

How Can We Make Our Experience More Shareable?

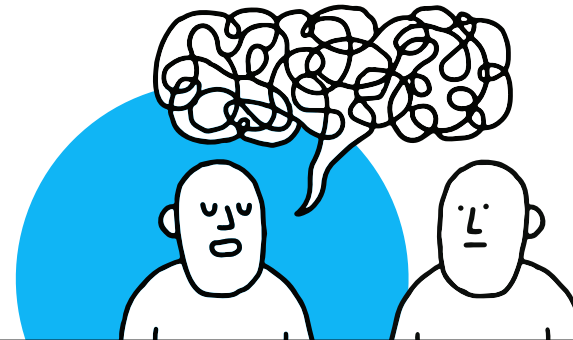
Jesse Desjardins



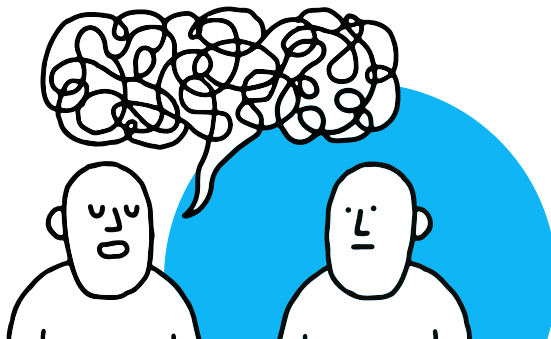
 @jessedee

 @jessedee

Social media is awesome



Social media sucks

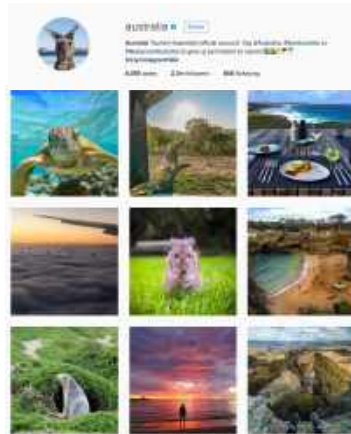




My name is Jesse,
I'm a recovering
social media
manager



The Most Popular Tourism Photos on Instagram All Come From Australia



This picture of a stop along the Great Ocean Road is the fourth most-liked travel industry image on Instagram. Tourism Australia / Instagram



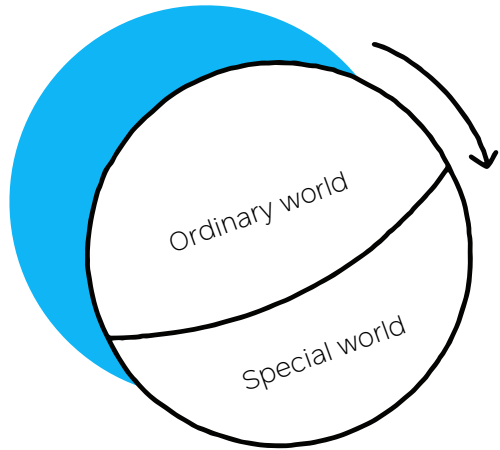
SOCIAL MEDIA FATIGUE.

@jeremyville

I'm here to share
my **best social
media strategy**....

that could work for
at least **100 years**.
(maybe more)

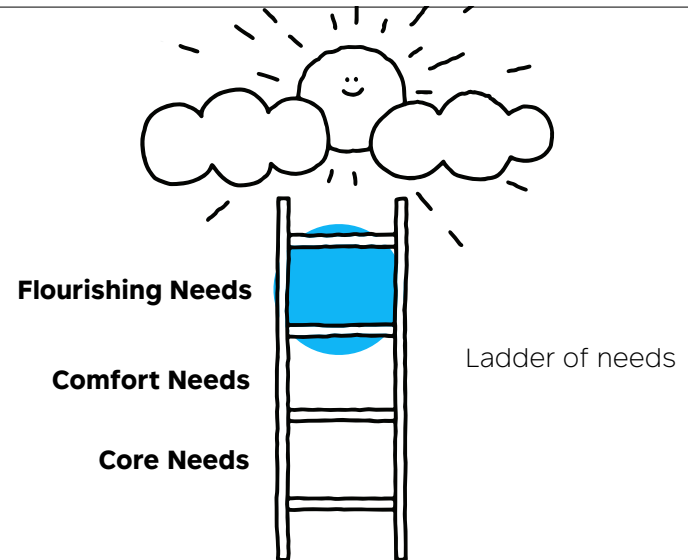




The Hero's Journey
Joseph Campbell

**The experience is
the marketing because...**

**You can't keep
heroism a secret**





Big Idea

"PEOPLE GO TO THEIR SOULCYCLE INSTRUCTORS FOR QUESTIONS THAT THEY USED TO GO TO THEIR PASTORS FOR."

— Casper ter Kuile, Harvard Divinity School

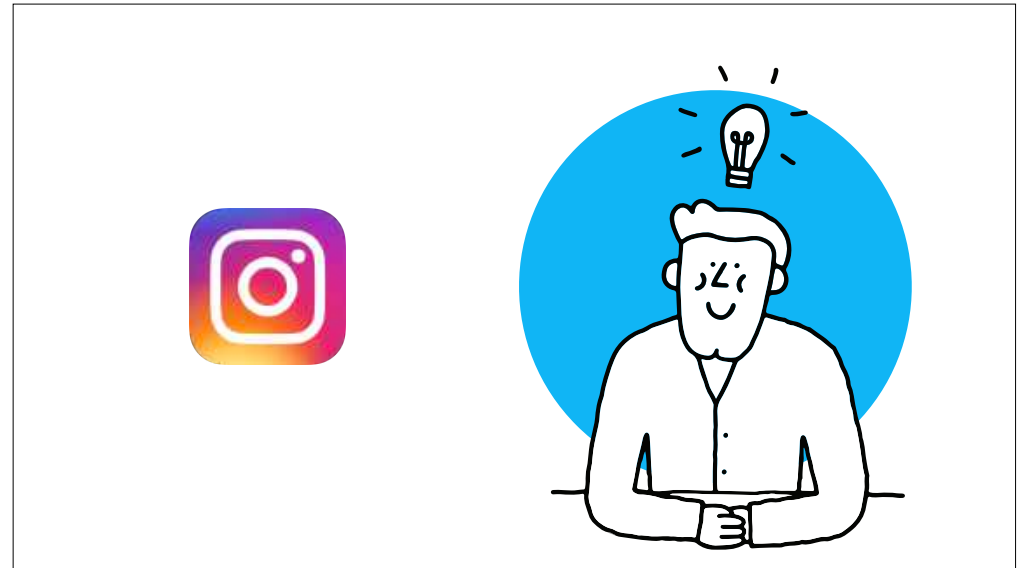
PAGE 12



You are an expert on this...



Are you gonna be a **Yoda** or **Skywalker**?

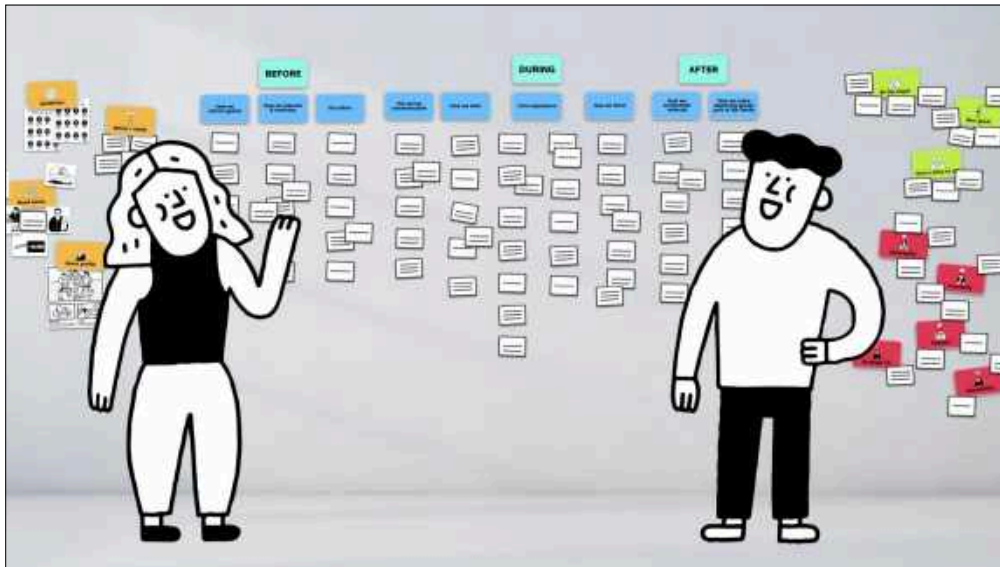
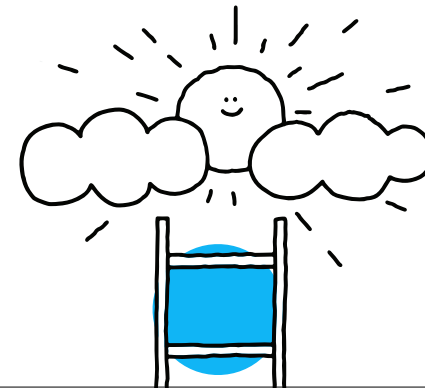


Luxury today is about great service, unique experiences, and feeling good about yourself.

Ian Schrager, legendary hotelier



Before During After



Here are a few questions to **make heroism a key strategy**....



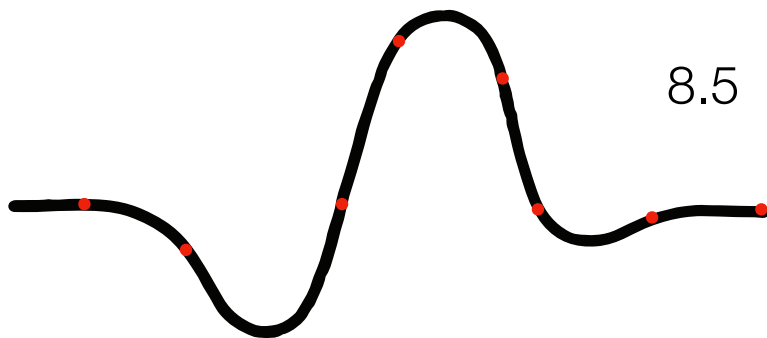
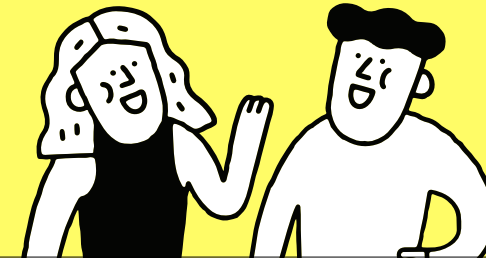
Q.

How can we create hero moments?

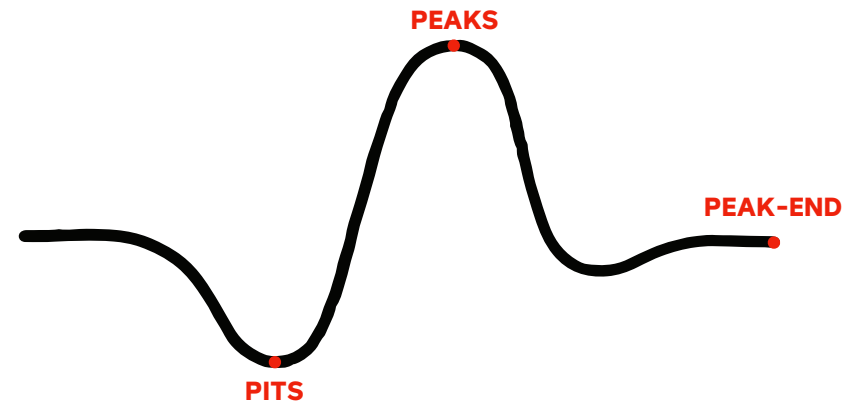
00:30

Discuss with your seat buddy:

What's the absolute best moment in your guest experience?



Source: Power of Moments



Power of Moments
Dan and Chip Heath



Magic Castle Hotel

Agoda.com ↗
A\$276
[View Deal](#)

Booking.com ↗
A\$275

Expedia ↗
A\$275

TripAdvisor
A\$275

3,315 reviews
#5 of 432 hotels in Los Angeles

- Free Wifi
- Breakfast included
- Visit hotel website
- Special offer

3,315 reviews
#5 of 432 hotels in Los Angeles



Magic Castle Hotel

We have
painful moments...



Le Foundouk

We have
boring moments...



Fairmont Vancouver Airport

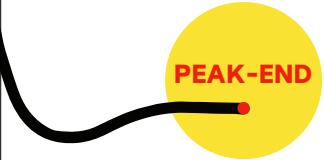




What did you eat from the mini bar?



How was your stay?



What was the best part?



Q.

How can we be the mayor?



theswimmingpigs

Following

1,077 posts 326k followers 195 following

The Swimming Pigs Official Swimming Pigs Instagram. BOOKING:
info@exumawatersports.com 2423579770 Georgetown Exuma, Bahamas.
@exumawatersports www.exumawatersports.com



Exuma Water Sports

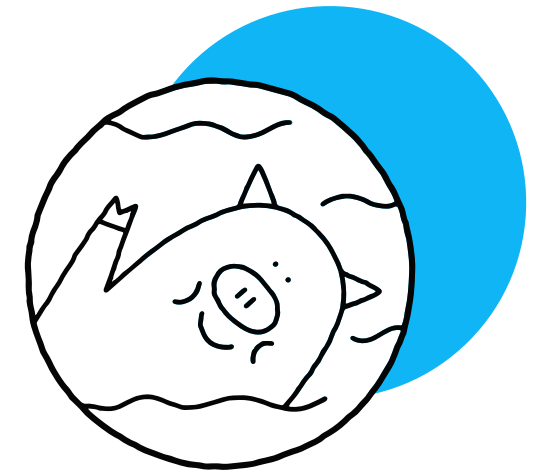
5.0 757 reviews

#1 of 41 Tours in Great Exuma
Tours, Outdoor Activities, Boat Tours
& Water Sports, More

Features Animals

Great Exuma, Caribbean

More



Exuma Water Sports



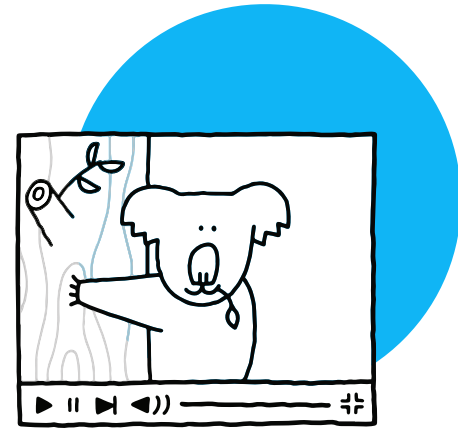
**How can we be the
mayor of Australia on social?**



Q.

**How can we give
a story to tell**





Symbio Wildlife Park



Freycinet Experience Walk

Q.

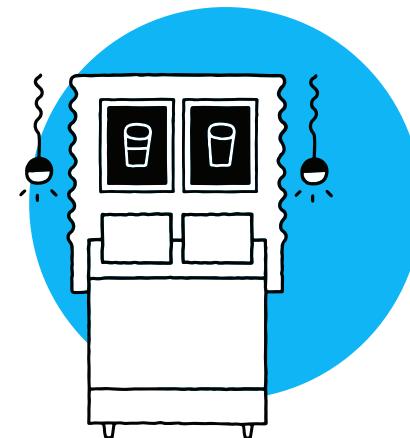
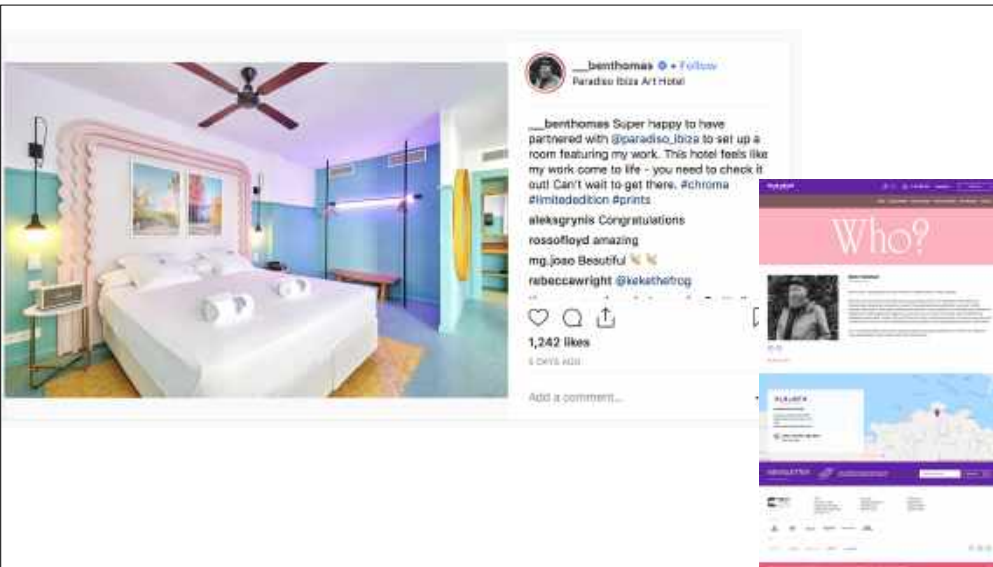
What can we steal from the edges?



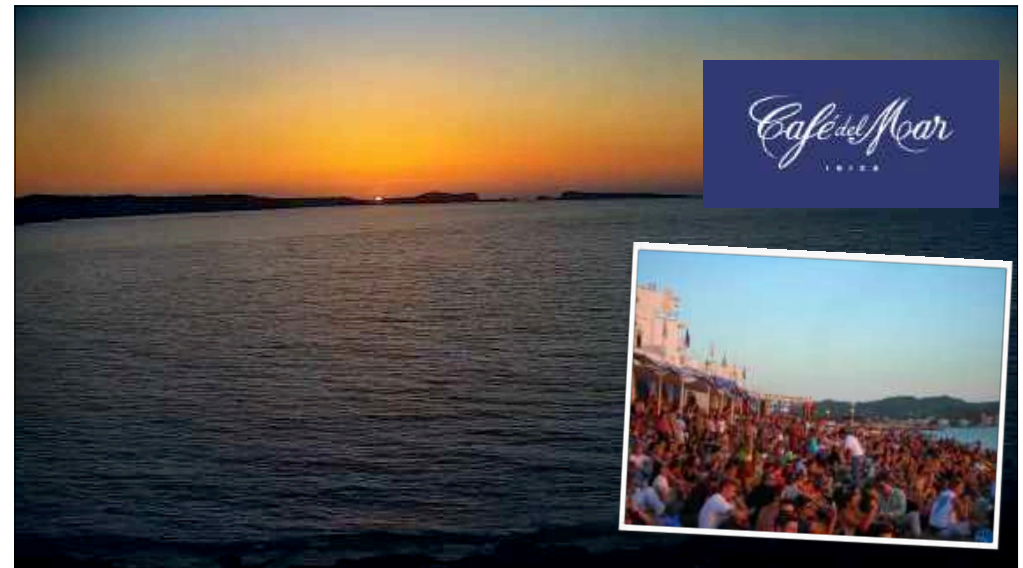
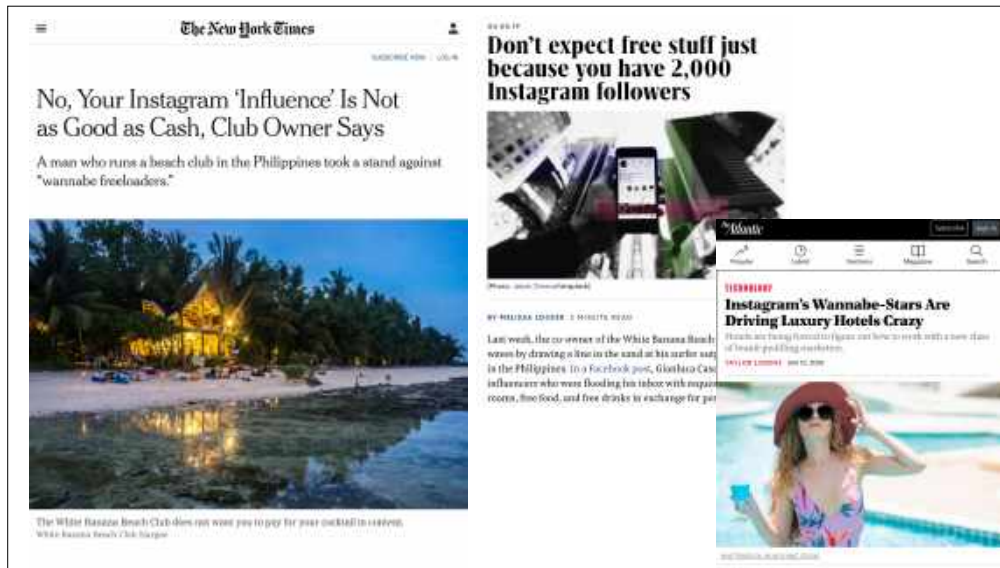
Disney

Q.

How high is high?



Paradiso Ibiza Art Hotel



What are we
already good at?

**Could we be
world class?**

Q.

**How do we create
better hero stories**



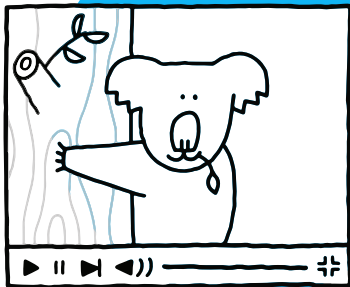

BELMOND

Questions their legitimacy

Horror stories from other families

Feel welcomed as a family

Travelling as gay family not easy



How to get your team excited:

**Data is boring.
Stories motivate.**

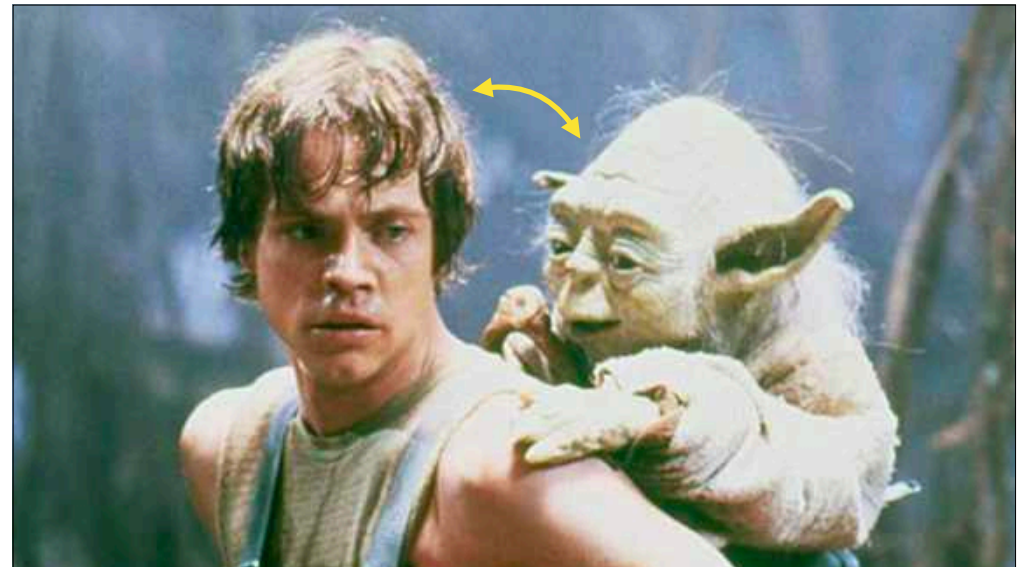
Let's wrap this up...

People will forget what you said, people will forget what you did, but people will never forget how you made them feel.

Maya Angelou



Create an opportunity for guests to feel and look good



**In the past,
jobs were about muscles,
now they're about brains,
but in the future they'll
be about the heart.**

Minouche Shafik,
Director, London School of Economics



The Guest Experience Map®

thegem.com

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jesse@thegem.com

