



Note that this outline is just a starting point for your experience. You do not need to have all the details figured out or confirmed. This is meant to provide a rough outline of what your experience could look like.

My Experience Background	
Title of My Experience	
Subtitle/Subtext	
Experience Description	
My Experience Logistics	
Experience Location(s)	
Experience Duration(s) and Time of Day	
Minimum/Maximum Number of Participants	
Experience Price(s)	
When to Book (Availability/Seasonality)	
How to Book	
Methods of Payment	
Meals	
Accommodations	
Transportation	
Other Logistics Details	



Other Considerations	
Promotion of My Experience	
Experience Booking Opening/Closing Date	
Pre-Trip Guidelines	
Adaptations	

Using a storytelling framework in itinerary design by focusing on the narrative of the people, places, and culture will help you connect with visitors on a deeper level. Check out the diagram on the next page and think about how you can incorporate the engaging itinerary framework into the creation of your experience.

Engaging Itinerary Framework	
Before	
Build-Up	
Peak	
Wind Down	
After	

Engaging Itinerary Framework

MEMORABLE MOMENTS

BEFORE

- Provide pre-trip guidelines and necessary information such as maps, transport, etc.
- Brief visitors

BUILD UP

- Welcome visitors and introduce them to their community hosts
- Share stories and information to enrich the experience
- Activity/experience orientation and safety briefing
- Create connections with visitors and between visitors
- Build visitor expectations for the "wow" moments

PEAK

- Highest level of visitor involvement and immersion
- Engage the visitors' senses
- A photo-friendly / sharable moment

WIND DOWN

- Visitors reflect on the new knowledge, skill, or perspective gained
- Connections with visitors continue to be strengthened

AFTER

- Maintain visitor connections and marketing
- Share photos taken during the experience with visitors
- Ask visitors to review the experience on Trip Advisor and social media