Agrarian Economy
Industrial Economy
Service Economy
Experience Economy
The Progression of Economic Value

Commoditization

EXPRIENCES
STAGE

SERVICES
DELIVER

GOODS
MAKE

COMMODITIES
EXTRACT

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The Coffee Progression

1. Commodities
2. Goods
3. Services
4. Experiences

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The Progression of Economic Value

TIME WELL SPENT

TIME WELL SAVED

Commoditization

Commoditization

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Time is precious. Spend it graciously.
You Are What You Charge For

- **Experiences**
  - Time
  - Stages

- **Services**
  - Activities
  - Deliver

- **Goods**
  - Things
  - Make

- **Commodities**
  - Stuff
  - Extract

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限乘当班客车，过期失效

车次:

副票

Z53874039

上海市省际汽车客票
The Experience IS the Marketing
“Usually, the first contact a sightseer has with a sight is not the sight itself but with some representation thereof. . . . [with a] marker.”

“The problem of modernizing areas seeking to attract tourists is not an absence of sights. Rather, it is the lack of a fully developed system of sight markers with worldwide extension.”

Being What You Say You Are
“Experiential Design: Our purpose is to fabricate rich, experiential places that inspire and engage the human spirit. We believe architects have, for the most part, been entranced by the static object to the detriment of the movable experience. What we do is design time. . . . The primary design focus is not an object, but time itself. It’s designing what happens to people in time, in a place.”

The Placemaking Portfolio

- Reality
  - Shop

- Flagship Location
  - Experience Hubs
  - Major Venues
  - Derivative Presence
  - Worldwide Markets
  - Ubiquity

- Worldwide Web
- Derivative Placement
- Major Platforms
- Experiences Domains
- Flagship Site

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Create your personalised downloadable travel itinerary

Get off the beaten track and experience France like a local with our ideas by adding them to your itinerary.

ROMANTIC DINING
2 IDEAS

STROLL HAND-IN-HAND
3 IDEAS

SPOIL YOURSELVES
3 IDEAS

Reviews (0)

All Insiders Tips (1)

The Champagne Tourist Trail around Château-Thierry

I strongly recommend the Champagne Tourist Trail around Château-Thierry, stopping off at Barzy-Sur-Marne to pay a visit to the "Maison Lévêque-Dehan", a family of winegrowers for five generations. Mr Lévêque-Dehan will take great pleasure in showing
The Progression of Economic Value

Customization

Commoditization

Commoditization
From Smart...
From Smart to Genius
Intelligence in Offerings

ECOSYSTEM

POINT OF USE

GETS JOB DONE

DIGITAL CONTEXT

ONE-TIME

INDIVIDUALIZATION

RESPONSIVE

ANTICIPATORY

GENIUS

Turns skills into superpowers

STUPID

Gets job done

SMART

Goes well beyond original job

GETS IN THE WAY

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VOGUE

Why “Transformative Travel” Will Be the Travel Trend of 2017

JANUARY 3, 2017 4:09 PM
by MICHAELA TRIMBLE
The Progression of Economic Value

Customization

Commoditization

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Travel That Can Change Your Life

How to Create a Transformative Experience

Jeffrey A. Kottler, Ph.D.
THE TRAVELER’S MANIFESTO

At the Transformational Travel Council, we believe that...

Travel is pregnant with the POSSIBILITY of transformation ... If you want something you have never HAD before, you must be willing to DO something you have never done before ... Spending time in NATURE is one of the most powerful forms of physical and spiritual HEALING ... DISCONNECTING from the craziness of everyday life helps us RECONNECT with ourselves ... Any adventure is as much about the INNER JOURNEY as it is about the outer one ... GETTING MUDDY means having the COURAGE to go within yourself to find out what you are really made of ... ADVENTURE comes in many forms: Physical, cultural, emotional, social, and spiritual ... Pushing our COMFORT ZONES opens our minds and hearts to new ideas and possibilities ... A supportive group environment nurtures vulnerable, honest, and powerful CONVERSATIONS that allow us to see everything and everyone through NEW EYES and new perspectives ... These ENLIGHTENED PERSPECTIVES empower us to take PURPOSEFUL ACTION as we create the life that we want ... This inspired action allows us to realize our individual and collective POTENTIAL ... Only YOU have the power to transform your life ... TOGETHER, WE CAN CHANGE THE WORLD.
On a scale of 1-10, how much importance do you place on transformative travel experiences? (10 = most important)

Skift Research: 54.3 percent of respondents ranked the importance of transformative travel experiences at least 7 out of 10 or higher. (Responses = 1,351)
Achieving Aspirations
The Progression of Economic Value

- Commodities
- Goods
- Services
- Experiences
- Transformations

Customization

Commoditization