TIME DESIGNING PREMIUMISATION

4 NIGHTS

A Kidney In The Turkish Riviera


TIME:

PANDEMIC EFFECT


TikTok
aspop
diasrlivingbg


TikTok
@ thekelleyfamily


TikTok
@ fluellenfam

TIME IS A PRECIOUS AND **PREMIUM** COMMODITY.

AN INVITATION

To challenge how you think
about premium experiences


PHONES ARE FUELLING
DUALITY

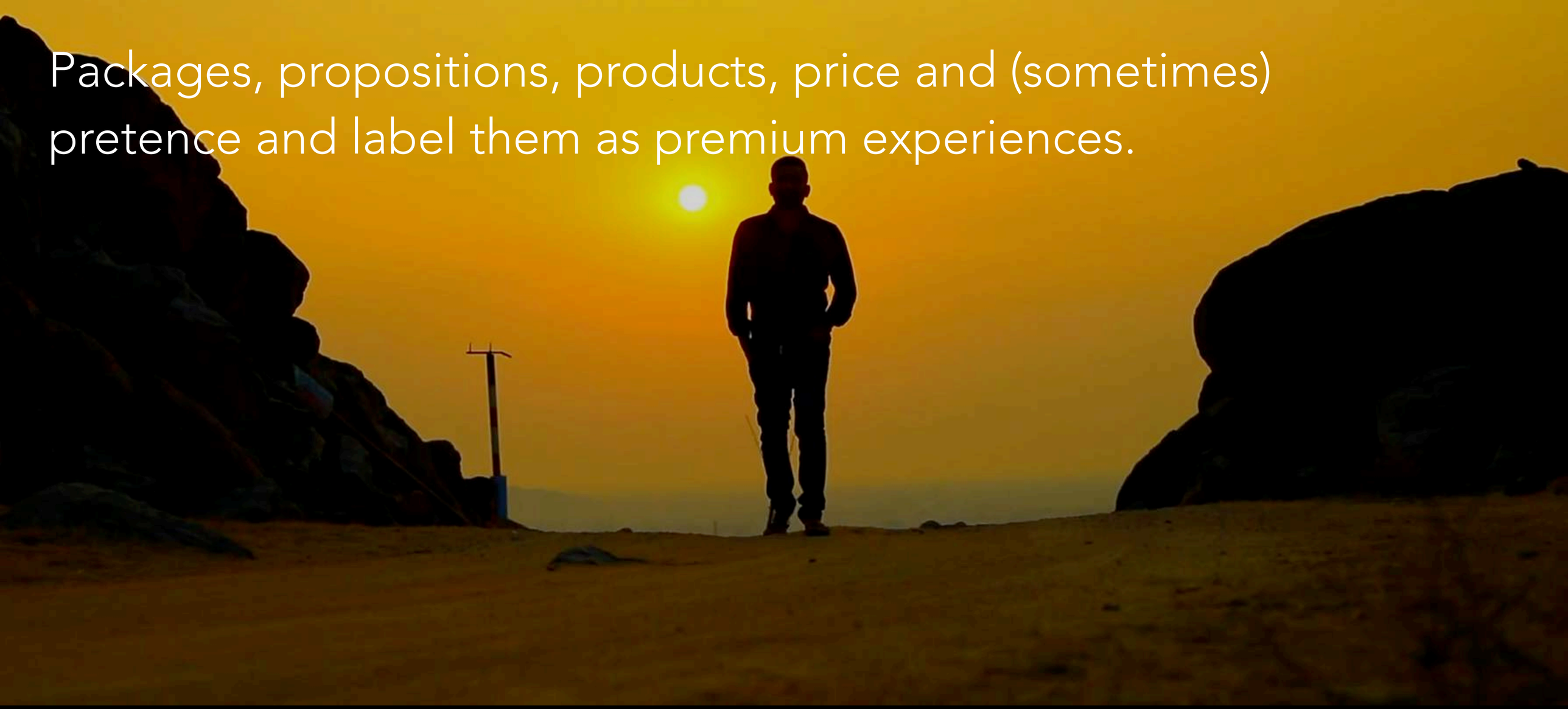
PREMIUM EXPERIENCES

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

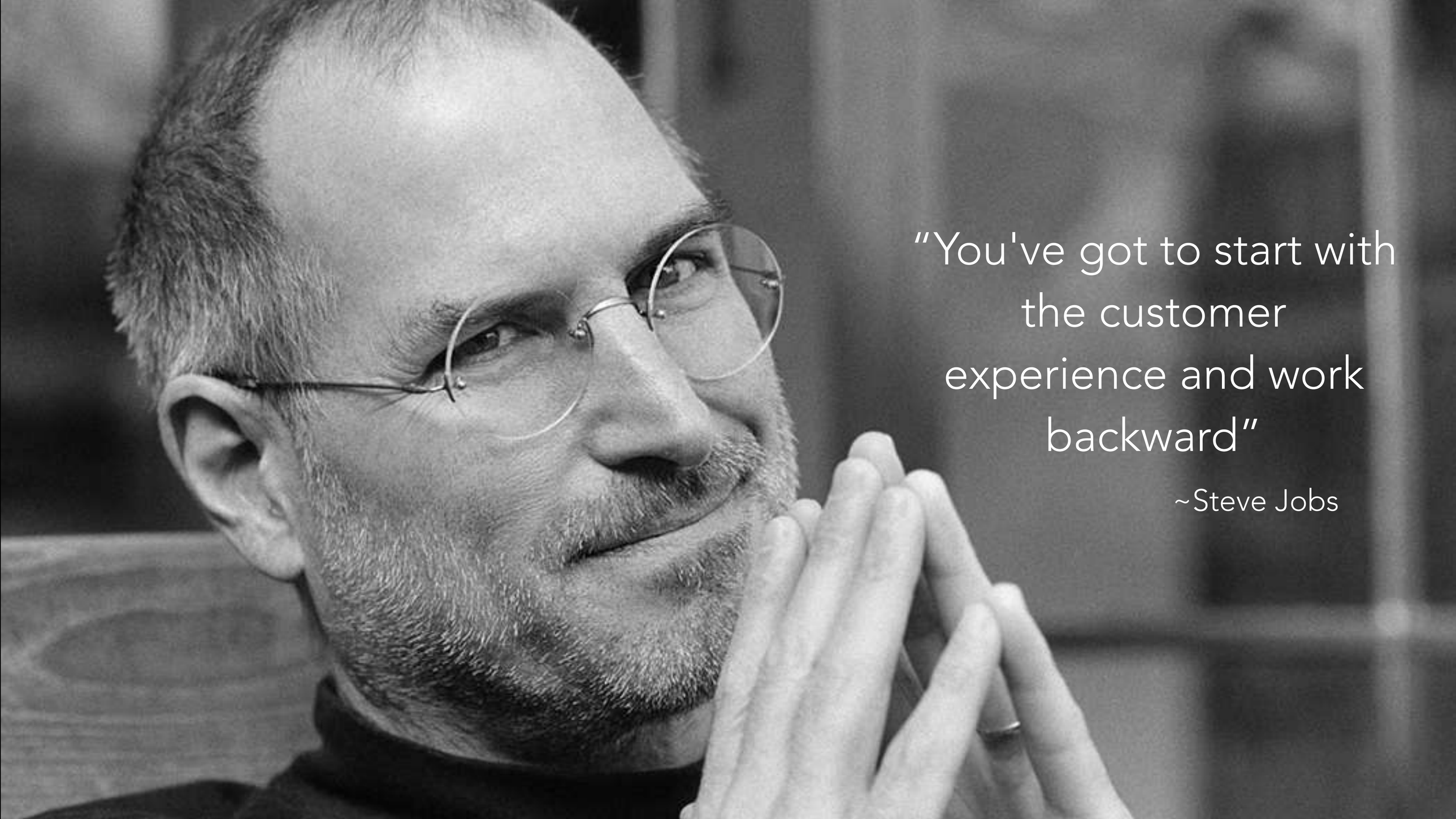
- Pre & Post Experience Time Design
- Time Visioned
- Time Tinkering
- Time Tempo
- Times Of The Day & Seasonal
- Tapping Into Guest Past Timelines

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


“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

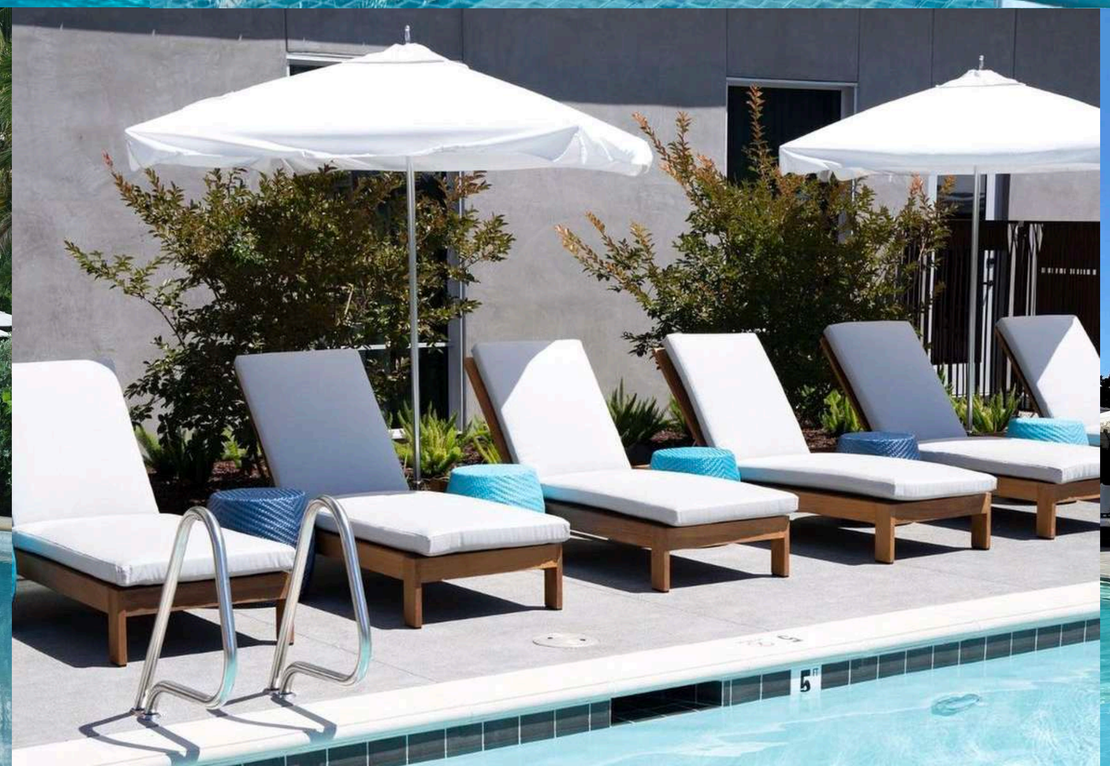
DROP DEMOGRAPHICS CAPTURE COMMONALITIES & CONDITIONS

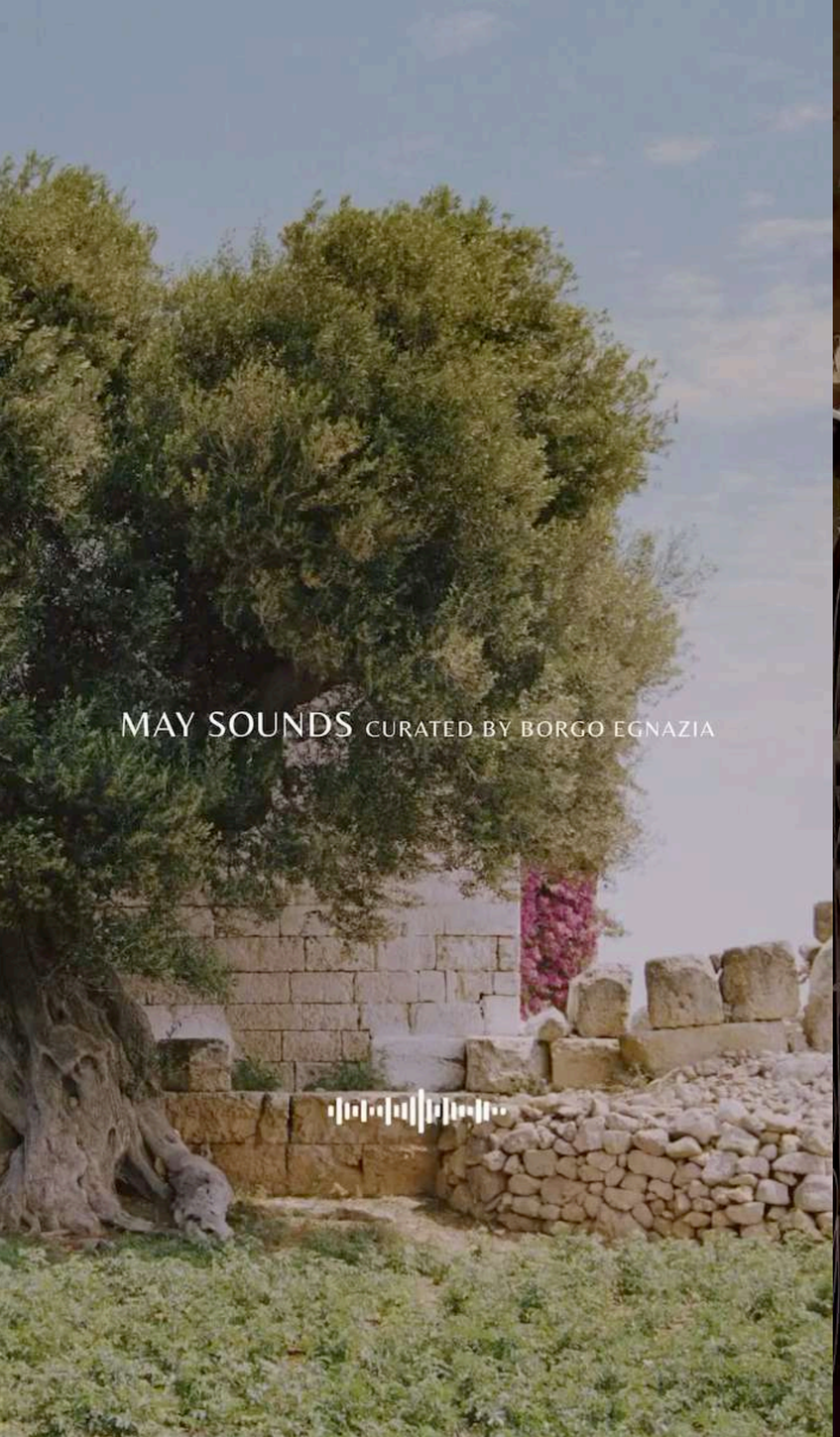
WHAT DO **ALL** LUXURY GUESTS HAVE IN COMMON?

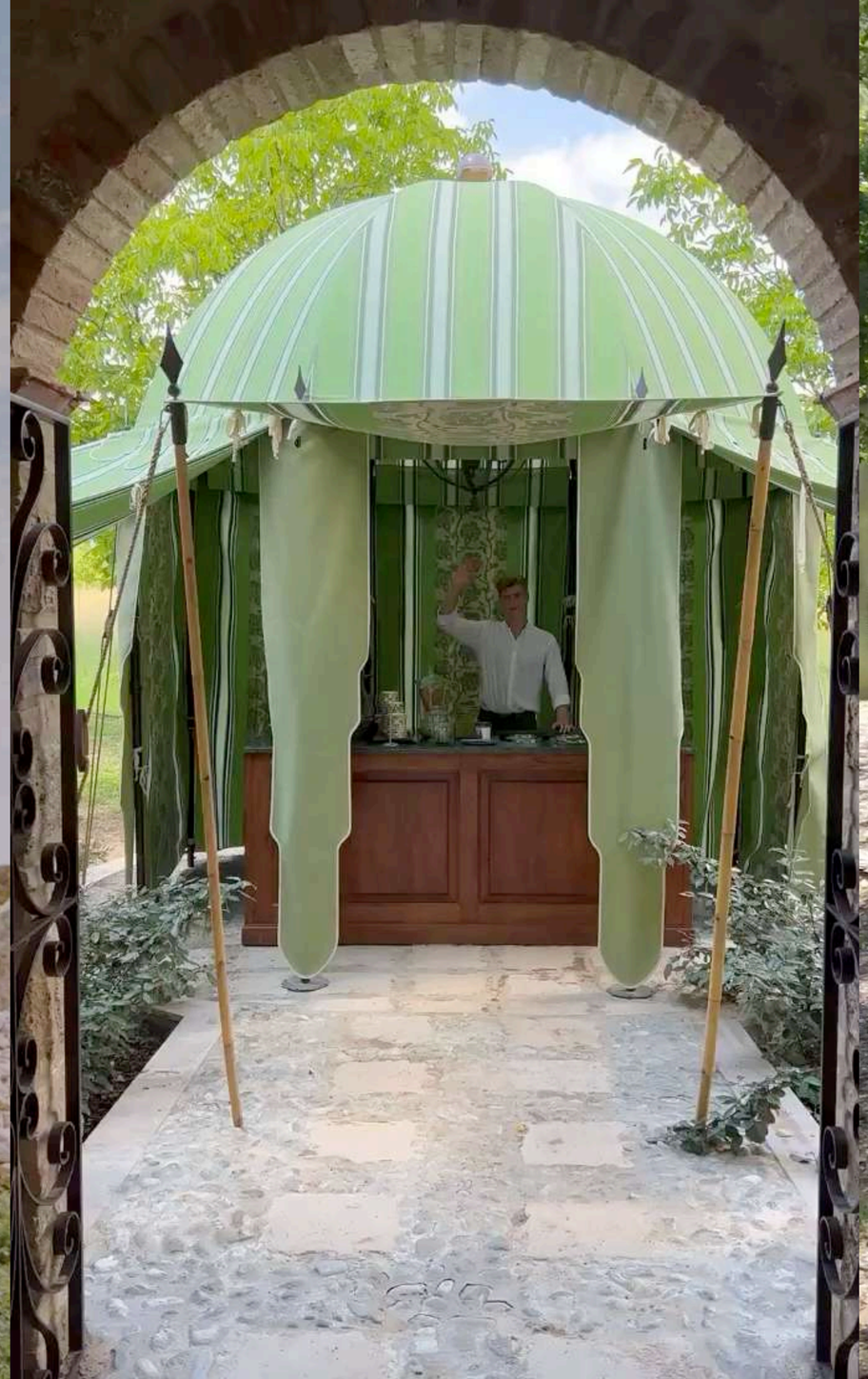
PRE AND POST EXPERIENCE TIME DESIGN









MAY SOUNDS CURATED BY BORGO EGNAZIA



PRE EXPERIENCE

Secret Cinema

POST EXPERIENCE

Artefacts, a cost centre or time extender

TIME VISIONED

TIME TEMPO


LARGHETTO
ADAGIO
ANDANTE
ALLEGRO
PRESTO
72
80
88
96
104
112
120
132
144
160
176
192
208
76
84
92
100
106
116
126
138
152
168
184
200

CONTRAST SPEED & SCROLLS

BUT....

WE DON'T WANT TO SLOW THEM DOWN **TOO** MUCH

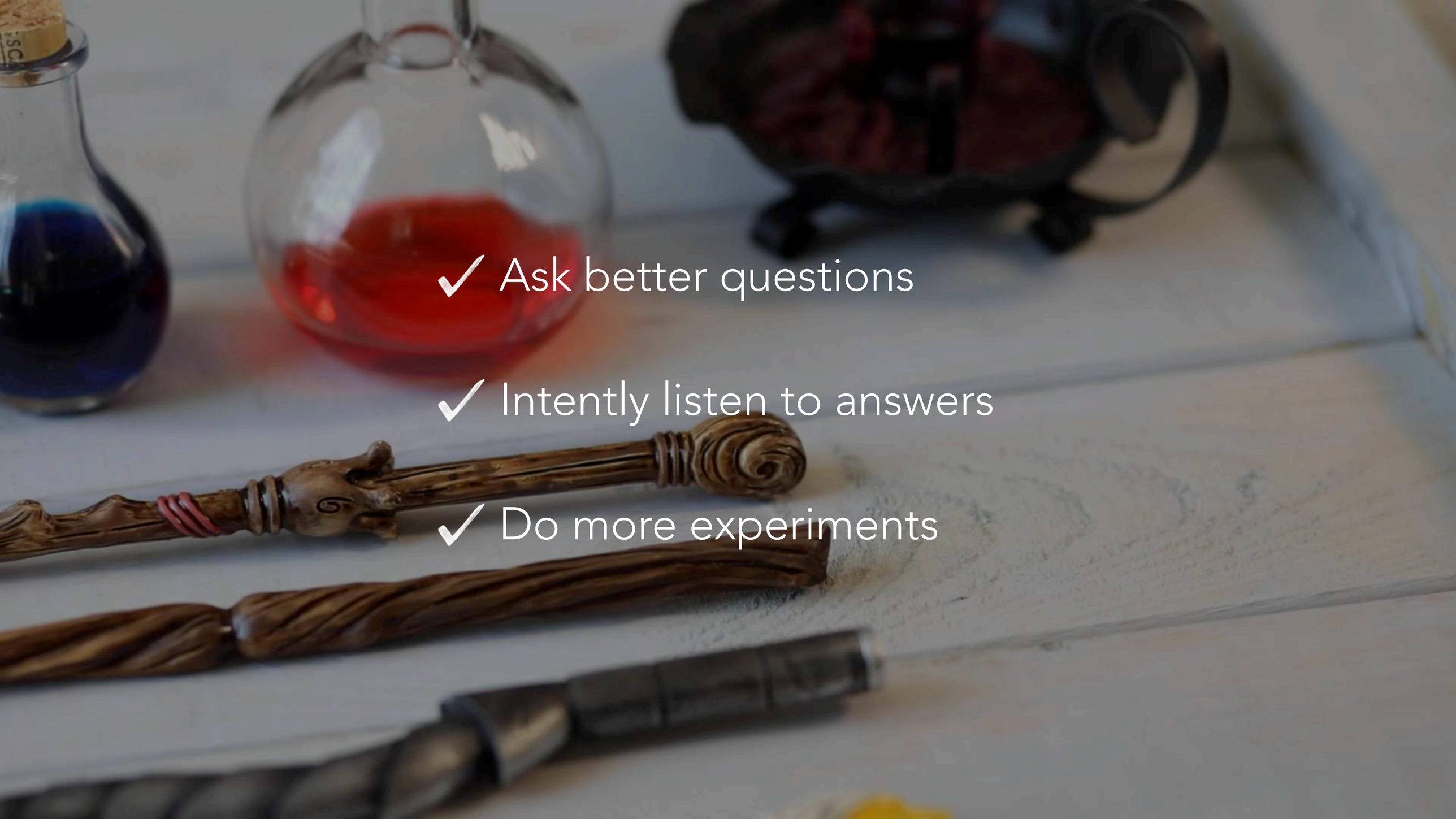
BECOME A STUDENT OF TIME

OFFICIAL LONDON THEATRE .com

5 HOURS ... 15 MINUTES

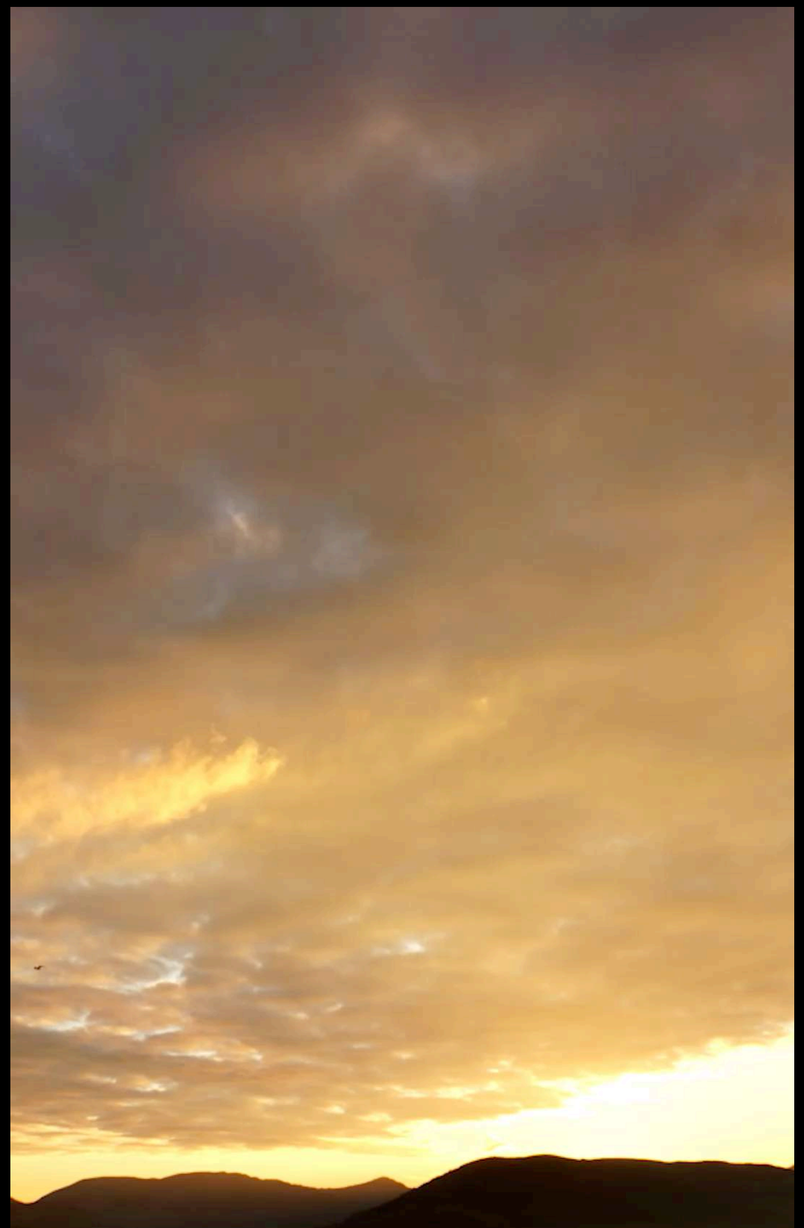
TIME TINKERING

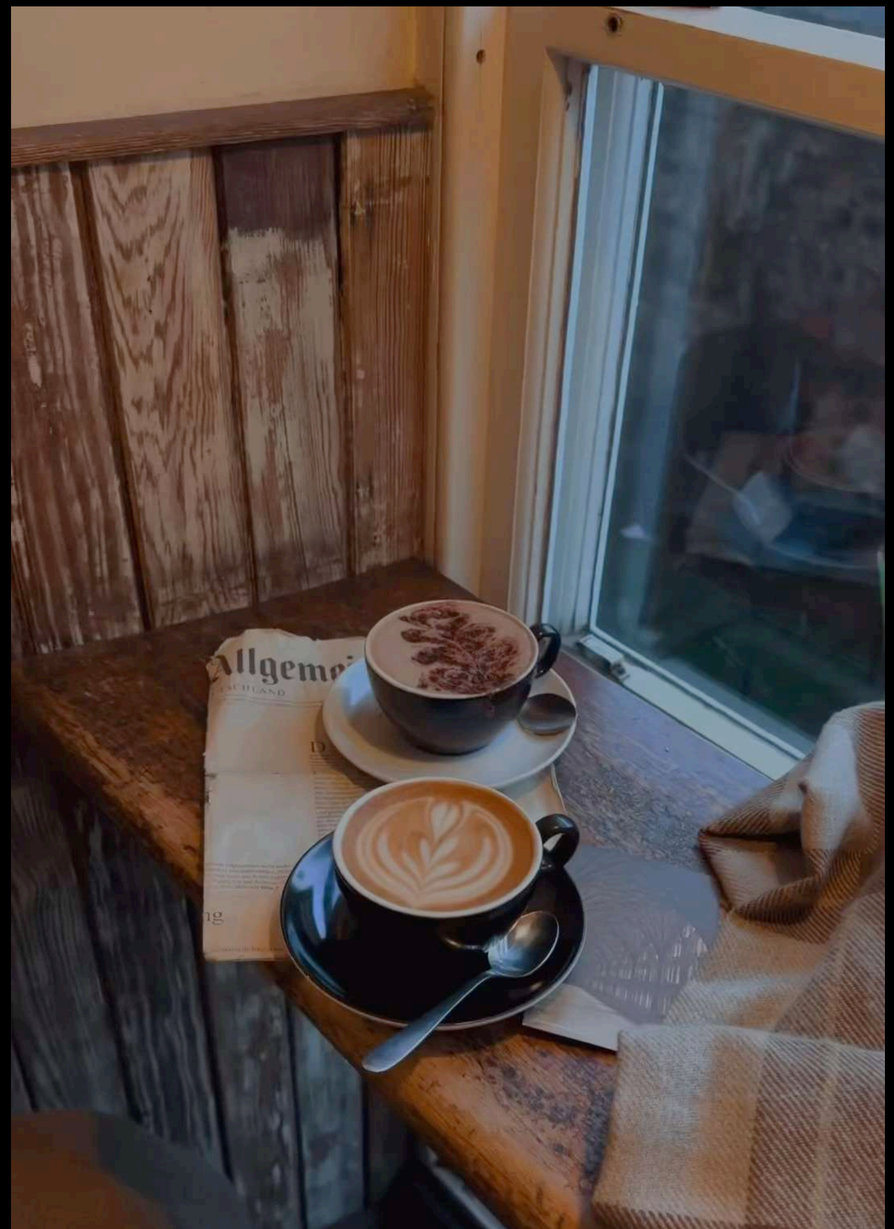

NIGHT 5 OF 7 NIGHT STAY



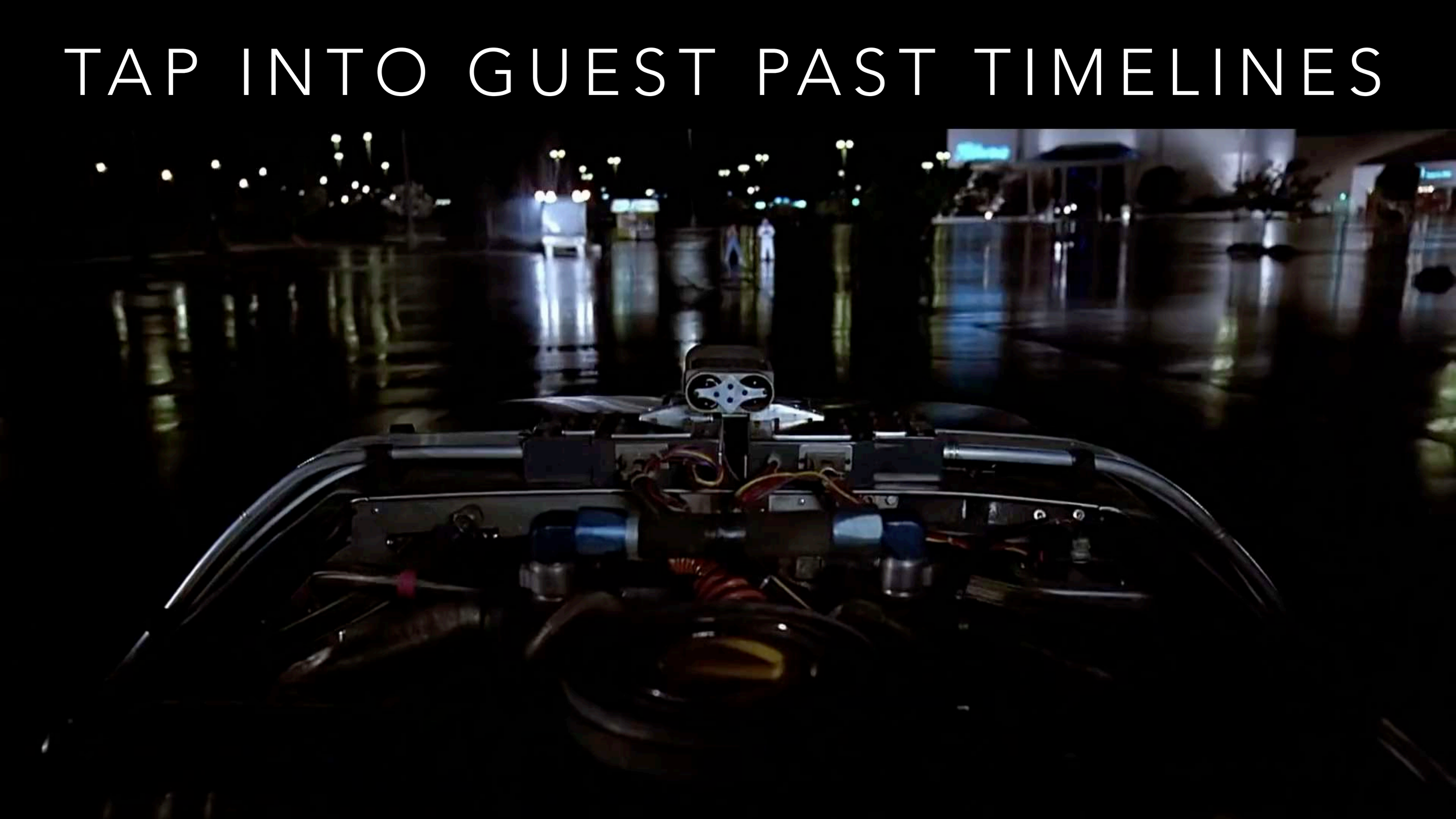
- ✓ Ask better questions
- ✓ Intently listen to answers
- ✓ Do more experiments

TIMES OF DAY & SEASONALITY

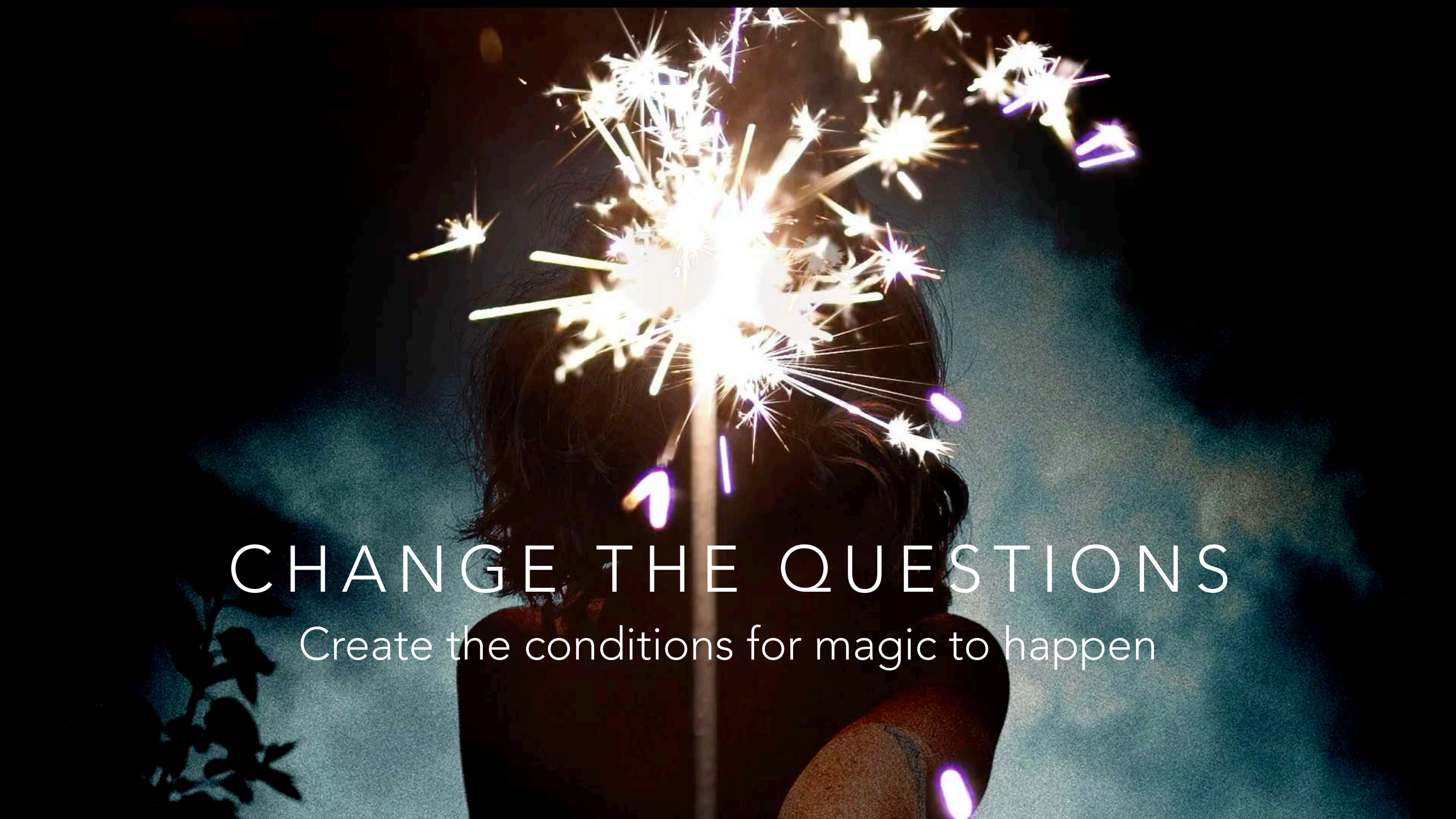




TAP INTO GUEST PAST TIMELINES




FAT DUCK


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