Beyond Experiences: What the Transformation Economy Means for Tourism

Lapland Tourism Parliament
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The Progression of Economic Value

- **Extract** Commodities
- **Make** Goods
- **Deliver** Services
- **Experiences**

Commoditization

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Competing Against the World

- **Time**: Limited
- **Attention**: Scarce
- **Money**: Consumable
The Progression of Economic Value

- **Experiences**
  - Stage
  - Customization
  - Deliver
  - Commoditization

- **Services**
  - Goods
  - Make
  - Commodities
  - Extract
  - Commoditization
The Progression of Economic Value

- Commodities
  - Extract
- Goods
  - Make
- Services
  - Deliver
- Experiences
  - Stage

Customization
The Essence of Mass Customization

Portfolio of Customers

Portfolio of Capabilities

Customer Needs

Design Tool

Customer-Unique Experience Chain

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### Economic Changes

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Three Rules to Do Business By

- If you **are** authentic, you don’t have to **say** you’re authentic
- If you **say** you’re authentic, you better **be** authentic
- It’s easier to **be** authentic, if you don’t **say** you’re authentic
This above all,—to thine own self be true; And it must follow, as the night the day, Thou canst not then be false to any man.

—Polonius

William Shakespeare, Hamlet, Prince of Denmark, Act 1, Scene 3, lines 80-82.
Rendering Authenticity

IS what it says it is
Real-fake
Real-real
Fake-fake
Fake-real

Is NOT what it says it is
Is NOT true to itself
Is true to itself

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Being True to Self

Heritage = Origin + History
Being What It Says It Is

Place = Venue + Event
The Progression of Economic Value

- Commodities
  - Make
  - Commoditization
- Goods
  - Deliver
  - Commoditization
- Services
  - Stage
  - Commoditization
- Experiences
  - Guide
  - Transformations
- Adaptations
  - Customization

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Achieving Aspirations

From ___________ To ___________
Guiding Transformations

1. Diagnosis
2. Staged Experiences
3. Follow-Through

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The Progression of Economic Value

- **Commodities**
- **Goods**
- **Services**
- **Experiences**
- **Transformations**

**Customization**
- Make
- Deliver
- Stage
- Guide
- Transformations

**Commoditization**
- Make
- Deliver
- Stage
- Guide
- Transformations

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