Parks and the Experience Economy

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&

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Experience Economy is an advanced service economy which has begun to sell “mass customization” services that are similar to theatre, using underlying goods and services as props.

B. Joseph Pine II and James H. Gilmore
Experience Economy easily defined:

- Agricultural Economy
- Manufacturing Economy
- Service Economy
- Experience Economy
Trends have changed over the years...

Then...
Now
The Four Realms of Experience Economy

- Absorption
- Immersion
- Passive participation
- Active participation
- Entertainment
- Educational
- Esthetic
- Escapist

Imagination
**Entertainment** - Guests passively absorb experiences through the senses.

![Image of an orchestra](image)

- **Absorption**
  - Passive Participation
  - Educational + Esthetic

- **Immersion**
  - Active Participation
  - Escapist

- **Educational**
- **Esthetic**
- **Escapist**
**Educational**- Guest absorbs the events & actively participates in an activity.
Esthetic- Guest immerses themselves in an event or environment but have little or no effect on it.
**Escapist** - Guests immerses themselves in an experience & actively participates.

![Diagram showing Escapist, Absorption, Passive Participation, Educational, Entertainment + Esthetic, Active Participation, Immersion categories.](image-url)
Transformations - Defined as an experience which makes a permanent beneficial change to the customer.

“Experiences are memorable and are sustained for a time, transformations are inspirational and must be sustained through time.” Pine & Gilmore
Who has adapted the Experience Economy theory to their business?
T.H.E.M.E.

- Theme the Experience
- Harmonize Impressions with Positive Cues
- Eliminate Negative Cues
- Mix in Memorabilia
- Engage the Five Senses
When is enough, enough?

- Not every program has to be a mini-musical with bells and whistles.
- Simple to elaborate

- What would be the advantages to using Experience Economy?
Sugar Camp Days
Nature Up Close Summer Camp
What would you do to incorporate the ideas of Experience Economy into this event?

Remember to incorporate ALL divisions of your park
(ex. maintenance, administration/reception, security and education)
What can I take home to remember my experience?

- Gift store purchases/souvenirs
- Inexpensive give-away items
- Candy
- Bookmarks/Brochures
- Coupons (as incentive for return visit)