

TIME DESIGNING PREMIUMISATION





4 NIGHTS
A Kidney In The Turkish Riviera

An hourglass with white sand is housed in a dark wooden frame. The hourglass is positioned on a sandy surface, and the word "TIME:" is written in white capital letters to its right. The background is a warm, textured brown color with faint, dark lines suggesting a pattern or structure. The lighting is soft and directional, casting a shadow from the hourglass onto the sand.

TIME:



PANDEMIC EFFECT



TikTok
@baspop
@diasrlivingbg



TikTok
@thekelleyfamily



TikTok
@fluellenfam

A detailed close-up of a mechanical watch movement, showing various gears, levers, and components. The watch is dark, and the text is overlaid in white. The text reads: "TIME IS A PRECIOUS AND PREMIUM COMMODITY." The word "PREMIUM" is underlined. The background shows the intricate mechanical parts of the watch, including gears and levers, with the brand name "JENNETH COLE NEW YORK" visible on a component.

TIME IS A PRECIOUS AND
PREMIUM COMMODITY.

A close-up, shallow depth-of-field photograph of a person's hands writing in a notebook. The person is using a black fountain pen. The notebook is open, and the page has some faint, illegible handwriting. The background is blurred, showing what appears to be a desk with a typewriter and other items. The lighting is warm and soft, creating a focused and thoughtful atmosphere.

AN INVITATION

To challenge how you think
about premium experiences



PHONES ARE FUELLING
DUALITY

PREMIUM EXPERIENCES

- Appeal to guest desire for unique
- Stand out amongst similar and same category experiences
- Generate more premium customers
- Encourage repeat premium experience visitors



> Pre & Post Experience Time Design

> Time Visioned

> Time Tinkering

> Time Tempo

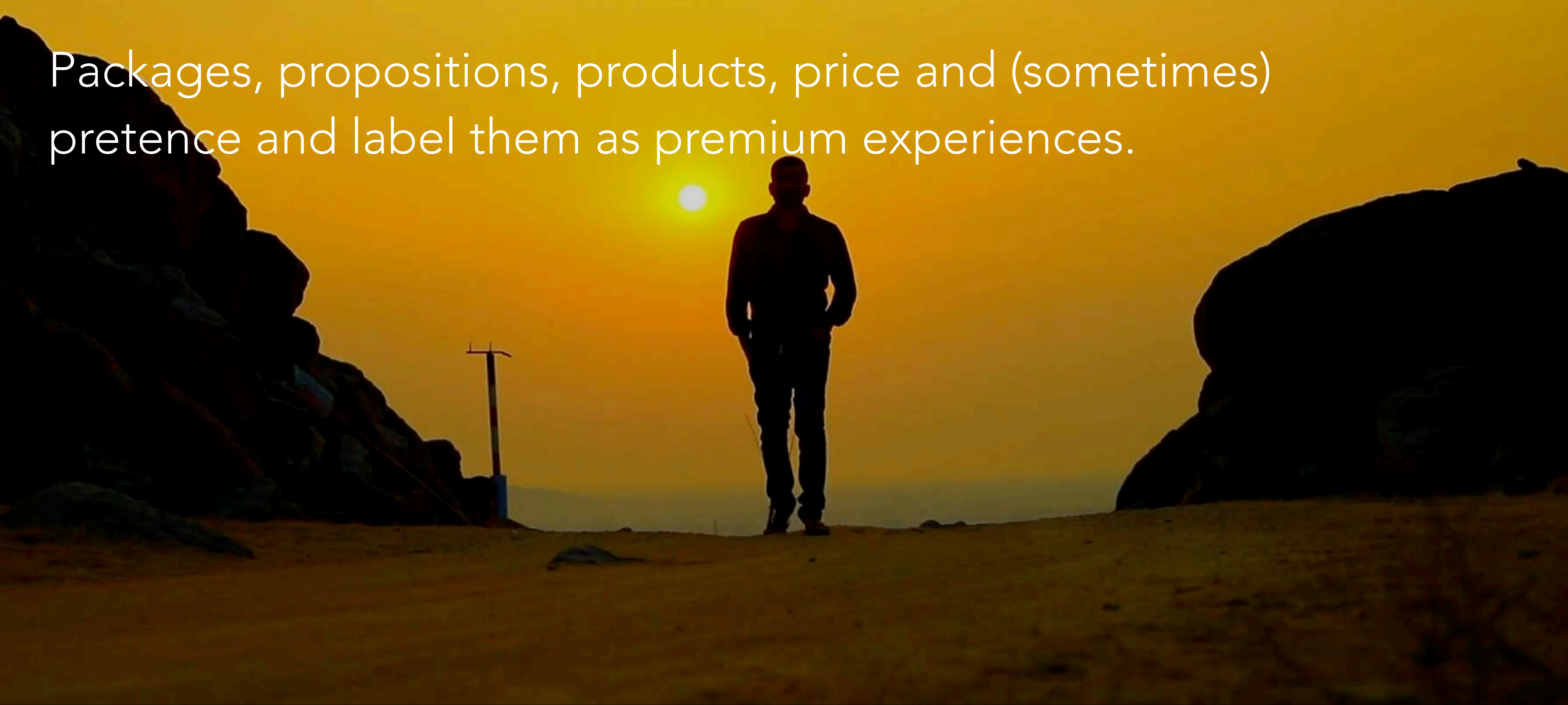
> Times Of The Day & Seasonal

> Tapping Into Guest Past Timelines

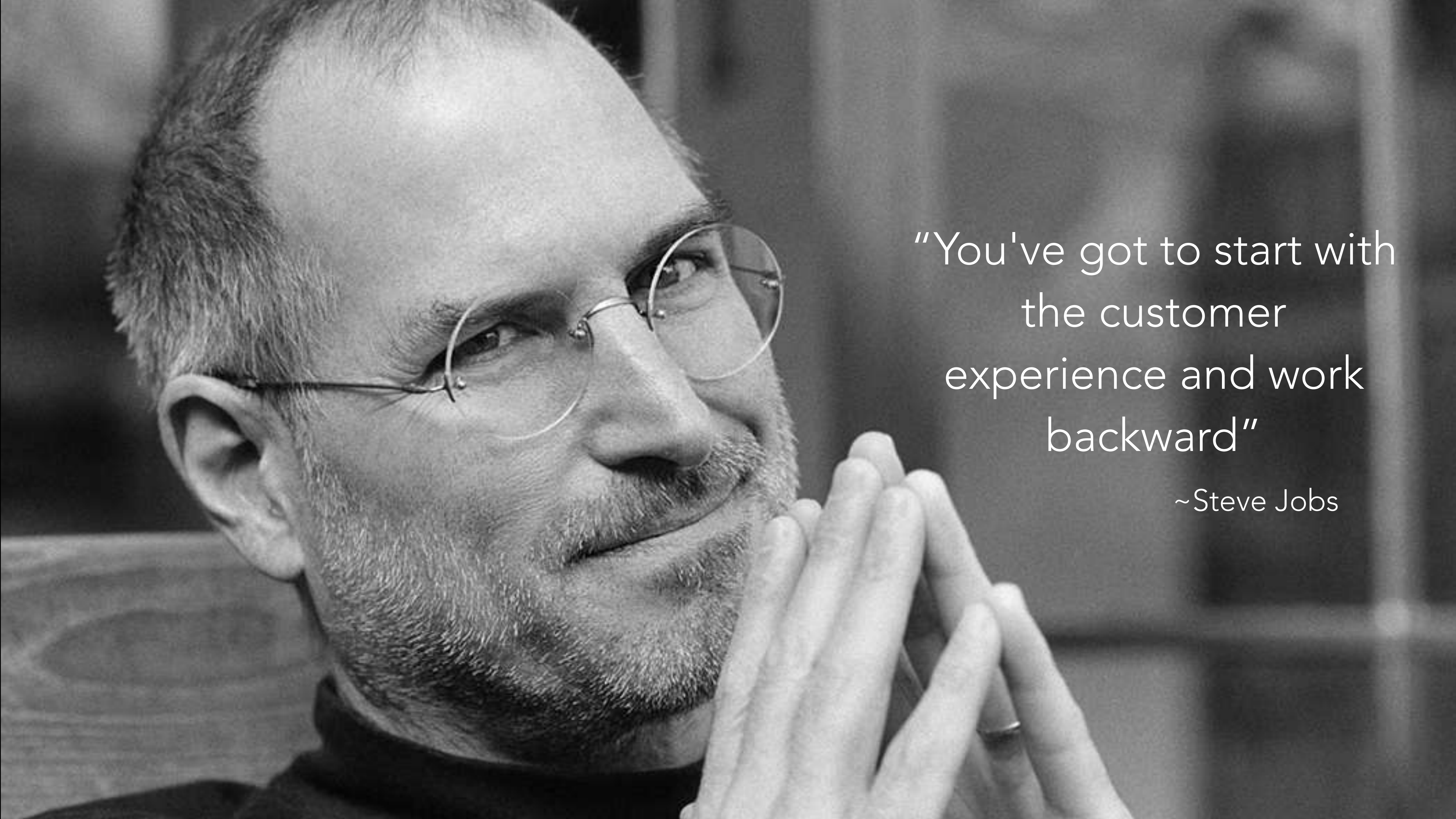
PREMIUMISATION

- Deliver Rare Experiences
- Create New Occasions
- Stretch Category Norms Upwards
- Deliver Extreme Value
- Provide "Once In A Lifetime"
- Design Elevated Experiences
- Reach Refined Audiences
- Elevate Brand / Build Desire.

Packages, propositions, products, price and (sometimes) pretence and label them as premium experiences.



THE PERSON

A black and white close-up portrait of Steve Jobs. He is wearing his signature round glasses and has a slight smile. His hands are clasped together in front of his chin, with his fingers interlaced. The background is blurred, showing what appears to be a window or a doorway.

“You've got to start with
the customer
experience and work
backward”

~Steve Jobs

HOW DO YOU SPOT A LUXURY
GUEST?



EACH GUEST IS A "ONE"
VIEWING YOU THROUGH THEIR
LENS NOT YOUR LENS

... and not anybody else's

A person is holding a white board with their right hand. The board is tilted and has the text "DROP DEMOGRAPHICS CAPTURE COMMONALITIES & CONDITIONS" written on it in white, uppercase letters. The person is wearing a grey sweater. The background is a blurred grey wall.

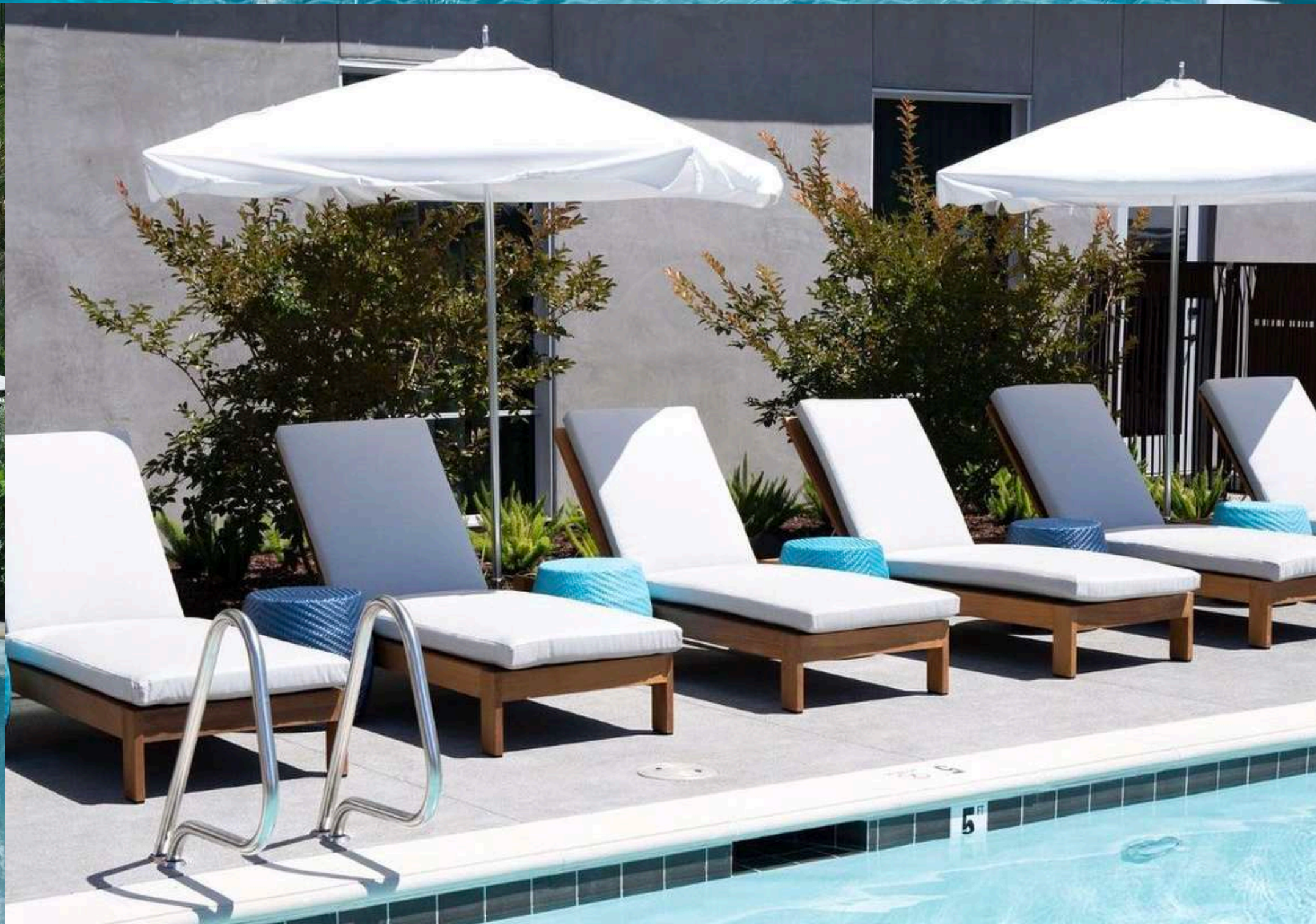
DROP DEMOGRAPHICS
CAPTURE COMMONALITIES &
CONDITIONS

WHAT DO ALL LUXURY GUESTS
HAVE IN COMMON?



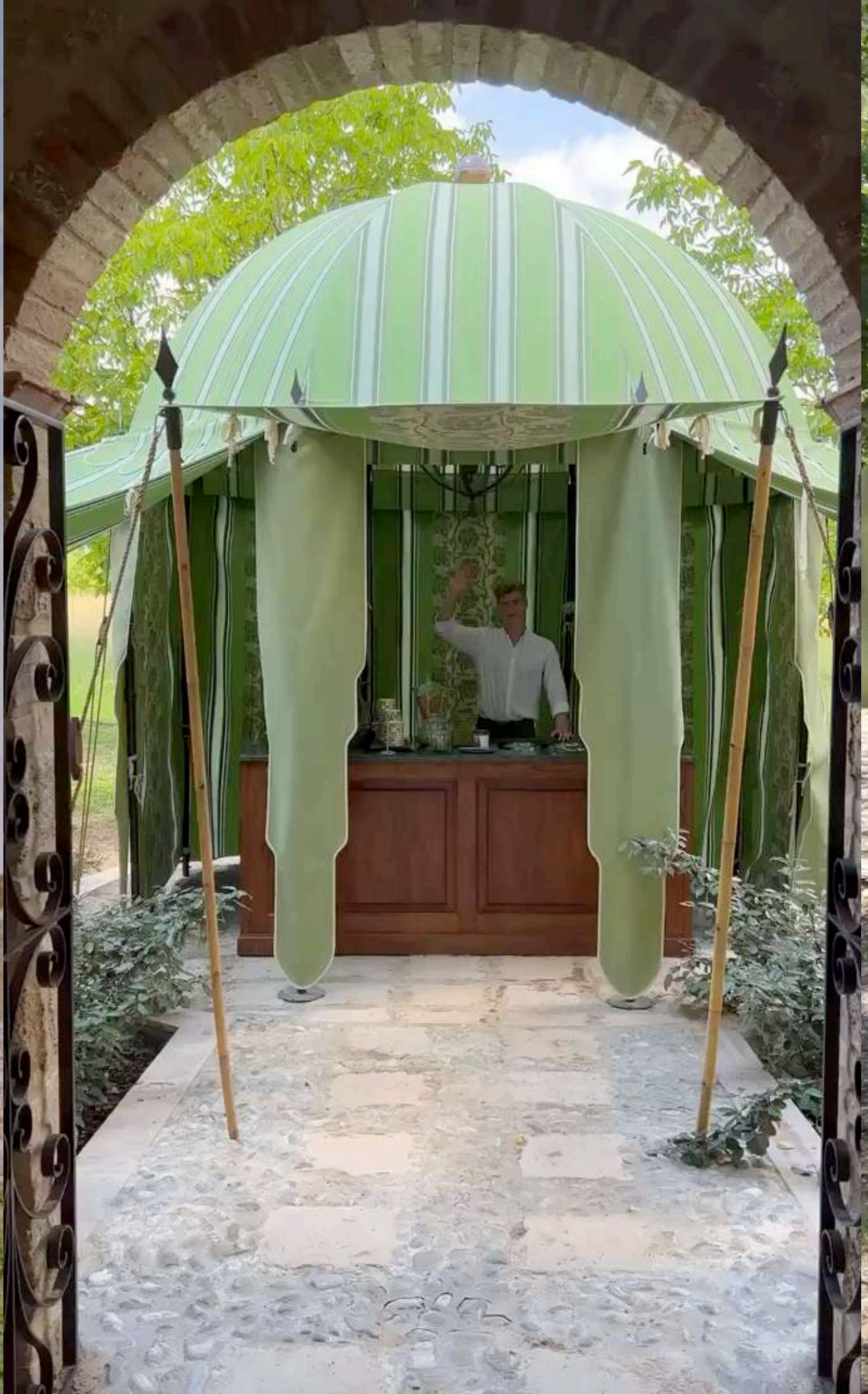
PRE AND POST EXPERIENCE TIME DESIGN







MAY SOUNDS CURATED BY BORGO EGNAZIA



PRE EXPERIENCE

Secret Cinema

CASINO ROYALE

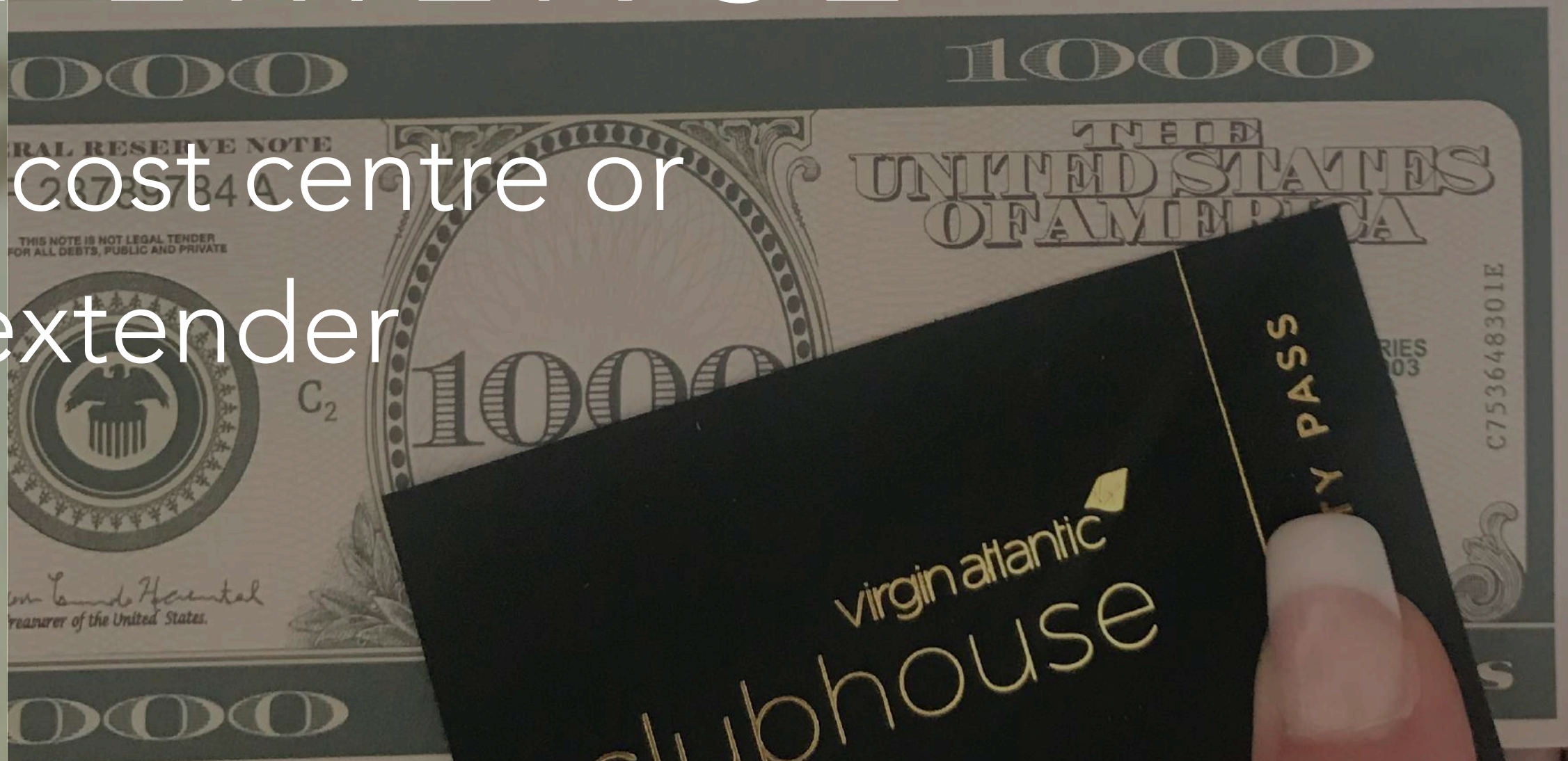



HOTEL SPLENDIDE
MONTENAPOLIO

POST EXPERIENCE

Artefacts, a cost centre or
time extender

WITH COMPLIMENTS

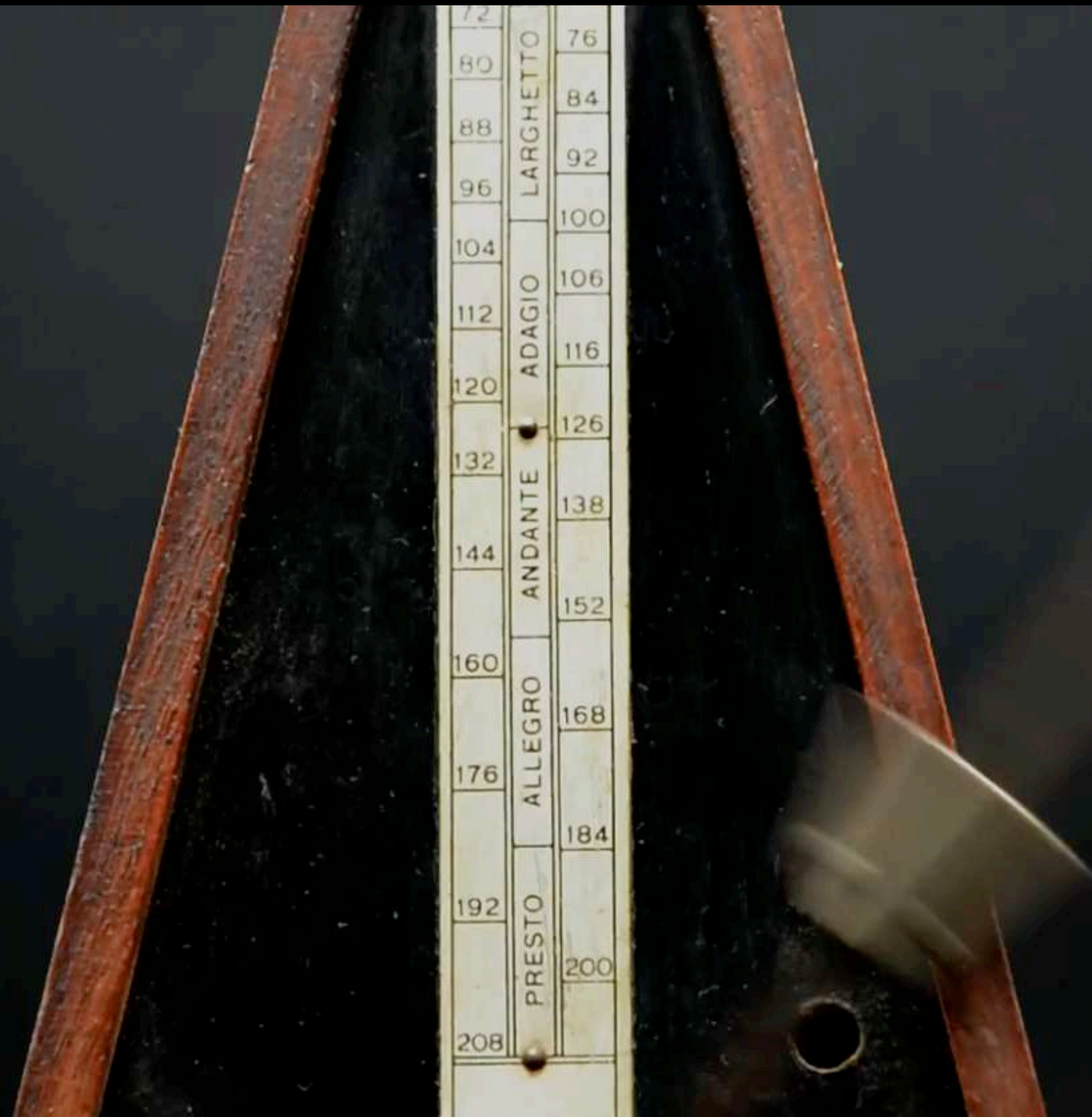


Dear Operative,

TIME VISIONED



TIME TEMPO



| | | | | | |
|-----|--|--|--|--|-----|
| 72 | | | | | |
| 80 | | | | | 76 |
| 88 | | | | | 84 |
| 96 | | | | | 92 |
| 104 | | | | | 100 |
| | | | | | 106 |
| 112 | | | | | 116 |
| | | | | | |
| 120 | | | | | 126 |
| | | | | | |
| 132 | | | | | 138 |
| | | | | | |
| 144 | | | | | 152 |
| | | | | | |
| 160 | | | | | 168 |
| | | | | | |
| 176 | | | | | 184 |
| | | | | | |
| 192 | | | | | 200 |
| | | | | | |
| 208 | | | | | |

A top-down view of a person's hands in a blue jacket scrolling through the Instagram app on a smartphone. The phone is held over a light-colored, speckled table. In the background, there is a blue coffee cup on a saucer, a dark notebook, and a pen. The scene is dimly lit, creating a moody atmosphere. The text 'CONTRAST SPEED & SCROLLS' is overlaid in white, sans-serif font across the center of the image.

CONTRAST SPEED & SCROLLS

BUT....



WE DON'T WANT TO SLOW
THEM DOWN TOO MUCH

BECOME A STUDENT OF TIME

5 HOURS ... 15 MINUTES

TIME TINKERING





NIGHT 5 OF 7 NIGHT STAY

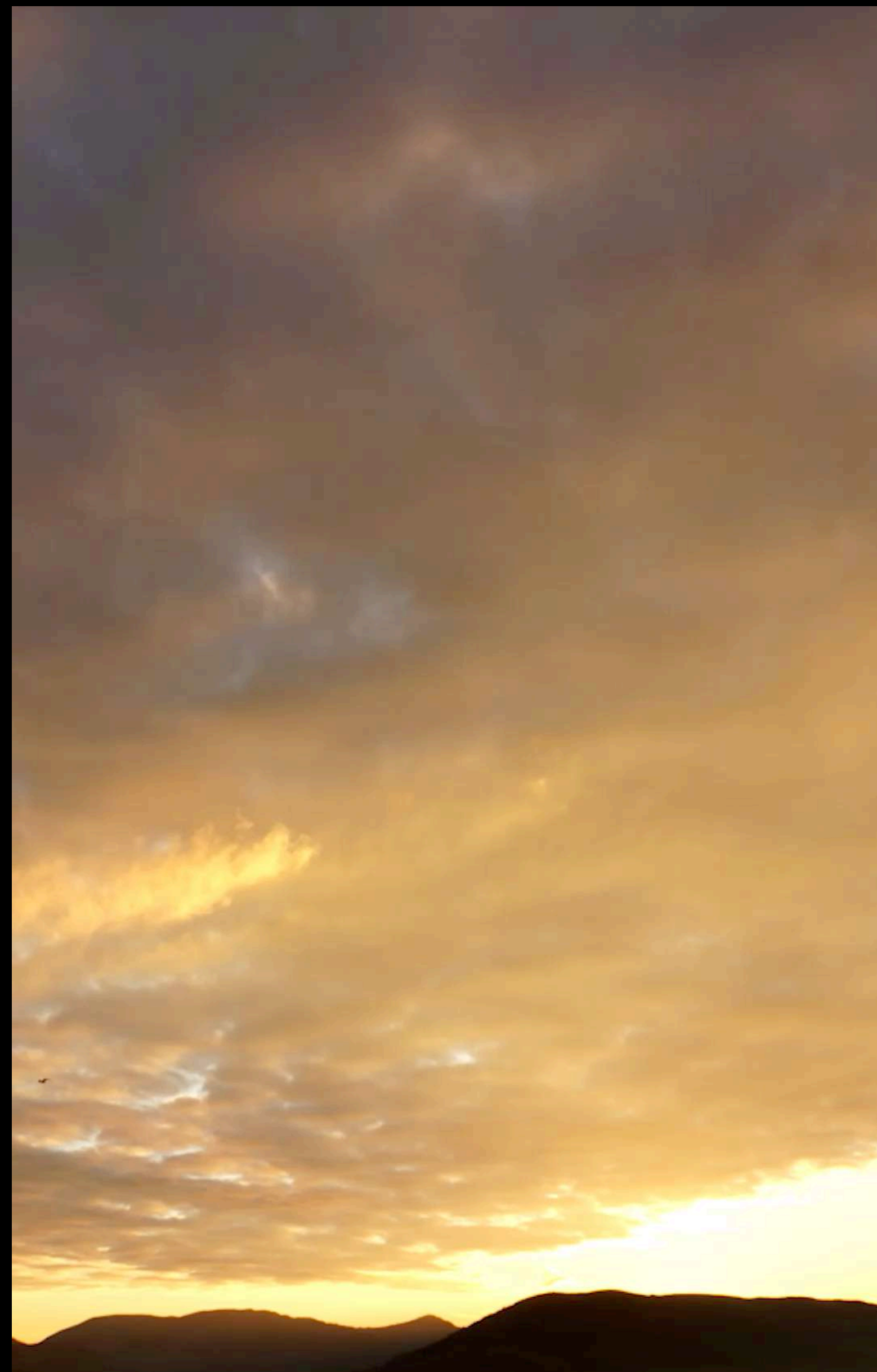


✓ Ask better questions

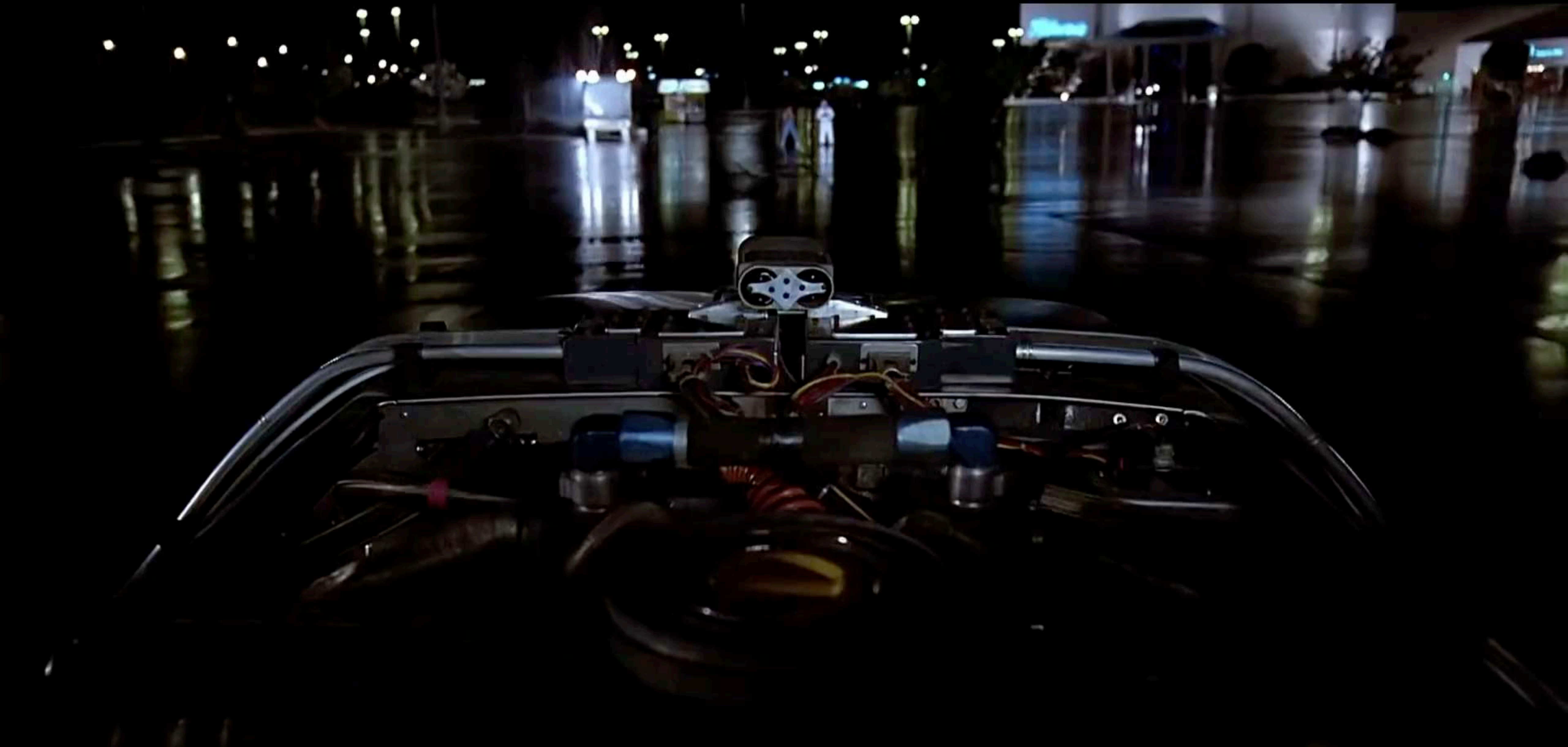
✓ Intently listen to answers

✓ Do more experiments

TIMES OF DAY & SEASONALITY



TAP INTO GUEST PAST TIMELINES





FAT DUCK

A person is shown from the chest up, holding a lit sparkler. The sparkler is the central focus, with a bright, intense light emanating from its tip, surrounded by a dense cloud of sparks. The sparks are primarily white and yellow, with some purple and blue sparks scattered throughout. The person's hair is dark and appears to be blowing in the wind. The background is a dark, deep blue night sky. The overall mood is magical and celebratory.

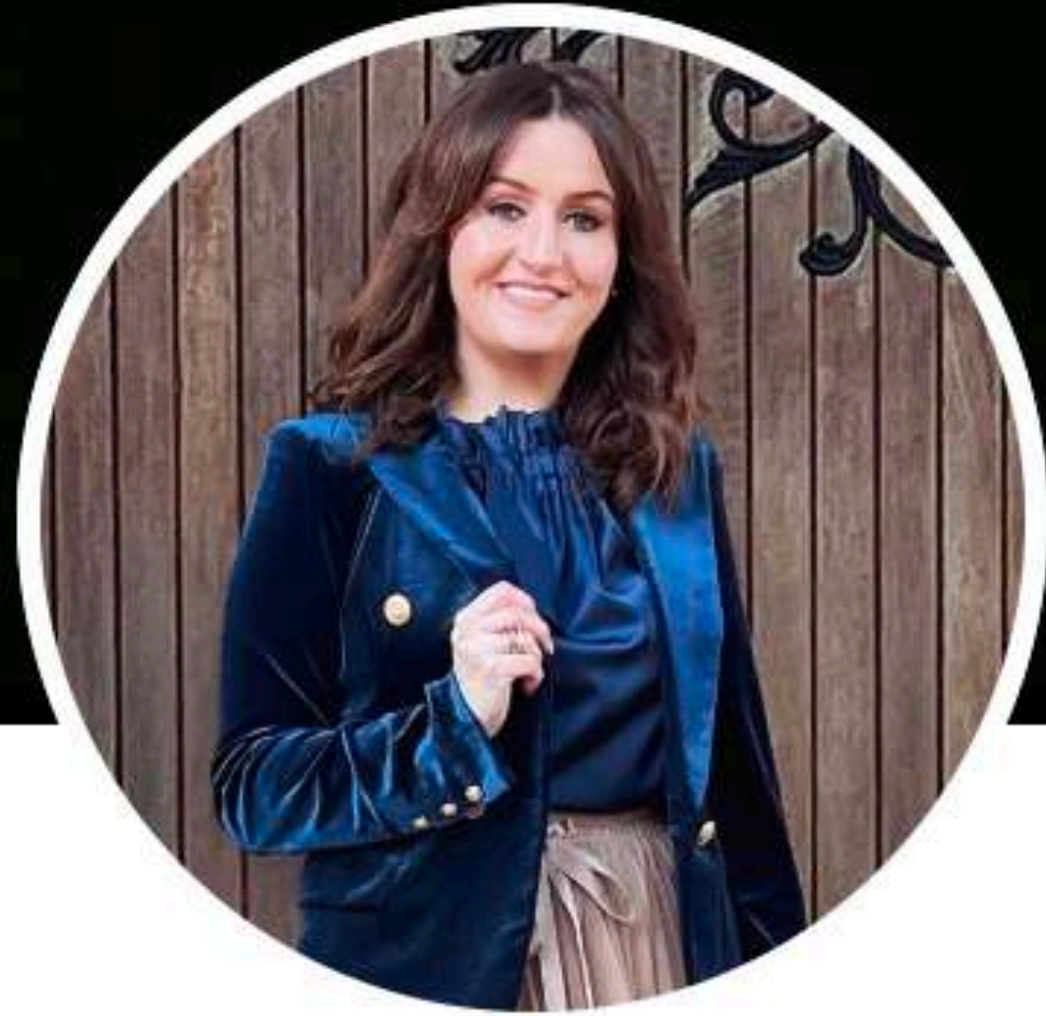
CHANGE THE QUESTIONS

Create the conditions for magic to happen



PREMIUM EXPERIENCE PROVIDERS

What are you doing with your guests time?
And are you designing it well for that precious value exchange.



THANK YOU

LET'S CONNECT ON LINKEDIN

