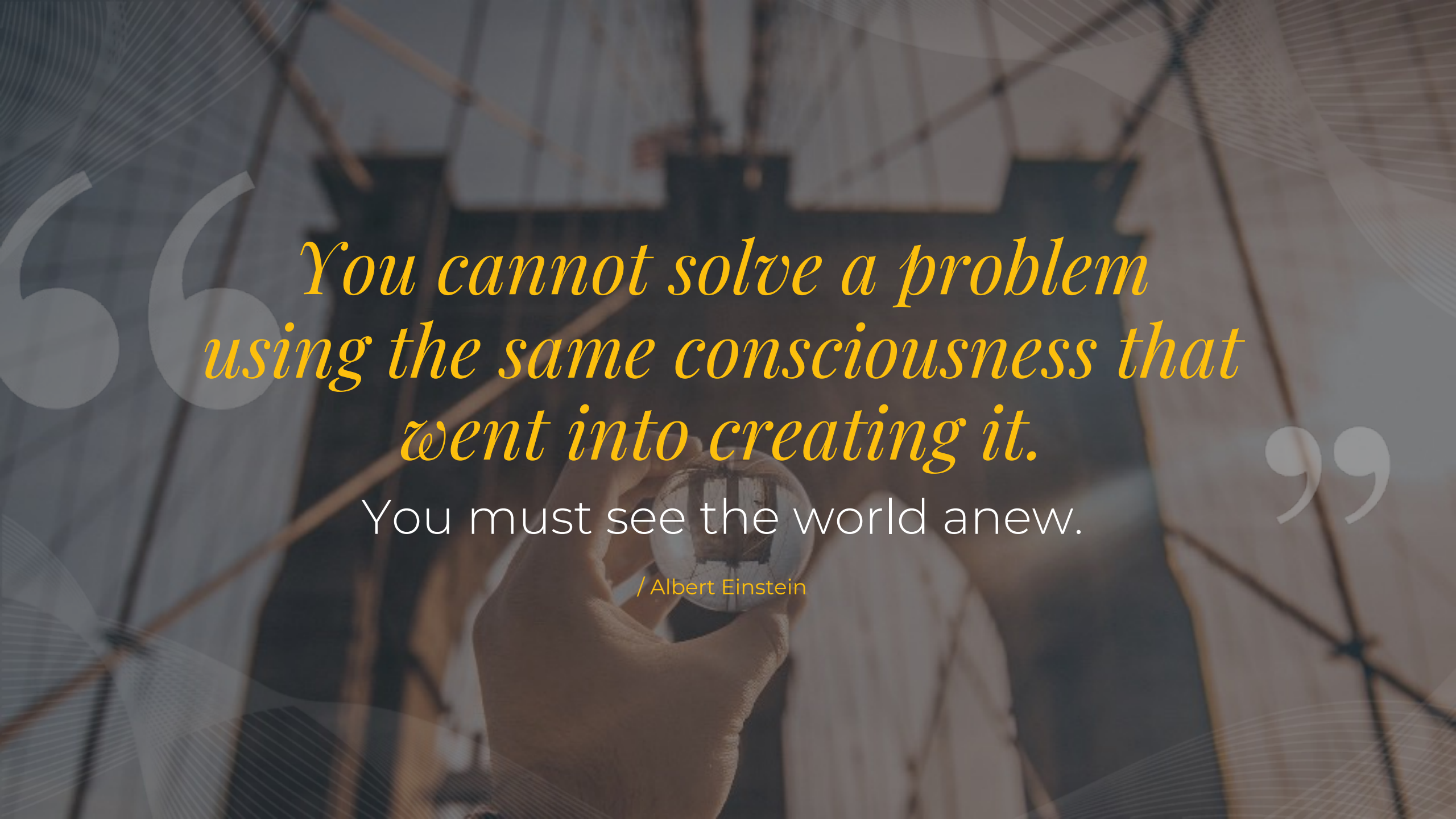


“I have a must-have
**TRAVEL DESTINATION
FOR 2030!”**

Analysis & insights

October 2022

A hand holding a crystal ball with a ship's mast inside, set against a background of a ship's rigging.

*You cannot solve a problem
using the same consciousness that
went into creating it.*

You must see the world anew.

/ Albert Einstein



Our Clients

Where we've made a difference.





The SMP

- **Structural Mapping Process®** – our secret weapon for insight and alignment
- Uncovers the emotional DNA of any brand, product or organization
- Used by over 300 Fortune 500 companies across North America, and the globe



Gene – biological DNA

A self-replicating,
self-perpetuating
sequence of
biological information
(A, C, T, G)



Meme – emotional DNA

**A self-replicating
and self-perpetuating
sequence of Ideas**

Key **insights**





Desired Outcome Statement

- Simple, straightforward statement of your intention/desire
- Aspirational
- No presuppositions

“I have a must-have travel destination for 2030!”

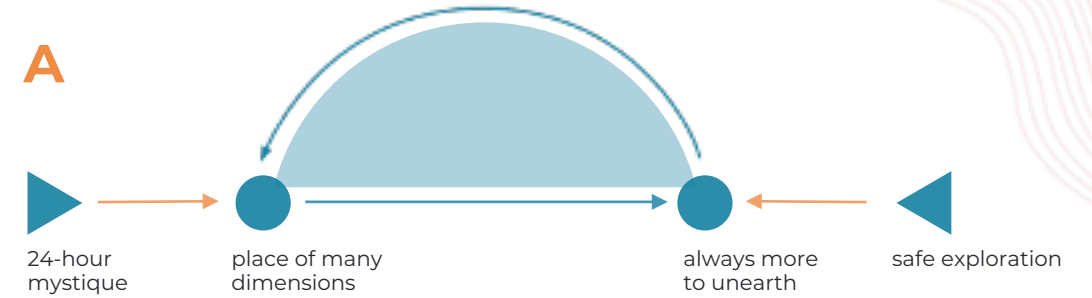


“I have a must-have
travel destination
for 2030!”

Legend



A



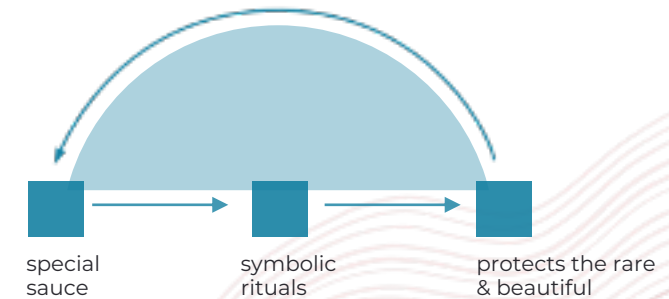
Denotes separate SMP structures

B



Denotes separate SMP structures

C



The **need** states



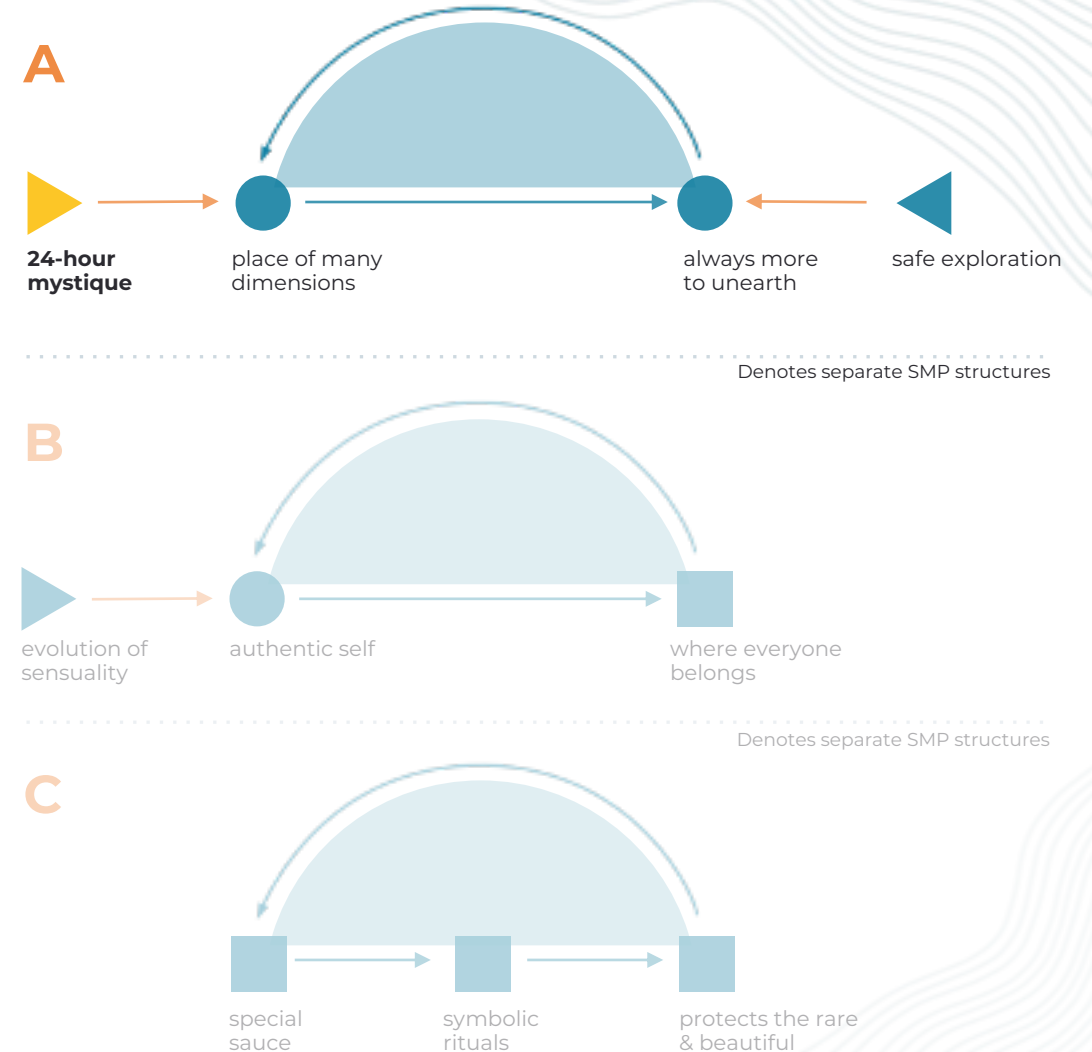


Initial findings

The Fascinated.

Key motivation: "Surprise and delight me at any hour or time."

- Day or night (but not necessarily 'nightlife')
- Family & grownup activities



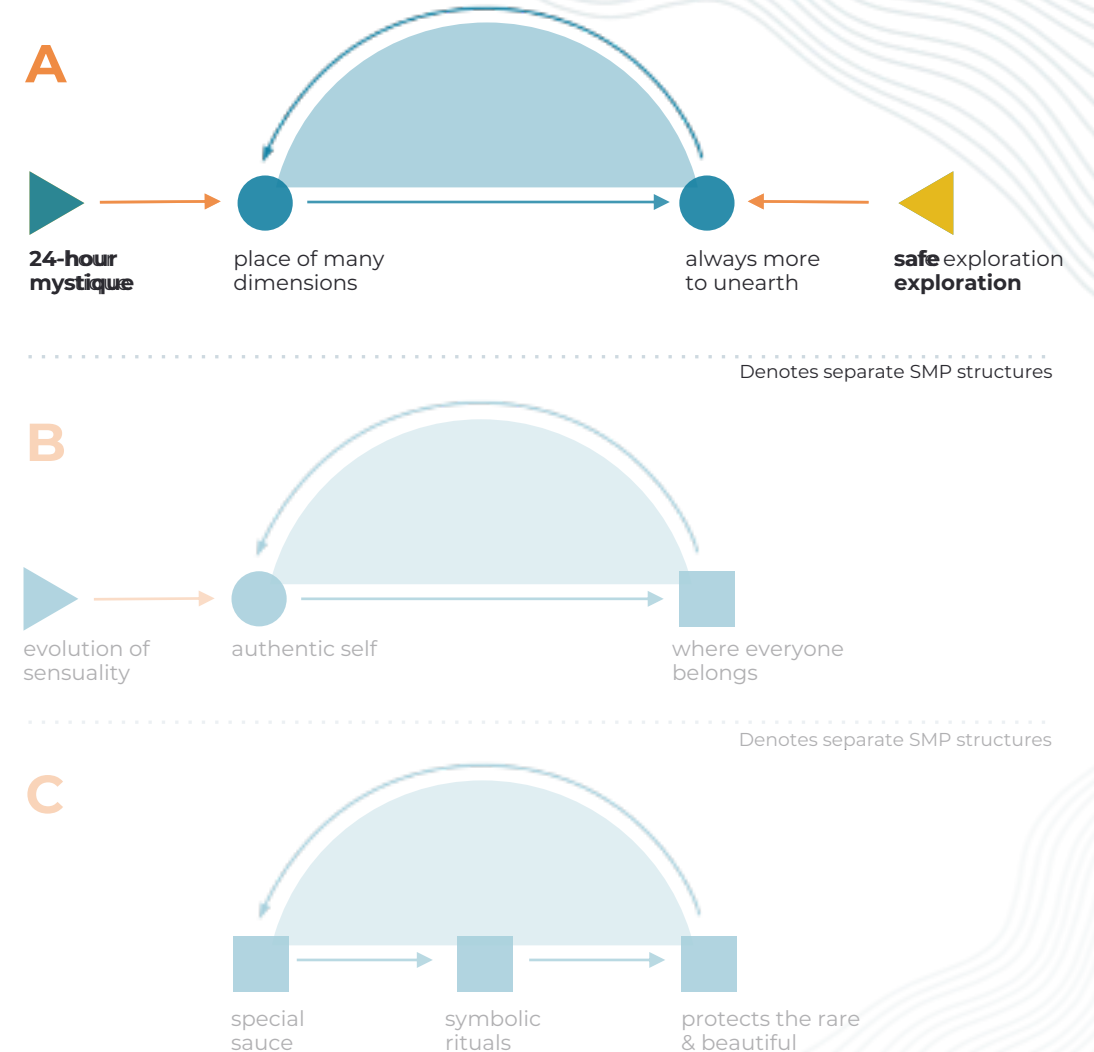


Initial findings

The Cautious Adventurers.

Key motivation: "Give me a place where I can explore without worry."

- Both physical and psychological safety
- A prerequisite for exploration



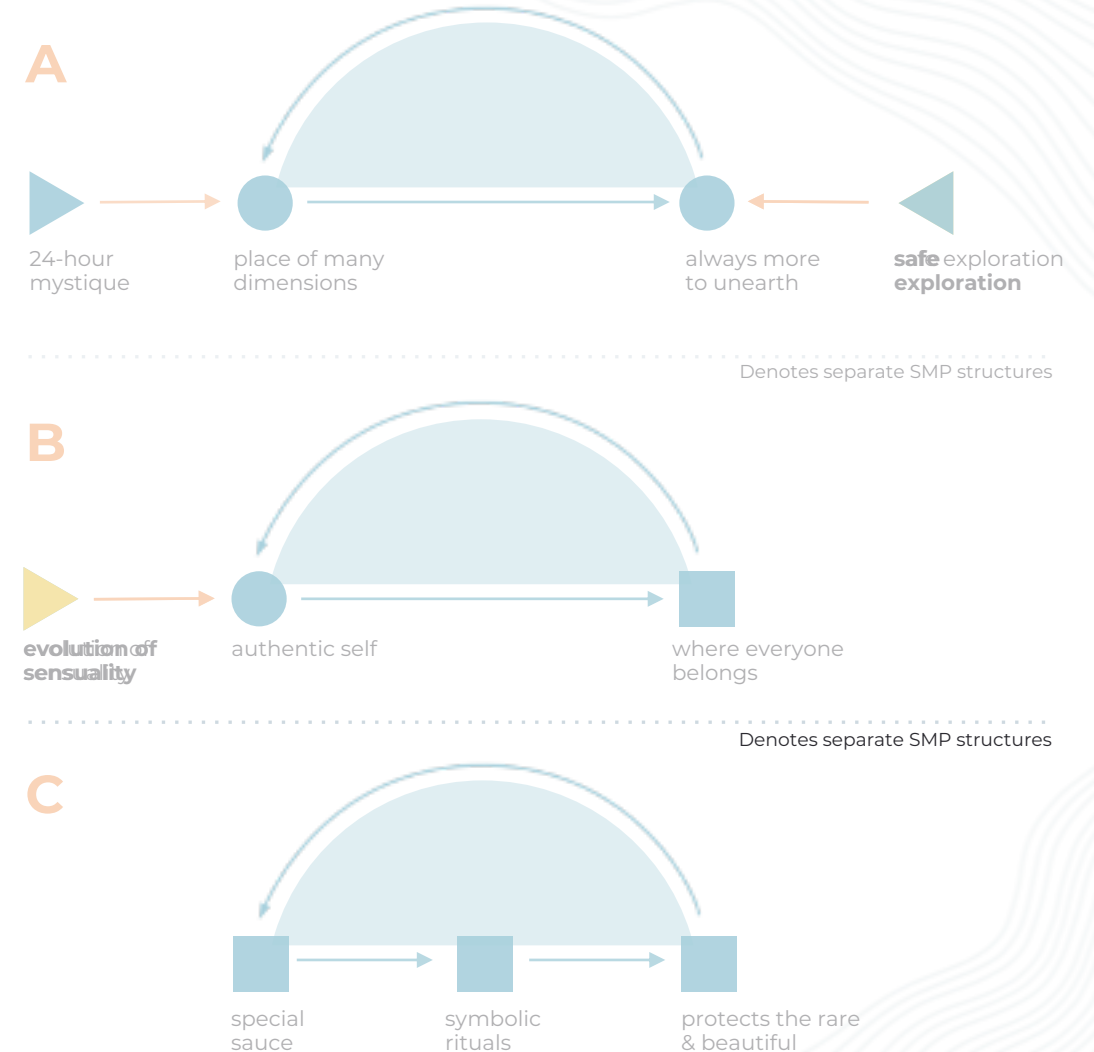


Initial findings

The Passionate.

Key motivation: “Let me experience and be.”

- Appealing to all the senses
- Inclusive of all tastes, preferences, identities



A photograph of a modern staircase built into a wooded hillside. The staircase features metal railings and perforated metal steps. The surrounding area is lush with green foliage and trees. The text "Going deeper" is overlaid on the left side of the image.

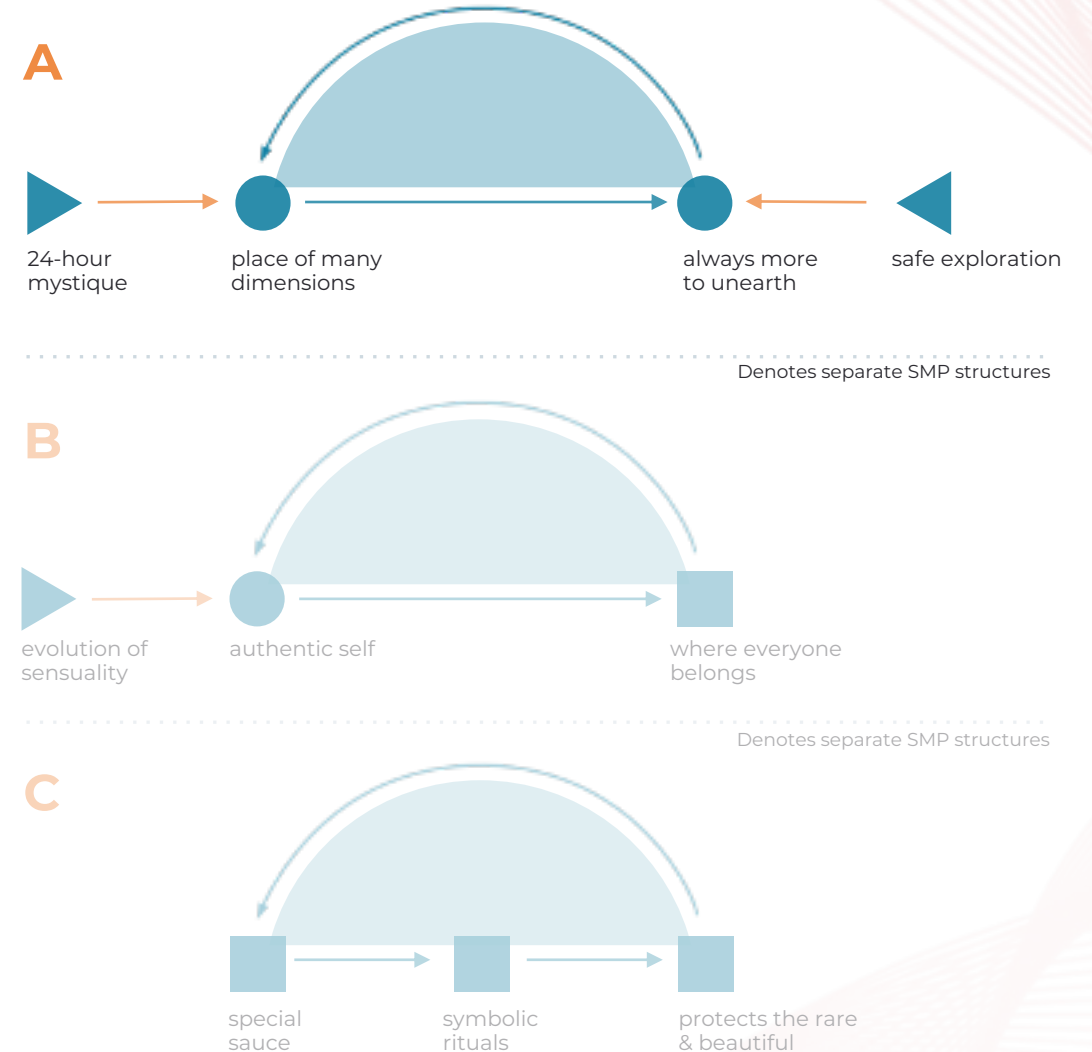
Going **deeper**



Deeper implications

Structure A: I've got you under my skin

- No more one-dimensional destinations
- Destinations that are like onions — layered experiences

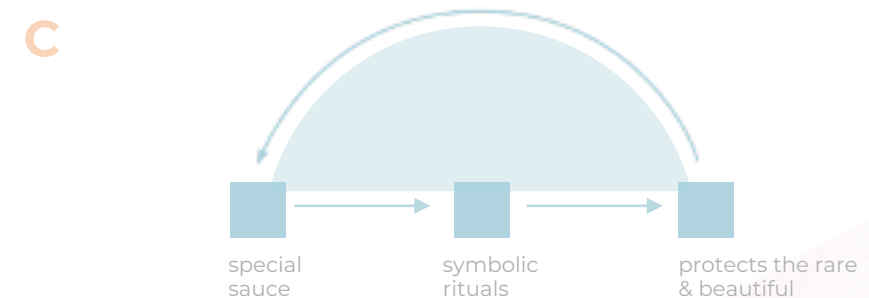
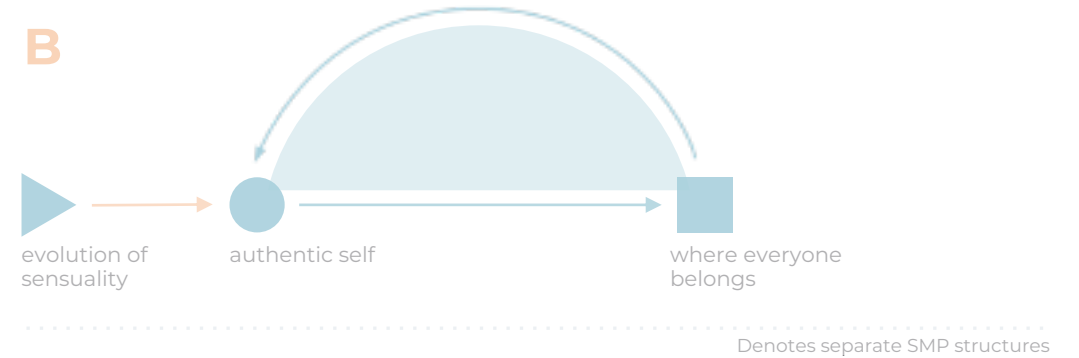
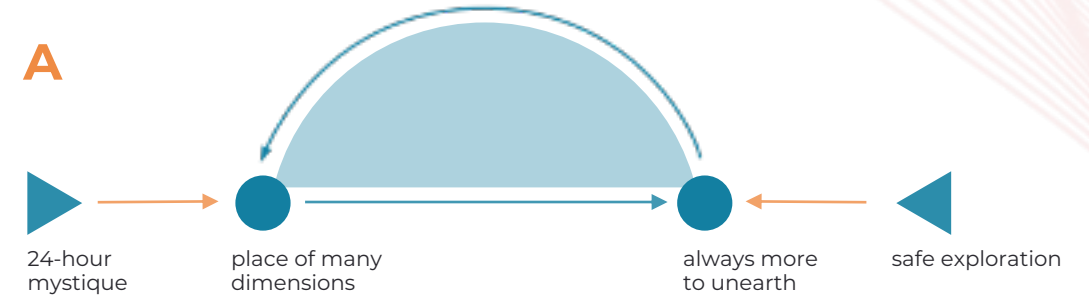




Deeper implications

Structure A: Never ending story

- Never-ending discovery — you can never see it all in one trip
- A reason to return time and again

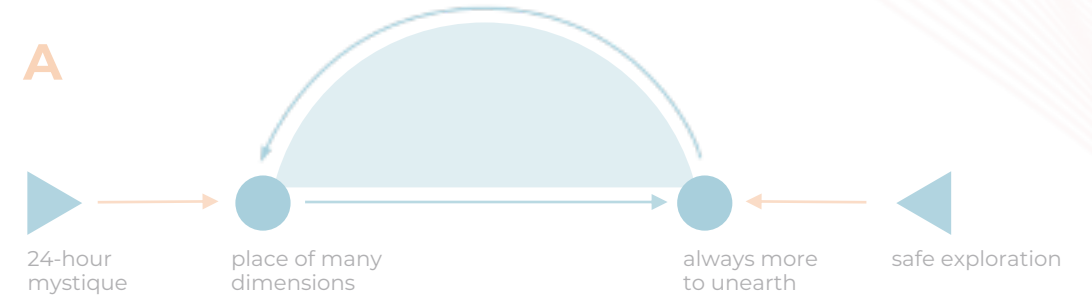




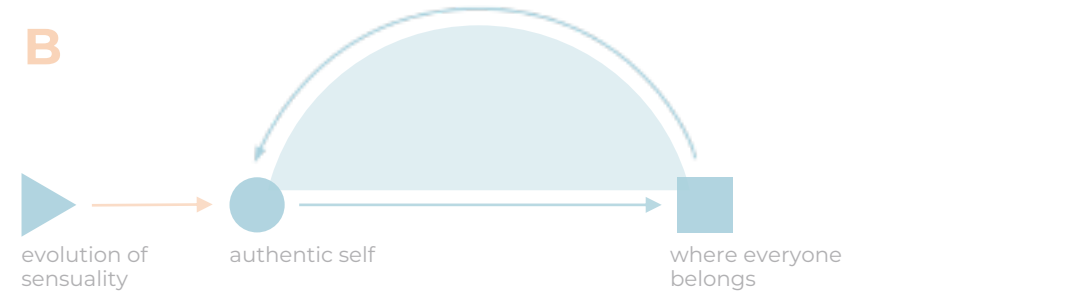
Deeper implications

Structure B: Free to be you and me

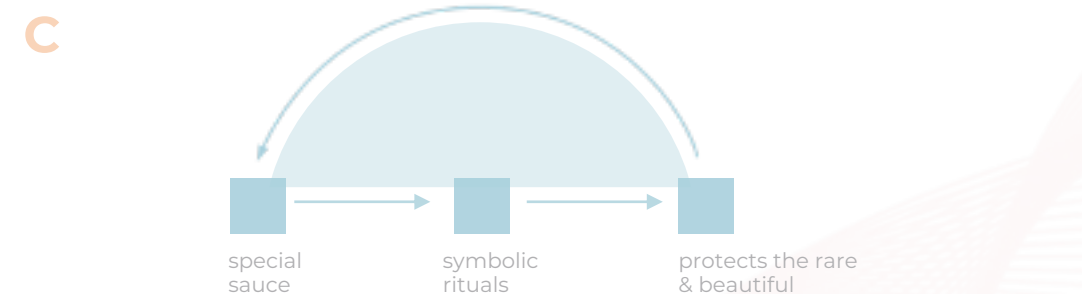
- The freedom to truly be yourself, no matter who you are
- A place where you can discover and explore more of yourself



Denotes separate SMP structures



Denotes separate SMP structures

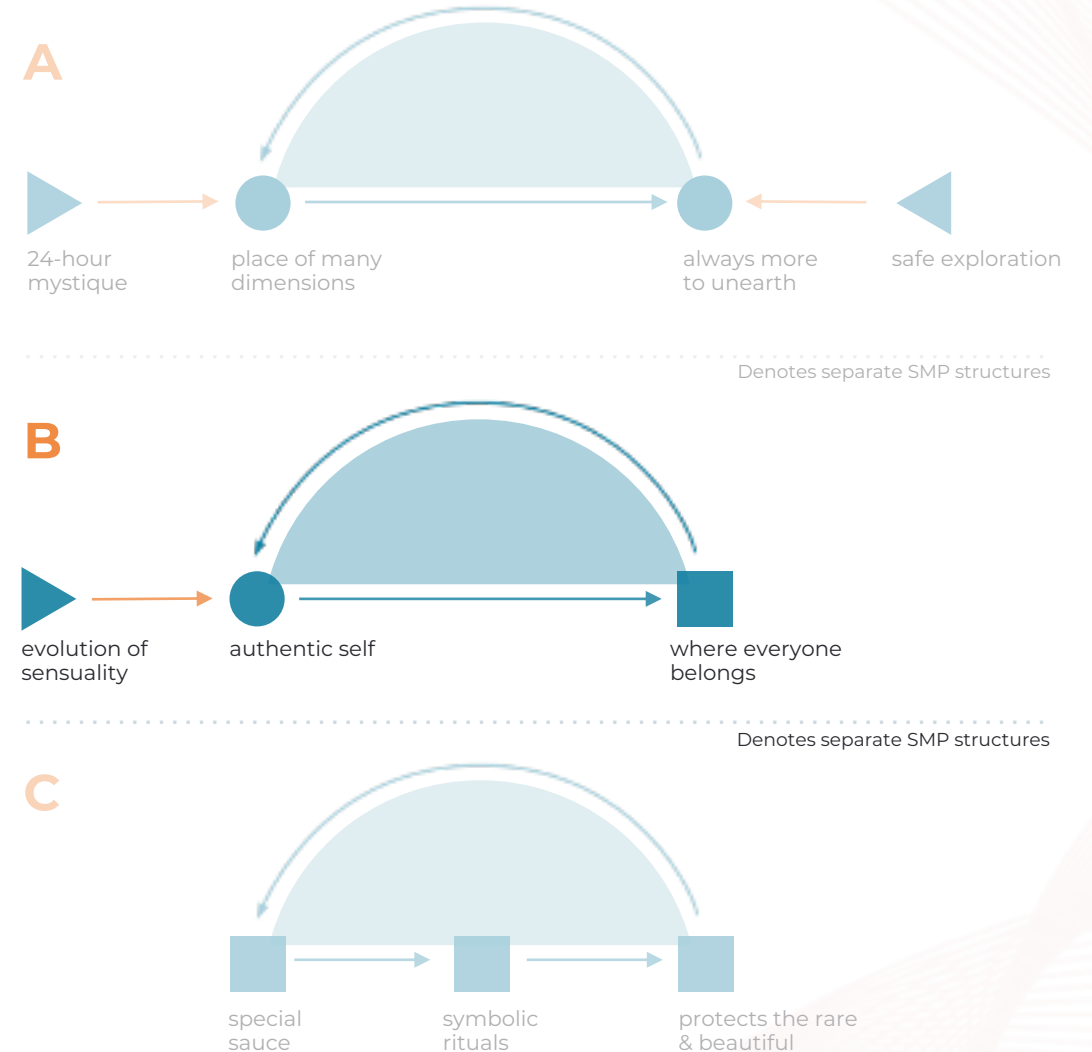




Deeper implications

Structure B: Come together

- Unconditionally welcoming & inclusive for all
- Where you can be yourself yet feel part of something as well

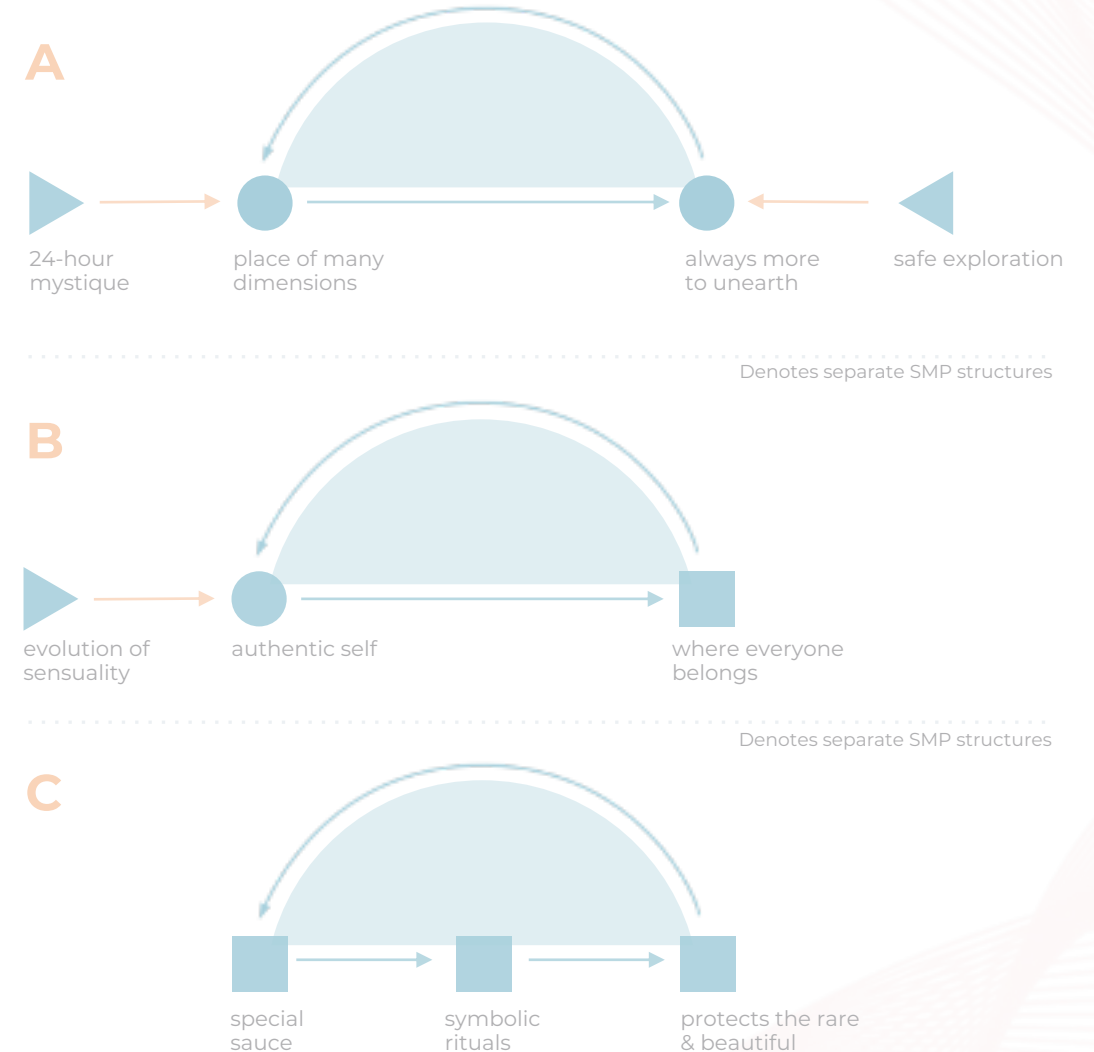




Deeper implications

Structure C: The dangling Meme

- A remnant from the past, or...
- A glimpse of the future, or...
- A red herring

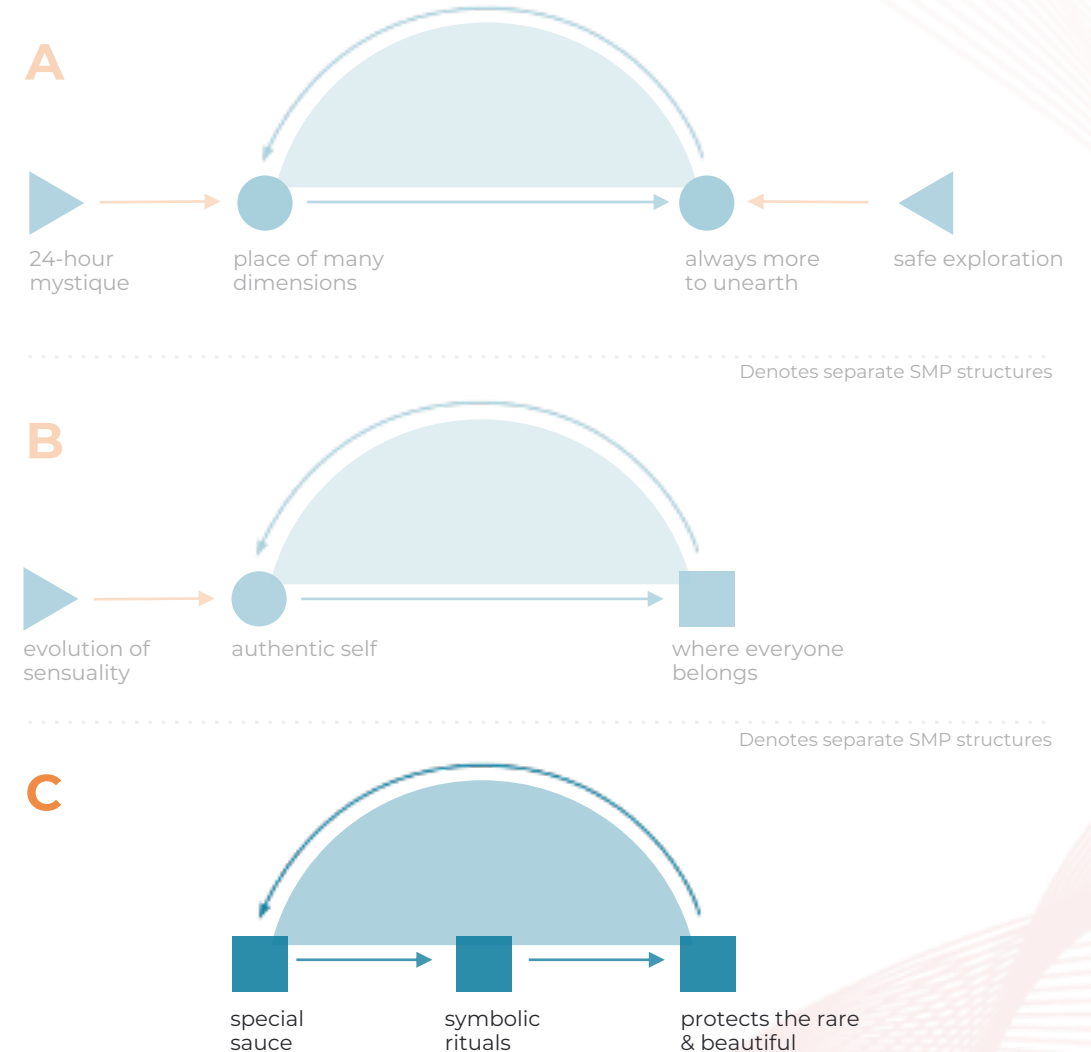




Deeper implications

Structure C: The dangling Meme

- **“Special sauce”** – something unique a place is traditionally famous for, such as Ibiza and dance music
- **“Symbolic rituals”** – signature rituals that come to define a place, such as the traditional Hawaiian gift of ‘leis’ upon arrival
- **“Protects the rare & beautiful”** – preservation of either natural or manmade wonders

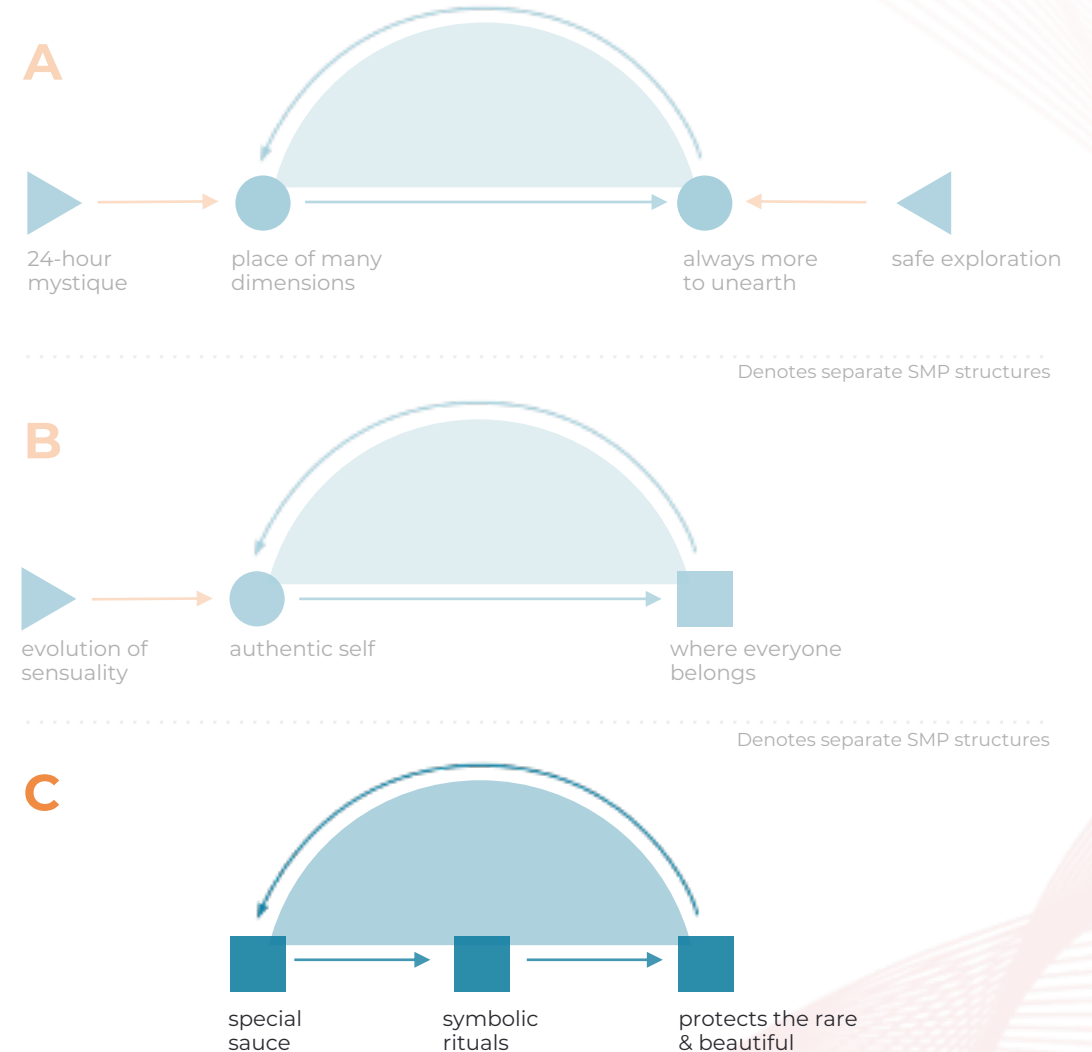




Deeper implications

Structure C: Over-reliance on wonders and attractions

- The dangers of resting on our laurels (tropes, clichés related to the destination)



Bigger picture

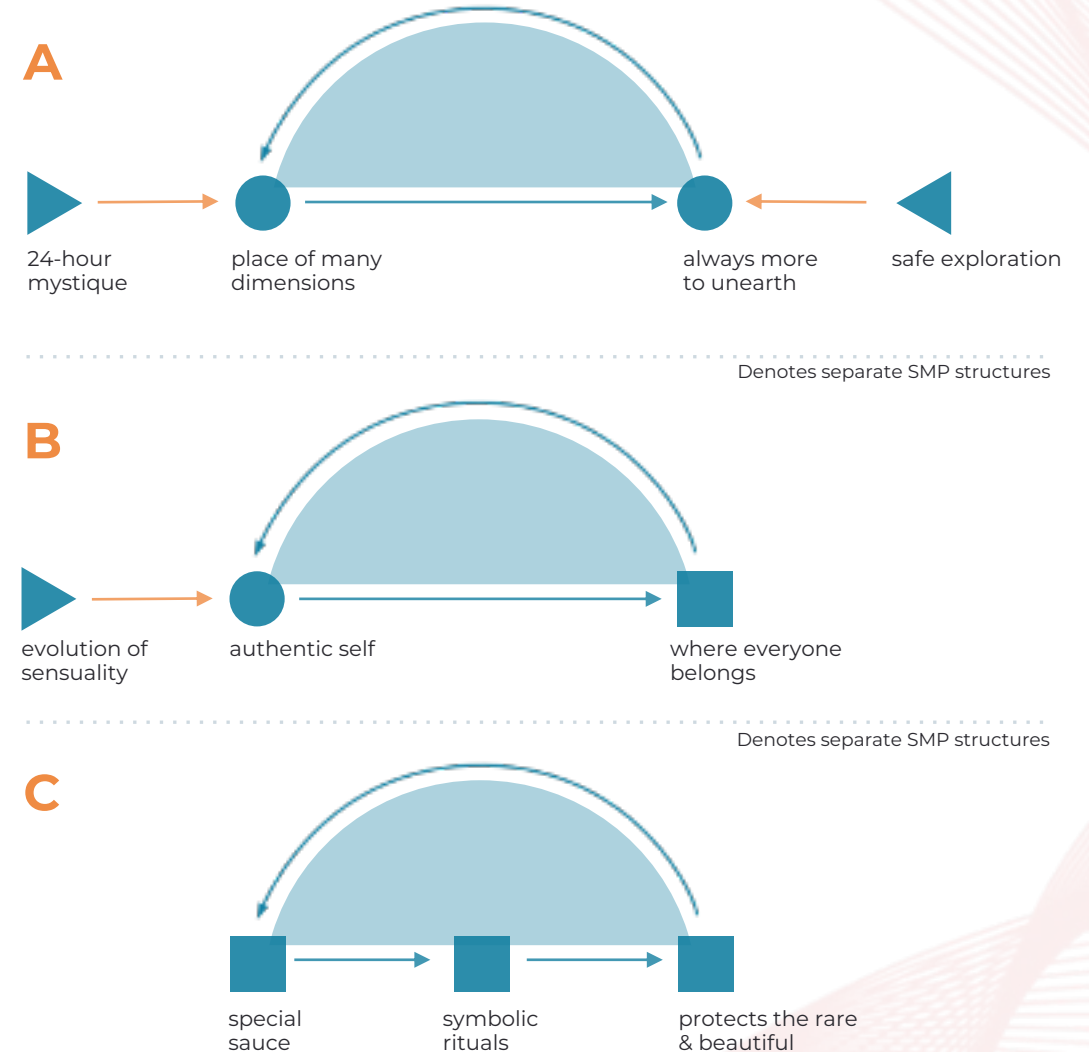




Deeper implications

Yin / yang

- **Structure A** – emphasis on the place itself and the many different experiences it can offer. The 'discovery' dimension cast in 2030 terms
- **Structure B** – the more inward or 'self'-focused dimension. Emphasis is on one's self-discovery, i.e. sensuality, identity, well-being and sense of self

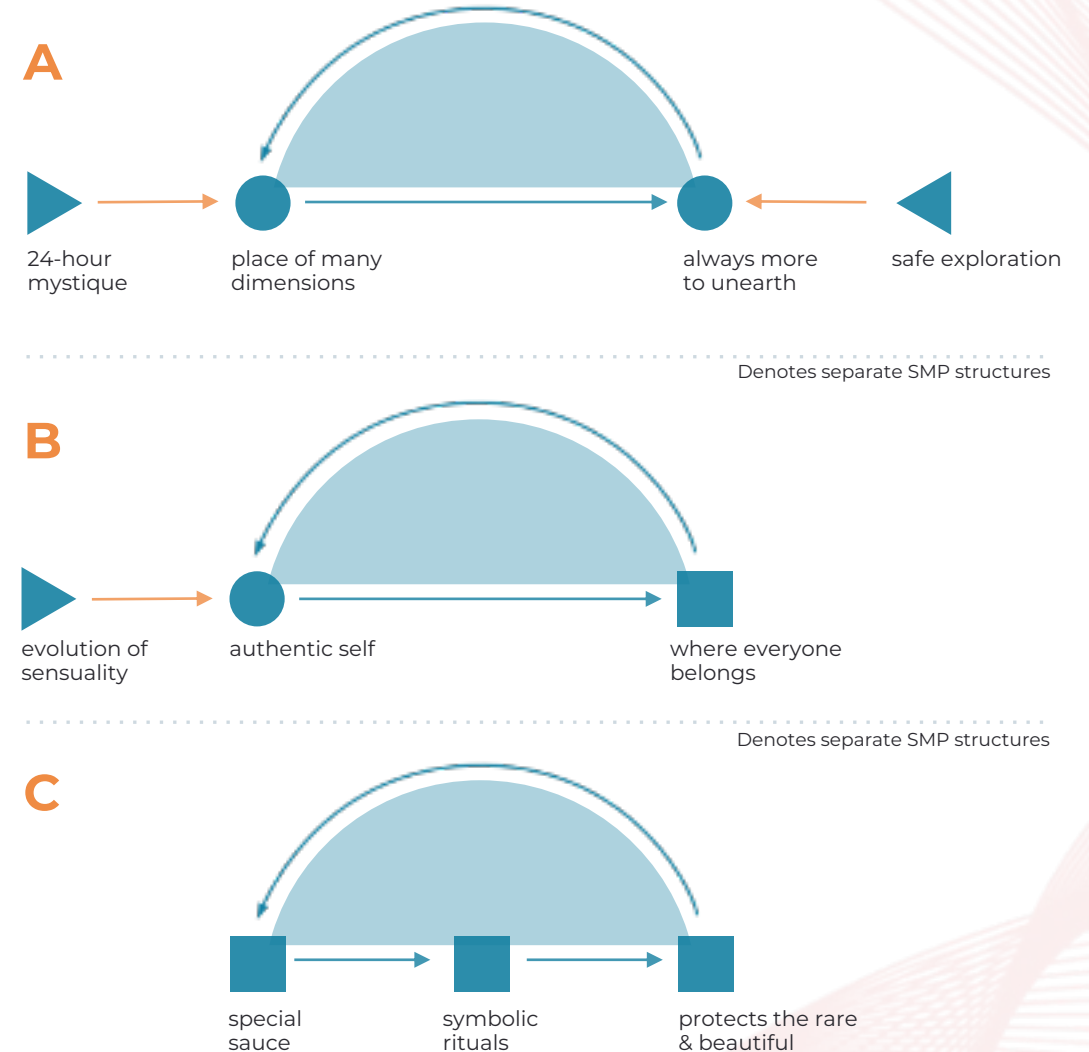




Deeper implications

Belonging & place

- Making destinations places where people can live, work, travel, and play
- Becoming 'must have' destinations = people forming a true lifelong attachment vs. a mere one-time visit

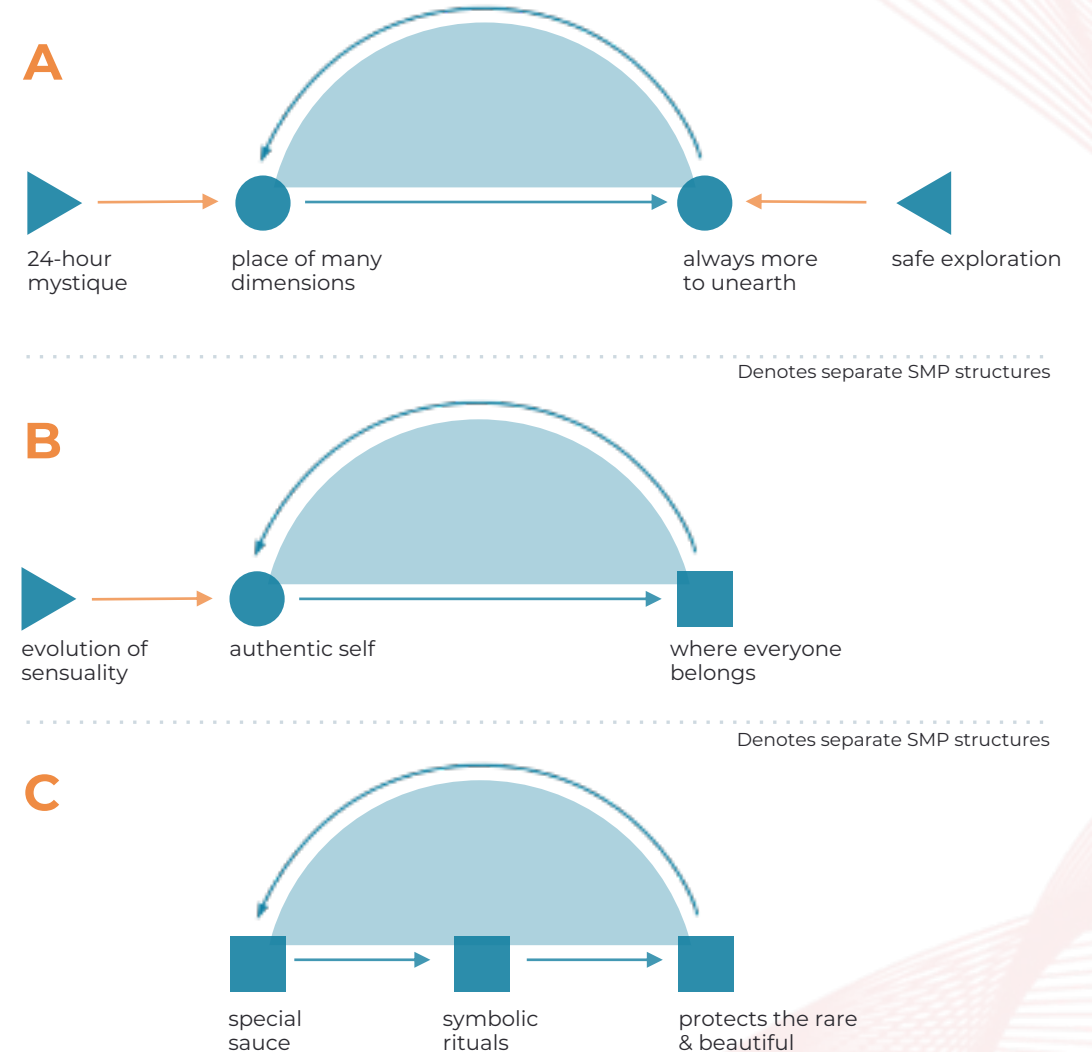




Deeper implications

All kinds of kinds

- The map speaks to the broader, expanding range of human needs, preferences and types
- Destinations must make it tangibly inclusive and welcoming of 'all kinds of kinds' in order to resonate in this new era

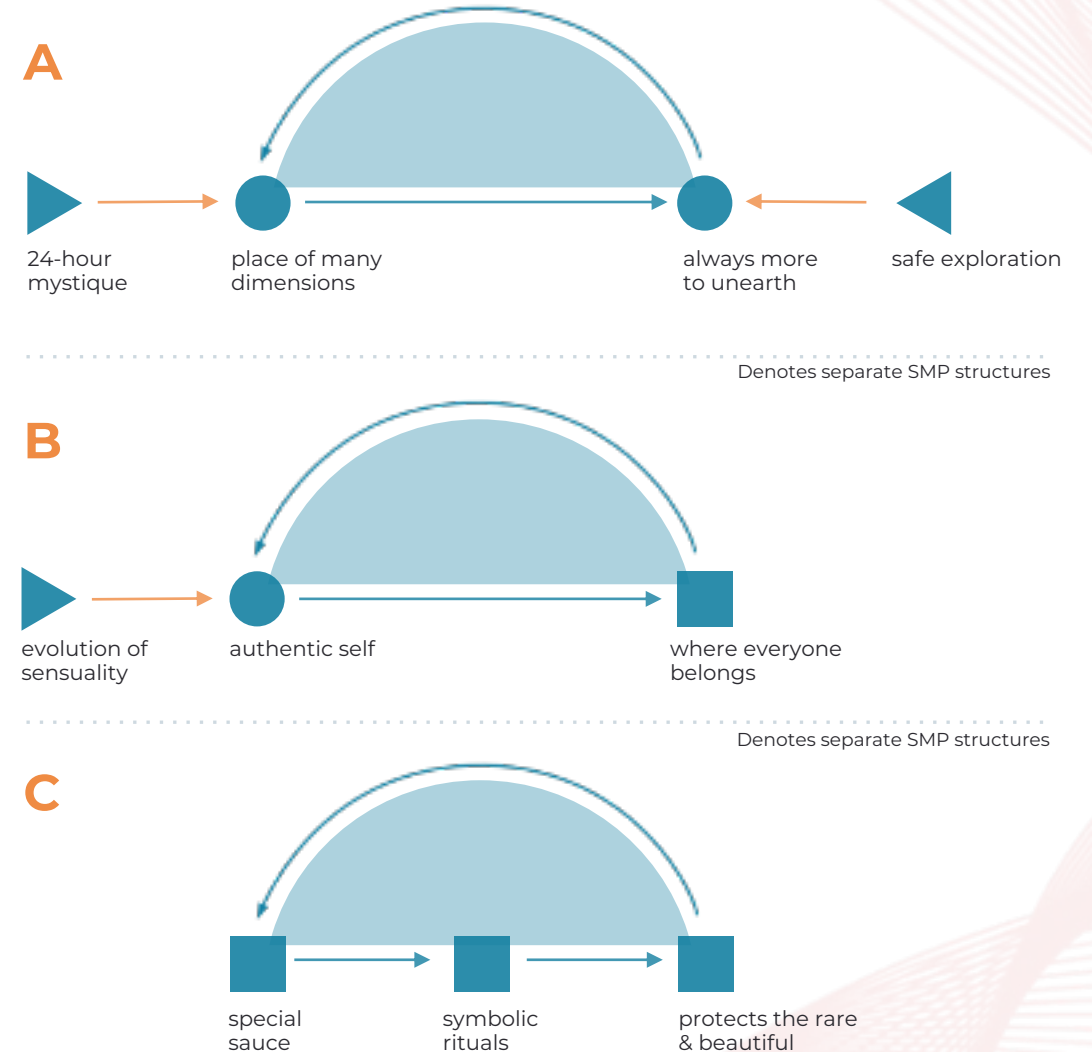




Deeper implications

The whole self / the whole pyramid

- Travel destinations aren't just about 'leisure' in the old sense — it is about the whole spectrum of human needs
- All of Maslow's hierarchy of needs is implied by this map





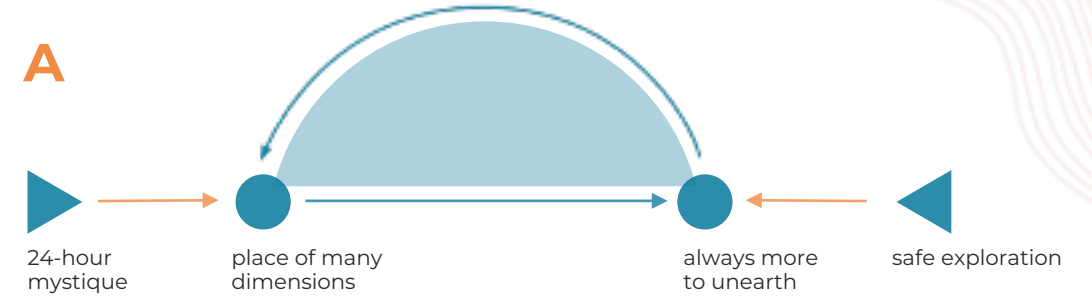
*The real voyage of discovery consists
not in seeking new landscapes,
but in having new eyes.*

/ Marcel Proust

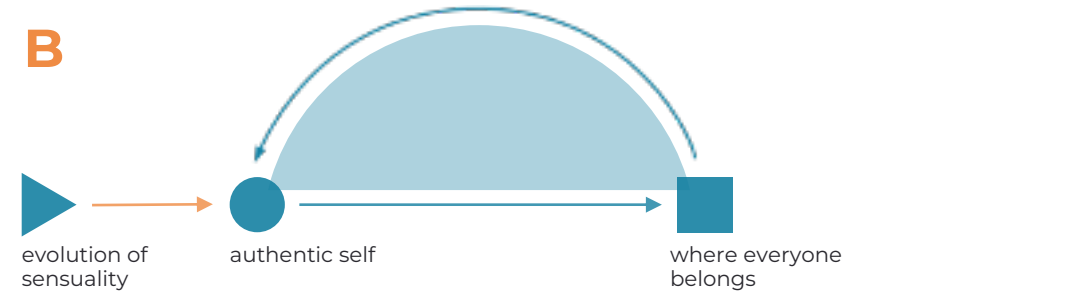


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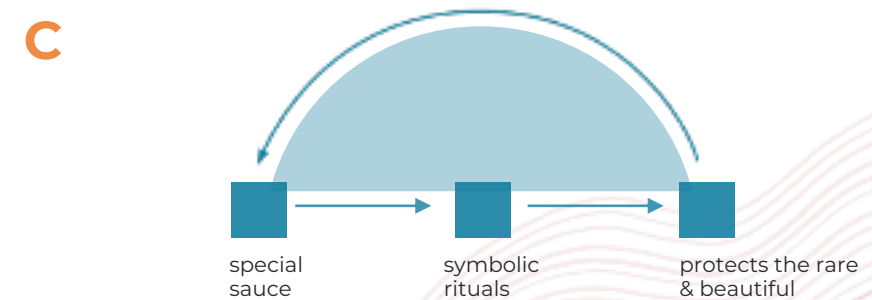
Legend



Denotes separate SMP structures



Denotes separate SMP structures



THANK YOU

To find out more,
please contact:

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