

# CHOOSE YOUR OWN ADVENTURE

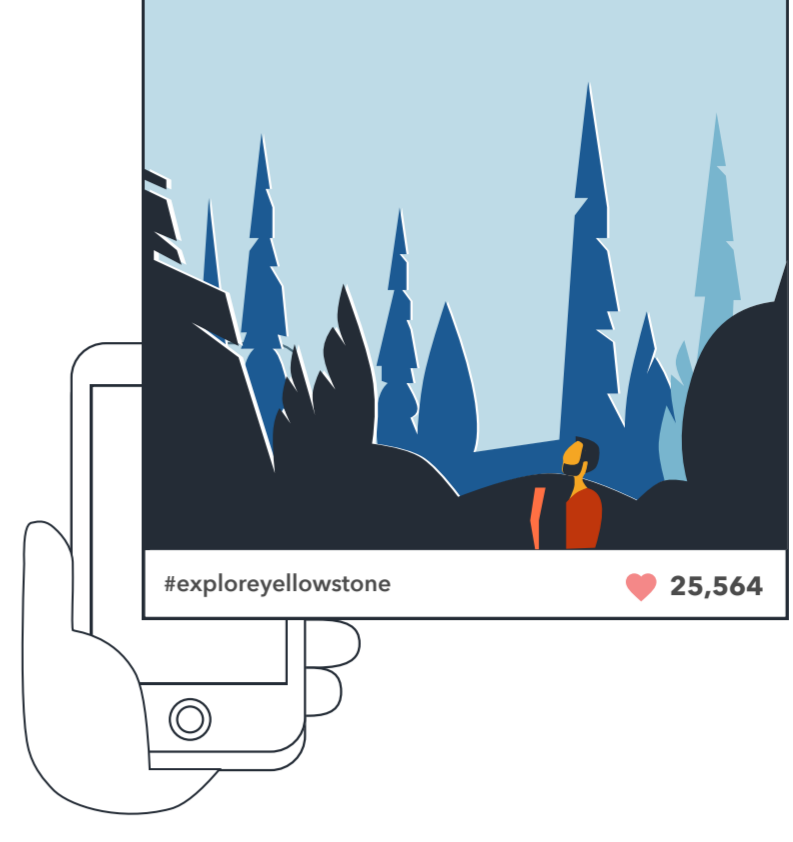
*A modern traveler's experience*

How do we travel? Do the tools we use affect the experiences we create? How can we make these experiences more meaningful?

Read on to see how our travel experiences have changed and what they mean for us.

## 1. HOW DO YOU FIND OUT ABOUT PLACES TO GO?

Traditional print forms such as brochures, pamphlets, and billboards can make a powerful statement, but are often limited in reach.



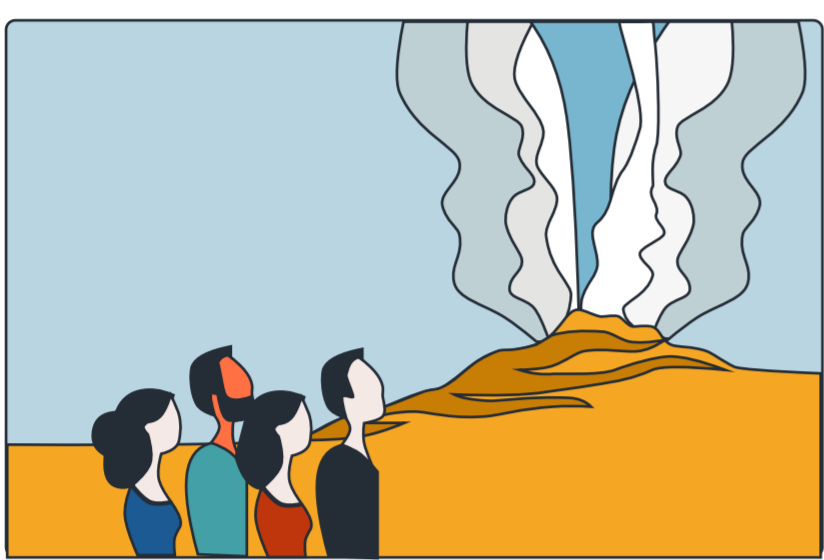
Many organizations and influencers are using social media to share their experiences with a larger audience. Digital content is visually engaging, accessible, and can be shared easily.

## 2. HOW DO YOU FIND OUT IF A PLACE IS RIGHT FOR YOU?

*"People are interested in people"*

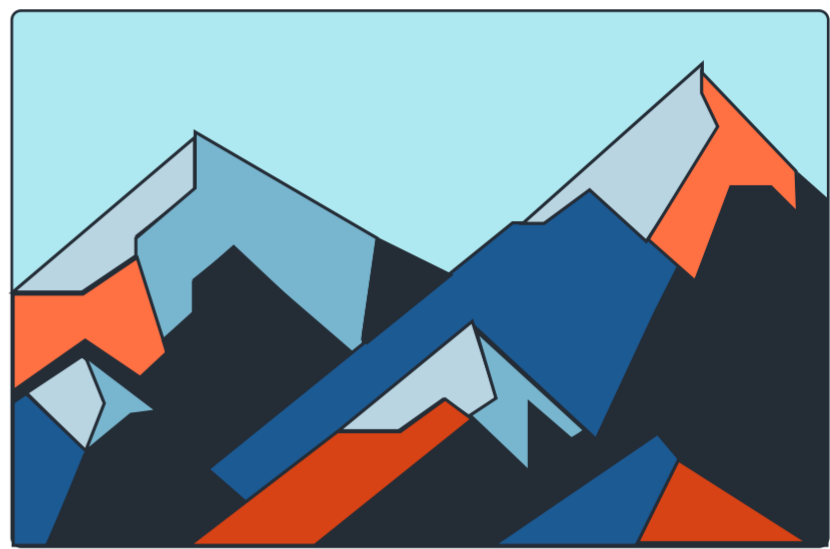
CAROLINE BETETA, VISIT CALIFORNIA

Best places to visit in Yellowstone

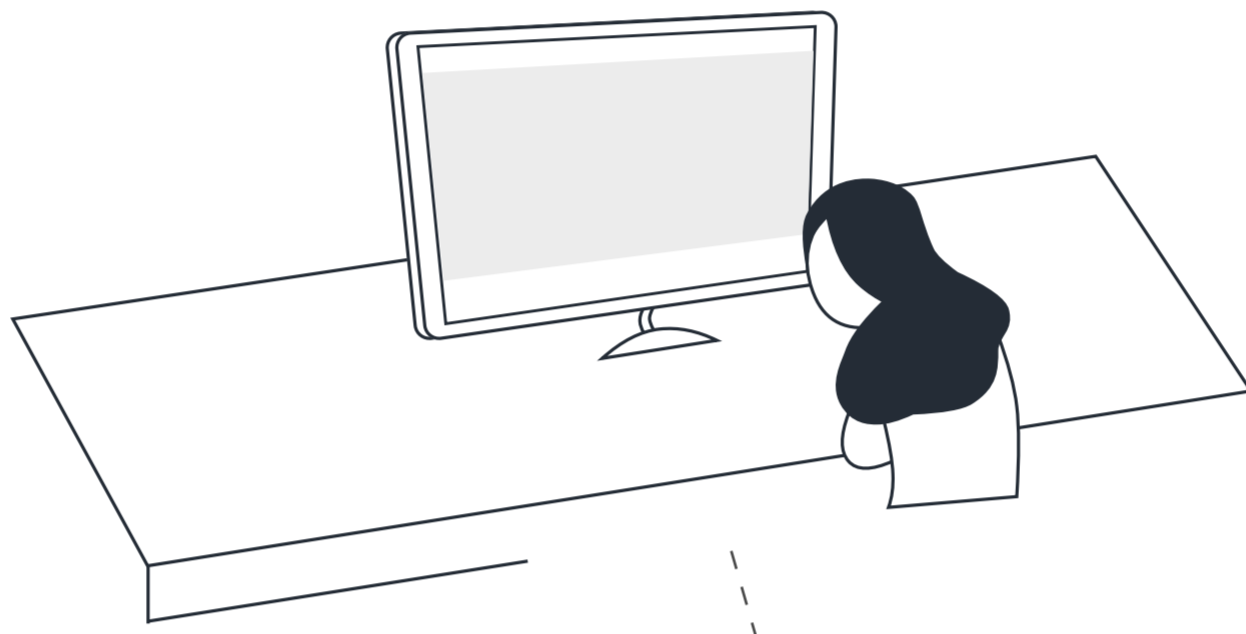


Organizations create engaging websites that sell a trip, but often focus on the popular attractions and miss out on the "deep cuts," or the unique experiences.

Unique experiences in Yellowstone

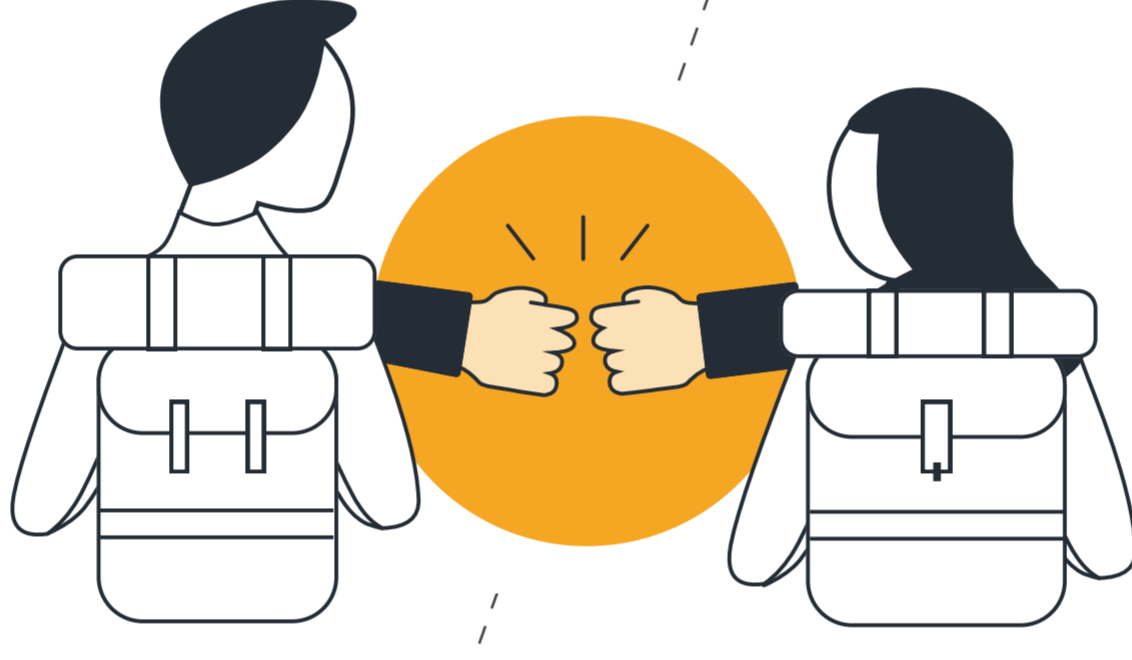


Finding a unique experience or encouraging visitors to engage with locals often requires a little more effort.



## 3. HOW DO YOU FOLLOW THROUGH?

There is a transactional nature to tourism. A cookie-cutter experience may leave travelers feeling like an attraction has been sold to them.



Digging for hidden gems may require going outside of one's comfort zone but often leads to delight and a greater assurance that the experience will be authentic and memorable.

## 4. WHAT'S IT LIKE WHEN YOU GET THERE?

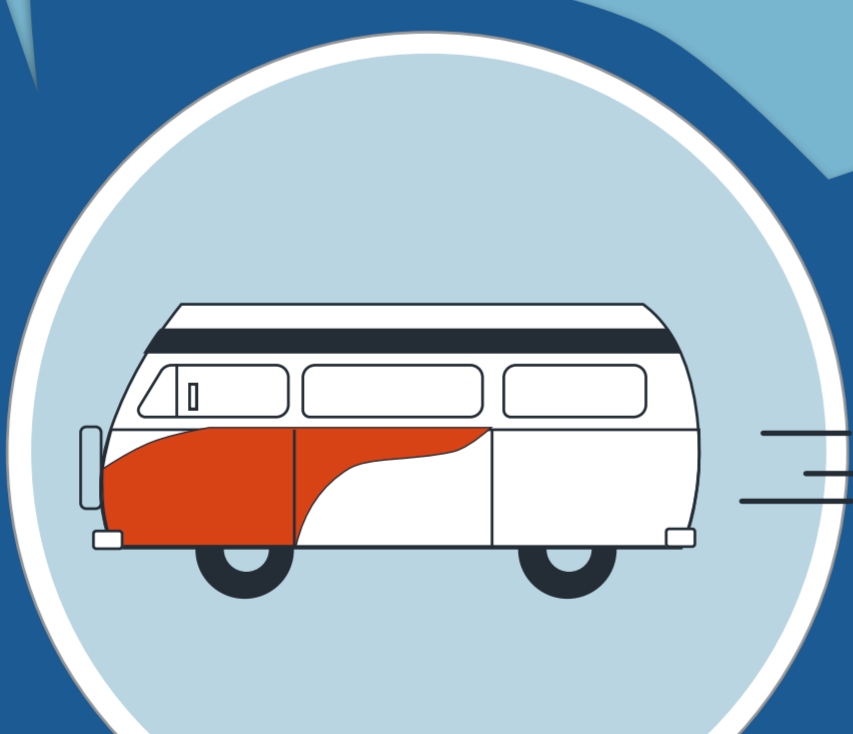
*"Authentic experiences lead to cultural preservation not exploitation."*

SUZY LAWRENCE, NEW MEXICO TRUE

Taking time to experience unique attractions and engaging with locals preserves their culture and ensures that others can continue having these experiences



Tourists flock to the main attractions. While these locations may be the most popular, they sometimes lack the authenticity of an experience stumbled upon or recommended by a local.



## 5. WHAT ARE YOU LEFT WITH WHEN YOU GO HOME?

*"Seeing different places now makes me think differently"*

CUMA CEVIK, INSTAGRAM TRAVEL INFLUENCER

Souvenirs and memorabilia often act as an agent to help us remember the experiences that we had in a particular location.



Experiencing something outside of our comfort zone can often lead to a renewed sense of self and change our perceptions of the world. When we share these authentic experiences with others, they connect on a deeper level.

*Like what you see? Let's keep in touch*

+1 (575) 749-2408 @thesmythgroup

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