



Win Their Hearts ... and Their Wallets Will Follow!

www.fl-price.com, frank@fl-price.com

Creating a “People” Attraction

Experience entertainment destinations are designed and developed to meet the desires of the new generation of customer. They discover their brand’s unique qualities, delivery and experience to match precisely what their marketplace is seeking. Experience pioneers are focused on creating their business to offer a unique brand, which reflects the personality and temperament of their market while incorporating the guest’s emotional values to give each visit relevant meaning. The transformation occurs as guest’s perception of how it was performed, exceeds their expectation, surprises them and makes them feel like it was just for them. “People” are the only way to connect humans to their emotions to give your experience meaning. Everything else is good to have, but only the stage where it happens or a tool to help it happen. Someone has to choose, to make it happen.



For templates and experience destination development - coaching / training onsite / virtually or to review of your current service practices contact Frank Price. [www. Flprice.com](http://www.Flprice.com) (919)387-1966 or frank@fl-price.com