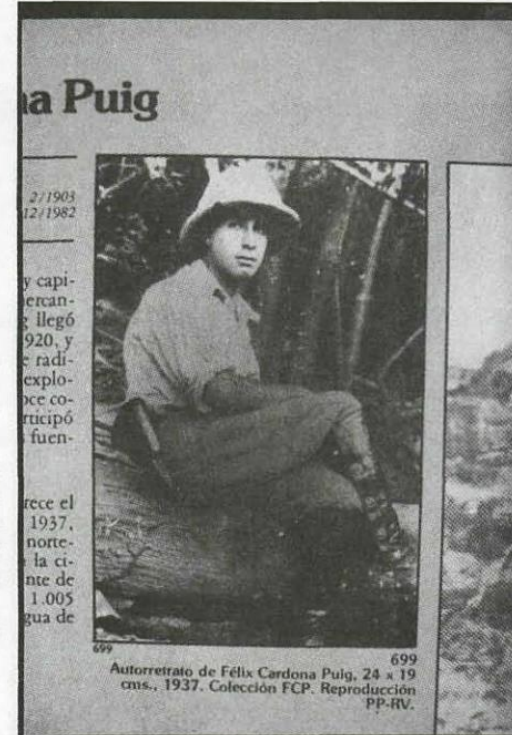
1937:

(1) Angel Falls "are named after Jimmy Angel, the US aviator who discovered them in 1937." Box p. 1333.

"Angel...and his wife, Marie, and Gustavo Heny crashed in the boulder-strewn swamp on the mesa top in 1937." p. 655.

There is nothing angelic about the falls, incidentally: they were named for American bush pilot Jimmy Angel, who crashed nearby in 1937 while looking for gold." Day,

americano, aventurero y soldado de guerra. Jimmy Angel, quien como aviador



Felix Cardona Puig during his 1937 expedition to Auyantepui.

at all." "The highest Angel Falls, the highest waterfall in the world was discovered in 1935. The name was bestowed on it in honor of the American explorer who discovered it, and in 1956 when his plane crashed in this region." (6) Angel Falls "were named after U.S. flier Jimmy Angel, who first discovered them in 1937, when his plane crashed landed into the mountain side. He survived to describe the sight." Greenberg, p. 117.

(7) "When Jimmy Angel, American soldier of fortune, aviator and prospector, flew out of the jungle wilds of Venezuela on a March evening in 1937, he divulged to his associates a series of tales unparalleled in the annals of Twentieth Century exploration. . . Most amazing of all, while planing along the cliffs of this Lost World fortress, he had seen a huge waterfall 'one mile high.'" Gilliard, p. 250.

(8) "The falls were discovered from the air in 1937 by Jimmy Angel, an American soldier of fortune." *Newsweek*, p. 40.

● The correct year of discovery is 1933, not 1935 or 1937, as is so often reported. Angel's logbook, now in the possession of Captain Marvin Grigsby, gives this year." Paul R. Eversole, pp. 5 and 12.

**Sources:** Aguerrevere, S.E.; López, Víctor M.; Delgado O., C.; and Freeman, C.A. "Exploracion de la Gran Sabana: Informe presentado por la Comisión Exploradora." *Revista de Fomento*. Vol. III, no. 19, December 1939.

Box, Ben, editor. *South American Handbook*, 1994. Trade & Travel Publications: Bath, 1993.

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Conclusion





Thank you

Questions and discussion?

[www.smatourism.com](http://www.smatourism.com)