

Experience Design

Intentional Design Tactics
to Optimize Your Visitor Journey

July 16 2026, by TOURISMWORKS

TourismThatWorks.com

TOURISMWORKS

TOURISM, SIMPLIFIED

We help you **achieve your goals** through practical actions and support services.

Our [tailored programs](#) meet you wherever you are on your tourism journey.

WAYFINDER

Tourism Assessment // Tourism Asset Inventory
Tourism Strategy & Action Plan // Tourism Planning

ORGANIZER

Itinerary Building // Jumpstarting Your Tourism Ideas
Business Planning // Tourism Incubator & Accelerator // **Experience Design**

RESEARCHER

Market Mentality // Tourism Resource Hub // Traveler Research Program

KICKSTARTER

Regenerative Tourism // Visitor Donation Program
Sustainability Innovation Lab (Co-Created with the BeSMART Platform)

TORYTELLER

Hello's & Highlights Videos // Hosting Familiarization Tours // Marketing Toolkit Studio
Managing Guests & Telling Your Story // Tourism Ambassador Program

PLUS!

FLEXSupport

The Extra Sets of Hands
you Need to Succeed!

FLEXSupport provides
you & your organization with
flexible staffing solutions.

A team of professionals who
jump in, fill gaps, & help you
achieve your tourism goals
based on your needs,
timeline & budget.

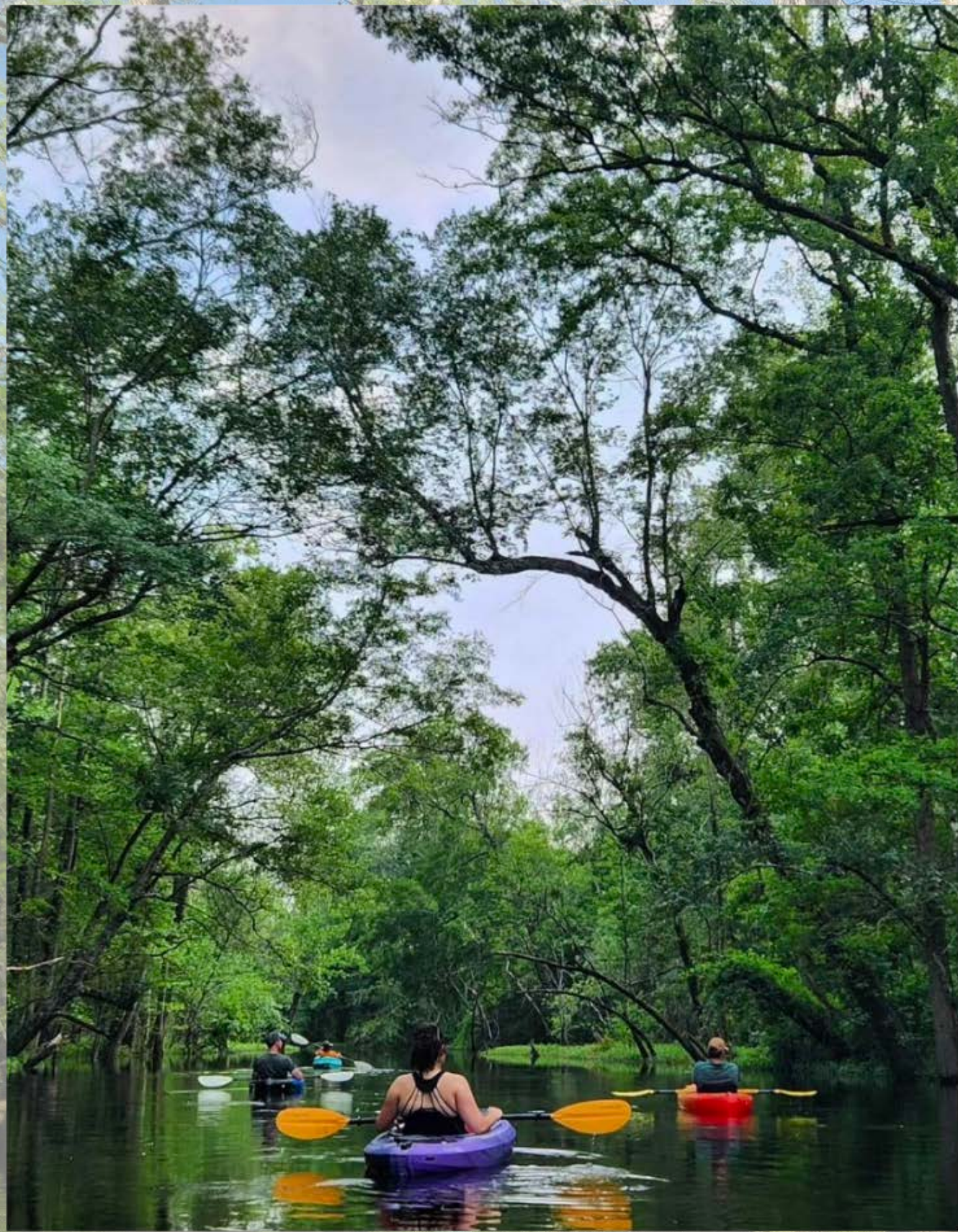


Photo Credit

Inside the Experience



Intentional Design

When **designed or redesigned intentionally**, tourism experiences can:

- Improve the on-site visitor experience
- Support destination storytelling
- Strengthen local partnerships & community pride
- Enhance repeat visitation & word-of-mouth promotion
- Increase destination economic impacts



Visitor Journey Mapping

Step-by-Step

Think through the visitor's journey step-by-step.

Where are there opportunities to design (or redesign) for impact?



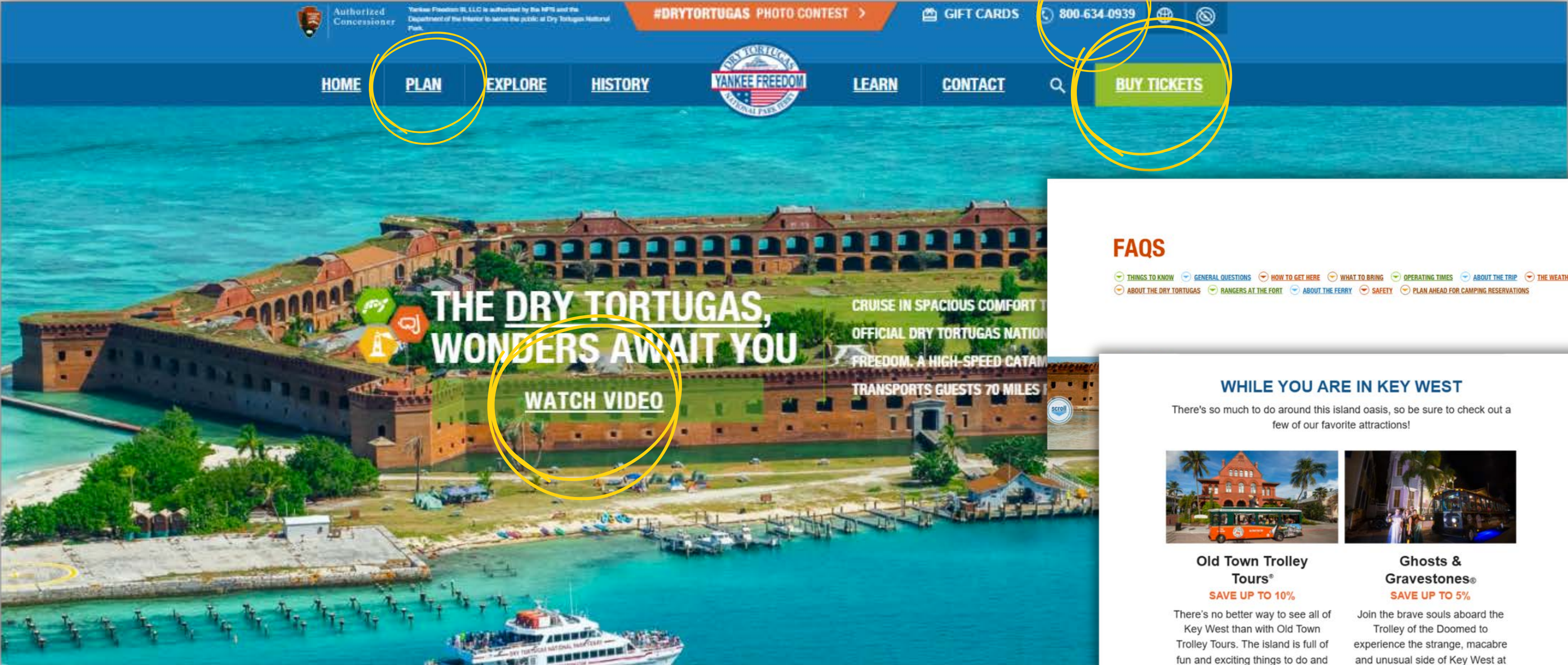
1. Pre-Arrival

Top 3 design tips & tricks:

- Encourage booking by reducing friction & uncertainty, without overwhelming with details
- Introduce storytelling early & help visitors imagine themselves there
- Use simple, authentic language with high quality images & content

+ Establish an Emotional Connection

Example: Dry Tortugas National Park + Yankee Freedom Ferry



FAQS

- THINGS TO KNOW
- GENERAL QUESTIONS
- HOW TO GET HERE
- WHAT TO BRING
- OPERATING TIMES
- ABOUT THE TRIP
- THE WEATHER
- ABOUT THE DRY TORTUGAS
- RANGERS AT THE FORT
- ABOUT THE FERRY
- SAFETY
- PLAN AHEAD FOR CAMPING RESERVATIONS

WHILE YOU ARE IN KEY WEST

There's so much to do around this island oasis, so be sure to check out a few of our favorite attractions!



Old Town Trolley Tours®

SAVE UP TO 10%

There's no better way to see all of Key West than with Old Town Trolley Tours. The island is full of fun and exciting things to do and see.

BUY NOW



Ghosts & Gravestones®

SAVE UP TO 5%

Join the brave souls aboard the Trolley of the Doomed to experience the strange, macabre and unusual side of Key West at night.

BUY NOW

1. Pre-Arrival

DMO Impact Opportunities:

- Show what else there is to do
- Promote longer stays
- Encourage responsible trip planning
- Share what the impact is by booking
- Establish connection early





PAMLILO COUNTY
NORTH CAROLINA

FOR MORE INFORMATION:
PAMLILO COUNTY ECONOMIC DEVELOPMENT

Bay, Bites & Art

Mayo's Seafood Restaurant

Refuel with fresh, local seafood and hearty southern fare.

Enjoy a favorite of locals and visitors alike, featuring standout dishes like homemade chips made from Pamlico County potatoes, renowned worldwide for their flavor.



Bow to Stern Boating

Set sail or paddle along the Neuse and Pamlico Sound. Take a sailing lesson, rent a kayak, or charter a boat for a day on the water and experience the region's waterways firsthand.



Broad Strokes Art Gallery & Kiyomi Aupri Fine Arts Gallery

Immerse yourself in art through viewing or hands-on classes. Explore a variety of mediums, from local to internationally recognized artists, and take advantage of private lessons to create your own masterpiece.



M&M's Restaurant

End your day with a memorable dinner featuring local and seasonal specialties in a laid-back atmosphere. Savor dishes ranging from fresh seafood to rack of lamb, and don't miss their county-famous salad for a satisfying finish to your Pamlico adventure.



TURN YOUR VISIT INTO A GETAWAY WITH AN OVERNIGHT STAY!

Oriental
Marina & Inn



River Neuse
Suites



The Inn at
Oriental B&B



Magnolia
House B&B



Southern
Sky Lodge



Cartwright
House B&B



KNOW BEFORE YOU GO

TRAVEL TIPS

Gatlinburg welcomes you! Plan your trip with these helpful tips.

TIP
02

BearWise Vacation Tips
[LEARN MORE](#)

TIP
03

What's New in Gatlinburg
[LEARN MORE](#)

TIP
04

View Webcams to See Gatlinburg in Real Time
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Our 'Secret Season' Is Whispering to You

By JCTDA on Nov. 06, 2025

Jackson County, NC has a secret – one that's well worth sharing. A visit to the area between winter and early spring offers benefits you won't find any other time of the year. From lower lodging rates to clear mountain views to amazing dining and winter sports experiences, you'll find it here, during our serene "Secret Season." Here are our top suggestions for taking full advantage of it!

Lower Temps = Lower Rates Let's start with pricing. As the temperatures fall, so do the rates for [lodges, hotels, cabins and cottages](#). Simply put, you'll get more mountains for your money! Additionally, many properties offer [seasonal specials](#). Consider the iconic [High Hampton Resort](#), which offers its lowest rates of the year during January and February. Or the 20% discount when you book three nights at [Hotel Cashiers](#), a pet-friendly mountain inn. In Whittier, close to the

2. Arrival & First Impressions

Top 3 design tips & tricks:

- Visitors are orienting themselves, so use warm, clear welcoming cues
- Reduce confusion / frustration here, as this can linger throughout the experience
- Sense-of-place should be immediate

3. Welcome & Orientation

Top 3 design tips & tricks:

- The greeting: make it personal & human!
- Guidance, expectations, & orientation should be clear, but not feel procedural
- Begin storytelling early: Explain not just the ‘what’ but the ‘why’

Example: Coharie River Tours, North Carolina



4. Core Activity

Top 3 design tips & tricks:

- This is usually the reason they've come
- Enable authentic engagement or immersion with place/story/activities:
Quality over quantity!
- Want to craft a wow-factor memory

4. Core Activity

DMO Impact Opportunities:

- Destination incubator & capacity-building programs
- Experience design trainings
- Create passport programs or themed-trails connecting sites
- Foster in-destination collaboration
- Destination-wide storytelling themes



South Dakota Great Finds Passport

Follow in the footsteps of Native American legends, historic explorers, and in-the-know locals. Pristine waters, the perfect campsite, and views only found in South Dakota — they're all waiting for you along with great prizes. Share and tag your photos with #HiFromSD.

Explore the Passport

FREE

Sign Up

Learn More



South Dakota Stars & Stripes Passport - Celebrating 250 Years of America

Explore national treasures, scenic byways, and powerful landmarks that honor our America's rich and storied history. With each check-in, you'll collect memories, earn points, and unlock exclusive rewards—all while discovering the spirit of South Dakota through the lens of America's 250th celebration.

Explore the Passport

FREE

Sign Up

Learn More



South Dakota Peaks to Plains Passport

Follow in the footsteps of Native American legends, historic explorers, and in-the-know locals. Pristine waters, the perfect campsite, and views only found in South Dakota — they're all waiting for you along with great prizes. Share and tag your photos with #HiFromSD.

Explore the P

FREE

Sign U



Northbound Family Adventures Passport

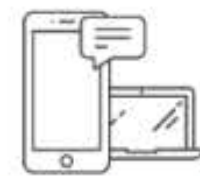
You're sure to find countless things to eat, explore and enjoy! From hidden gems to the prizes you win along the way, the Northbound Family Adventures Passport will have everyone grinning. Use #HiFromSD to share your smile-inducing adventures.

Explore the Passport



Step 1 - Get Your Pass

This mobile exclusive passport is a collection of curated attractions, retailers, restaurants and more, offering deals and discounts to redeem during your visit.



Step 2 - Receive Text

Your passport will be instantly delivered to your phone via text and email and is ready to use immediately! There is no app to download. Your pass can be saved to your phone's home screen for easy one-tap access.



Step 3 - Redeem

When visiting a participating business, simply present your phone to the attendant or staff member to redeem available discounts.

How do I get my prize(s)?

Once you have checked into the required number of locations resulting in point accumulation, you will redeem your points for the desired prize from within the passport application. Travel South Dakota will then send the designated prize(s) by mail.

[Redemption Instructions \(PDF\)](#)

ASHEVILLE



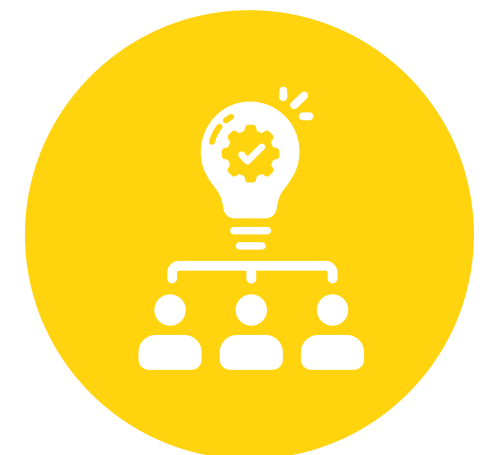
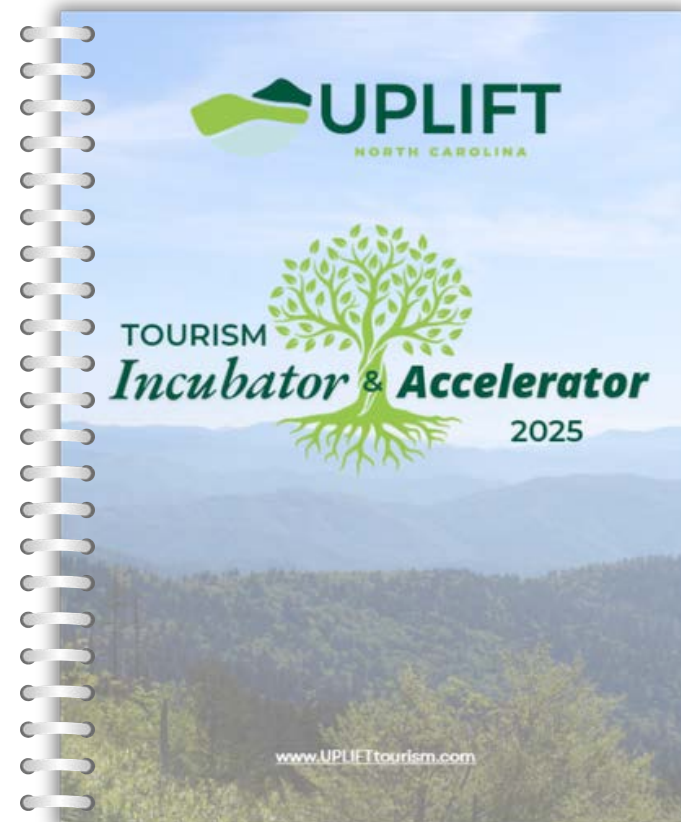
Advance your career

Explore Asheville Travel & Hospitality Internship

The purpose of the internship program at Explore Asheville is to provide students with an introduction to the hospitality and travel industry through hands-on experience and exposure to our partner offerings. Individuals can develop a variety of transferable hard and soft skills including customer service, public speaking, and time management in the following sectors:

- Destination Marketing and Management
- Food and Beverage
- Accommodations
- Recreation, Parks, and Sports
- Arts and Culture
- Retail

Apply for the 2026 Internship



TOURISM INCUBATOR & ACCELERATOR

5. Reflection & Wrap Up

Top 3 design tips & tricks:

- Invite visitors to reflect on your experience... meaning deepens after the activity(s) ends
- Reflection turns moments into memories
- Offer clear takeaways & “why this mattered”

+ End on a High Note!

6. Departure & Follow-Up

Top 3 design tips & tricks:

- Create easy ways to stay connected
- Offer genuine appreciation for their visit, and re-awaken memories with targeted followup
- Promote nearby or future experiences

6. Departure & Follow-Up

DMO Impact Opportunities:

- Encourage reviews & user-generated content
- Share visitor impact stories
- Maintain relationships with visitors
- Use visitor data to continue refining strategy / building programming

THANK YOU!

Any Questions?



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