



Event Experiences: From OK to WOW

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OUTLINE

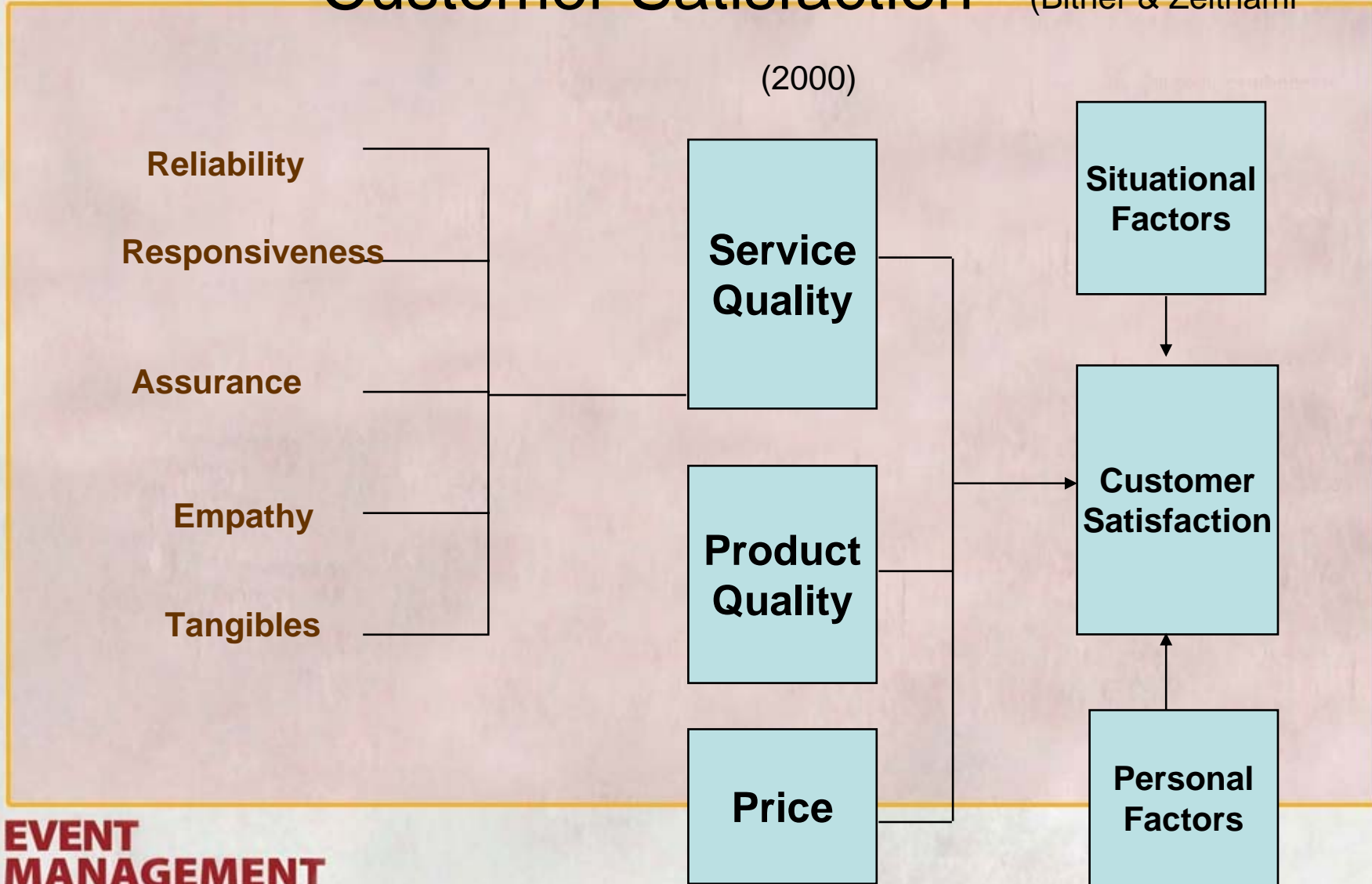
1. What is an experience?
2. Various types of experiences
3. Experiences: consumer behaviour and consumption
4. Staging/creating event experiences



Service quality → Satisfaction

Customer Perceptions of Service Quality and Customer Satisfaction

(Bitner & Zeithaml)





Different services



- **Functional services**
(focus on outcome)
- **Experience related services** (focus on consumption)



Optimal experiences

Tourism experiences

Extraordinary experiences

Service experiences in tourism

Memorable experiences

Peak experiences



A positive extraordinary experience encompass:



- vague expectations (no script)
- a strong social dimension (sense of belonging)
- meaning and a sense of pleasure
- absorption and personal control
- a non-ordinary context

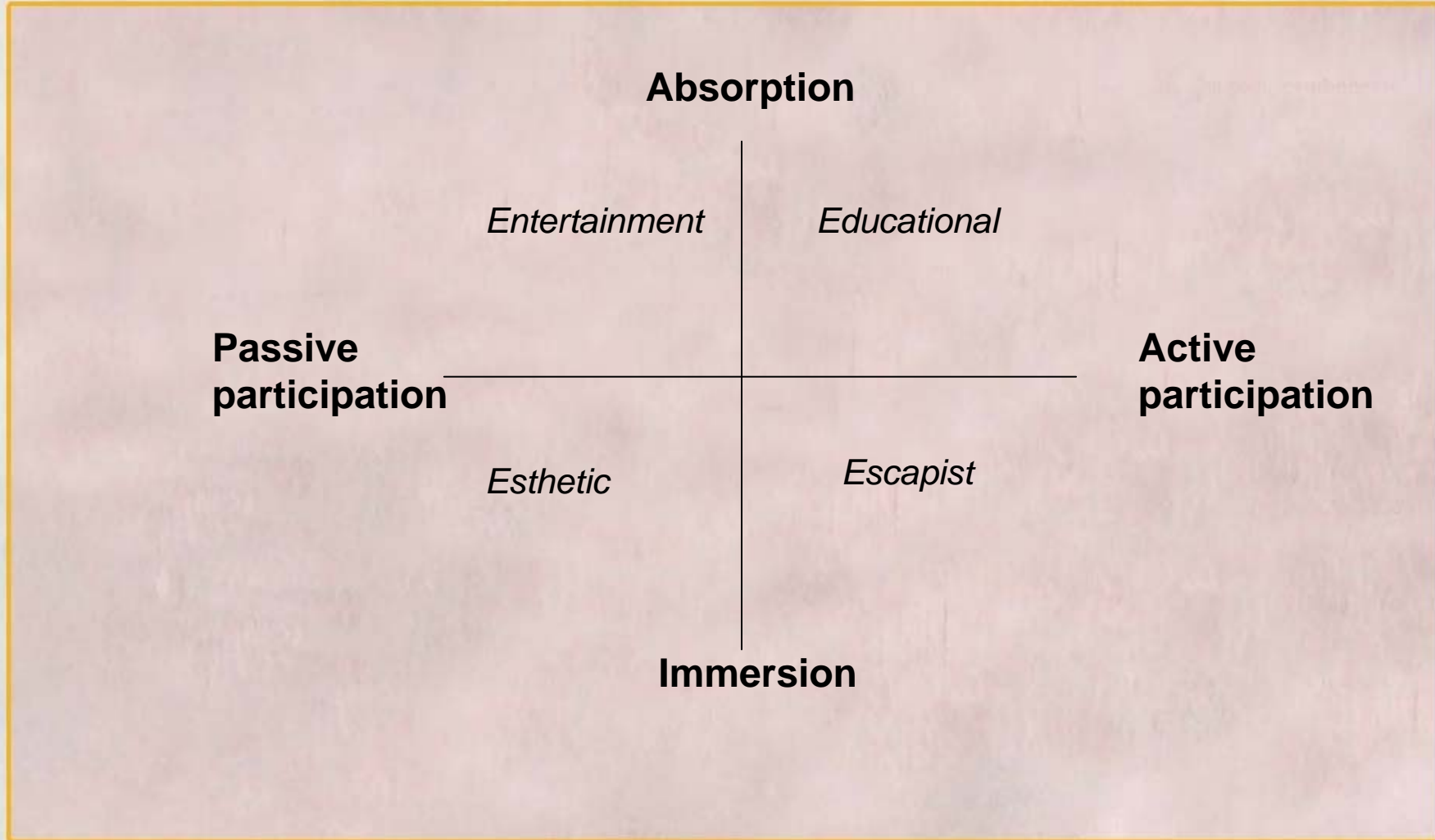


Related to these characteristics: How to stage?

- Vague expectations
- High involvement
- Active participation
- Sense of belonging
- Non ordinary
- *Risk reduction*
- *Engagement*
- *Co-creation*
- *Togetherness*
- *Dreams and fantasies*



The experience realms





Generally, persons who take part of

1. An entertainment experience like to **feel**,
2. an education experience like to **learn**,
3. an esthetic experience like to be **there**,
4. an escapism experience like to **do**.



Customer participation



Entertainment and esthetic

- Service is provided regardless of any individual purchase
- Payment may be the only required customer input
- Customer cannot impact the output
- Customer likes to enjoy without too much physical activity

Examples: Theatre, cinema, concert, spectator at cultural and sporting events

Education and escapism

- Service cannot be created apart from the customer's purchase
- Customer's active participation is mandatory
- Customer co-creates the output
- Customer likes to be active

Examples: Participation in lectures during festivals, competitions, e.g. marathon, ski races



Vasaloppet

Escapism (for participants)

**World
Championship in
Nordic Skiing in
Falun**

Entertainment
and/or esthetic (for
spectators)





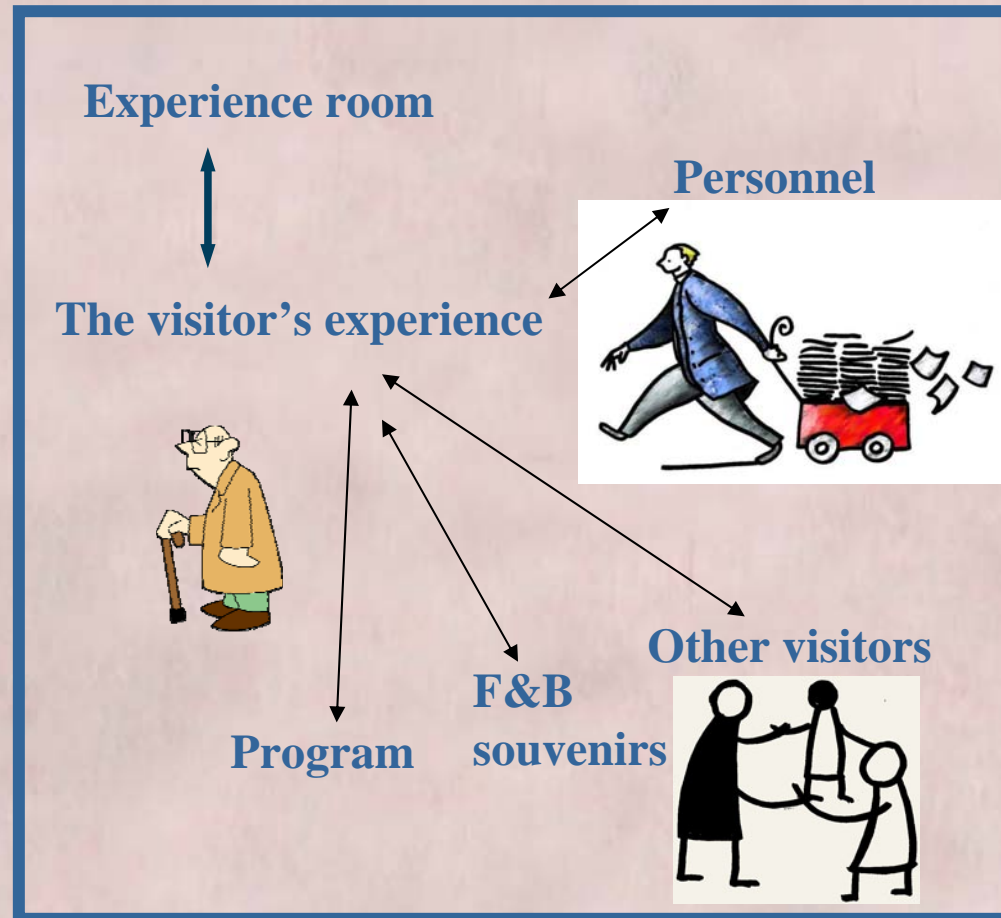
Degree of customer participation correlates with travel distance

- Active participation during the event – the customer can often travel a long distance
- Event spectators – in general the customer does not travel a long distance

Eg. Åre (a Swedish destination) opens up for Summer. Local customers are not enough to fill the facilities



To create an event experience





Event areas

- some are open and some are fenced,
- often use of both private and community owned areas,
- Often once a year
- Open to the public





Program



- Entertainment, education, esthetic, escapism
- Rituals
- The flow of activities



The personnel



- Full time employed
- Employed for the event
- Volunteers
- Script?



F&B and souvenirs



- F&B related to the theme
- Souvenirs related to the theme



Other visitors



- Togetherness
- Belonging
- Co-creation
- Communities



Positive with many other consumers

Night clubs
Restaurants
Sport arenas
Amusement parks
Resorts
Churches
Theatres and concert halls
Events and festivals

Negative with many other consumers

Banks
Post
Health services
Dentists
Insurance companies
Retail stores
Transportation
Counseling

Table 7.1 Positive resp. negative with many other consumers.