

An Experience Economy Approach to Enhancing Wine Tourism: 4E Internal Audit Chart

As business owners, you can use this guide as a checklist when conducting an internal audit of your offerings. Modify it to suit the elements of your type of business. The guide helps to systematically identify components of the 4Ps (Product, Price, Place, Promotion) within your business that enhance experiential value for your customer. Owners are often too close to their business to accurately assess these experiential elements; therefore, gather assessments from your staff, customers, or vendors. This collected feedback can provide a richer picture of what you may choose to emphasize or revise in your business’s offerings. Educational modules accompanying this chart are available at www.lergp.cce.cornell.edu

The 4Ps	The 4Es of the Experience Economy			
Product Price Place (Distribution) Promotion	Educational Experience	Esthetic Experience	Entertainment	Escapist Experience
Traditional Marketing Components	Contributing to the consumer’s knowledge, skill or personal development	Immersing the consumer in unique, harmonious, and sensory appealing environment	Experience Absorbing the consumer in a performance	Providing ways for consumers to actively participate in creating a different sense of place or time
Each element should add sensory pleasure, meaning (stories or insights), and personal relevance for the consumer.				
T. Theme the Experience H. Harmonize with Positive Cues E. Eliminate the Negative Cues M. Mix in Memorabilia E. Engage all 5 senses		Stage = service and space Props = goods Actors = staff Performance = delivery Purchases = souvenirs (memorabilia)		

This checklist accompanies the Wine Tourism Series of slide presentations and is part of Module 4, “Tools and Techniques to Using the 4Es” and may be requested from quadri@nyu.edu.

Lake Erie Wine Tourism 4E Internal Audit Chart:

The 4Ps	Educational Experience	Esthetic Experience	Entertainment	Escapist Experience
Traditional Marketing Components	Contributing to the consumer’s knowledge, skill or personal development	Immersing the consumer in unique, harmonious, and sensory appealing environment	Experience Absorbing the consumer in a performance	Providing ways for consumers to actively participate in creating a different sense of place or time
Product: “The core and augmented experience”	Each element should add sensory pleasure, meaning (stories or insights), and personal relevance for the consumer.			
<p>Physical Plant: Landscape, parking, entrance ways, architecture, interior design, outdoor seating, company vehicles.</p> <p>People & Staff: Uniforms, greetings, training, interactions, attention</p> <p>Merchandise: Tangible elements (bedrooms, wine, menu, tableware, etc.), displays</p> <p>Events and activities: Tours, special events,</p>				

parties, packages, partnerships/sponsorship				
The 4Ps	Educational Experience	Esthetic Experience	Entertainment	Escapist Experience
Traditional Marketing Components	Contributing to the consumer's knowledge, skill or personal development	Immersing the consumer in unique, harmonious, and sensory appealing environment	Experience Absorbing the consumer in a performance	Providing ways for consumers to actively participate in creating a different sense of place or time
Price: "An experience has greater economic value"	Each element should add sensory pleasure, meaning (stories or insights), and personal relevance for the consumer.			
Individuals: Prix fixe Frequency purchases Gift purchases Bundled purchases Groups: Added value (bundled) Travel suppliers, preferred vendors (certified, etc.) Customization: Labeling (names, art), blends, limited				

The 4Ps	Educational Experience	Esthetic Experience	Entertainment	Escapist Experience
Traditional Marketing Components	Contributing to the consumer's knowledge, skill or personal development	Immersing the consumer in unique, harmonious, and sensory appealing environment	Experience Absorbing the consumer in a performance	Providing ways for consumers to actively participate in creating a different sense of place or time
Place: Distribution "Sharing the experience"	Each element should add sensory pleasure, meaning (stories or insights), and personal relevance for the consumer.			
<p>Unique to tourism and hospitality businesses.</p> <p>Geographic: Enhancing natural elements, signage, proximity to cities</p> <p>Digital: Web, social media, customer relationship management</p> <p>Distributors: Placements, retail and wholesale, online, traditional, local, regional, national, consortium, representatives</p>				

The 4Ps	Educational Experience	Esthetic Experience	Entertainment	Escapist Experience
Traditional Marketing Components	Contributing to the consumer’s knowledge, skill or personal development	Immersing the consumer in unique, harmonious, and sensory appealing environment	Experience Absorbing the consumer in a performance	Providing ways for consumers to actively participate in creating a different sense of place or time
Promotion: “Invitation to the memorable experience”	Each element should add sensory pleasure, meaning (stories or insights), and personal relevance for the consumer.			
<p>Web communications: Web site, social media, blogs, video channels, user generated content, connectivity (links to related sites), interactivity, simulate “experience” online</p> <p>Advertising and Print: Tasting notes, educational brochures, cards, business cards Sponsorship, outdoor, travel (meetings) trades</p> <p>Public Relations: “fam” trips for agents, meeting planners; writers; connect to trends, pitches vs. releases, film tourism; event PR</p>				

Examples:

The 4Ps	Educational Experience	Esthetic Experience	Entertainment	Escapist Experience
Traditional Marketing Components	Contributing to the consumer’s knowledge, skill or personal development	Immersing the consumer in unique, harmonious, and sensory appealing environment	Experience Absorbing the consumer in a performance	Providing ways for consumers to actively participate in creating a different sense of place or time
Each element should add sensory pleasure, meaning (stories or insights), and personal relevance for the consumer.				
Product: “The core and augmented experience”	B&B or winery has heritage rose garden labeled with varieties names and history.	Windows of store, shop, or winery frame an outdoor view, while the ceiling is painted with a celestial pattern.	Retail or restaurant has large fish in wall-sized tanks provide activity to watch	Bridal or florist shop windows resembling church stained-glass Fishing guide tells stories during fishing excursion.
Price: “An experience has greater economic value”	A class on pairing cheese and wines includes take home materials.	Tasting menu includes gift of linens or pre-printed elegant note cards.	Private spaces used for folk dance performance or cabaret event.	Wines or jams are custom labeled with customers’ art work.
Place: Distribution “Sharing the experience”	Winery hosts special tastings for trade professionals, earning them “certification”.	Custom labels are created for products for sale at restaurants or special stores.	Watching videos of how products are made or how buyers select products while waiting.	Apple-scented business cards used by pick your-own apple farm.
Promotion: “Invitation to the memorable experience”	Brochure supplies historical fun facts followed by a quiz for children or adults. Send in quiz for a drawing to win a free gift.	Photo contest for visitors selects the best to be published in a glossy coffee table book.	Product catalog provides funny testimonials from customers.	Slide show played on property and web shows customers stomping grapes during harvest festival.

References:

Jeong, M., Fiore, A.M., Oh, H., Nieham, L., & Hausafus, C. (2009). Strengthening Competitive Advantage of Rural Businesses with e-Commerce and Experience Economy Strategies, Southern Rural Development Center. http://srdc.msstate.edu/ecommerce/curricula/exp_economy/index.html

Pine, B. J., II, & Gilmore, J. H. (1999). *The experience economy: Work is theatre & every business a stage*. Boston, MA: Harvard Business School Press.

Pullman, M. E., & Gross, M. A. (2004). Ability of experience design elements to elicit emotions and loyalty behaviors. *Decision Sciences*, 35(3), 551–578

NOTES:
