

ROGER HURNI

**FOUNDER / MANAGING PARTNER
OFF MADISON AVE**

@ROGERHURNI



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WORLD TRAVELER AND COLLECTOR OF EXPERIENCES

@ROGERHURNI



BRANDING THROUGH THE VISITOR EXPERIENCE



FORGET THE GIG ECONOMY

WE ARE IN THE EXPERIENCE ECONOMY



\$44

BILLION

in personal
purchasing power

62%

WORK

to finance travel

79% vs 21%

Travel over Spa / Beauty Treatments

68% vs 32%

Travel over Eating Out at Restaurants

62% vs 38%

Travel over Furniture / Homewares

60% vs 40%

Travel over Clothes / Fashion / Shoes

58% vs 42%

Travel over Tech / Gadgets

THEY'RE BUCKET LIST CONQUERORS



**PIVOT FROM JUST TELLING STORIES,
TO HELPING YOUR
VISITORS CREATE THEIR OWN**

HIGHLIGHT AUTHENTICITY



STAY THE NIGHT AND STEAL THE ART

STEAL BANKSY



DVR3_3-11Main entry









**1500 ROOMS IN 4 WEEKS
(50% ABOVE TARGET)**



300% ROI

INTERNATIONAL MEDIA COVERAGE (61 COUNTRIES)



\$2.1 MILLION IN PR VALUE





**105,493 WEBSITE VISITS
(112% INCREASE)**

**MIX THE EXPECTED
WITH THE UNEXPECTED**



[Un]Real.



Havasupai

ARIZONA
THE GRAND CANYON STATE

START PLANNING

[Un]Real.



White Mesa Arch



It's ok to feel small here. Because on this scale, big isn't just big. It's infinite. If you think about it, it's only by being so small that you can fully appreciate such a night. And right now, tiny you is the center of the universe.

Make the [un]real a reality.
Plan your getaway at [UnRealAZ.com](#).

ARIZONA
THE GRAND CANYON STATE

[Un]Real.




Saguaro National Park

It's not what you expected, is it? After all, deserts are supposed to be brown and barren. But this—this is subtle reds and fiery oranges, bright golds and soft greens. And that sky. We're not even sure what color that is. So much about Arizona defies explanation. Yet somehow when you're here, it all makes perfect sense.

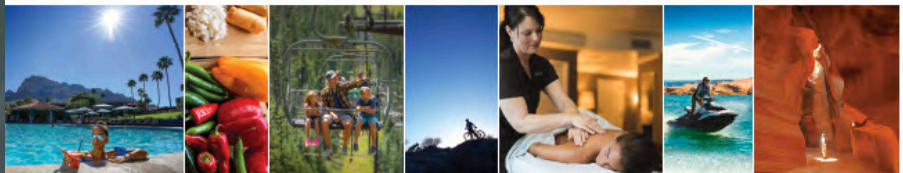
Make the [un]real a reality.
Plan your getaway at [ExploreMoreAZ.com](#).

ARIZONA
THE GRAND CANYON STATE

[Un]Real.



Grand Canyon National Park



Take a minute. Take a breath. Take a thousand pictures with your eyes. Watch the layers of color unfold across the canyon, reflecting on the rock and the snow and your soul. Millions of years brought you to this moment. So, take all the time you need.

Plan your [un]real getaway at [325DaysOfSun.com](#),
and download the Visit Arizona app to customize your trip.

ARIZONA
THE GRAND CANYON STATE

[Un]Real.



Watson Lake

ARIZONA
THE GRAND CANYON STATE

START PLANNING

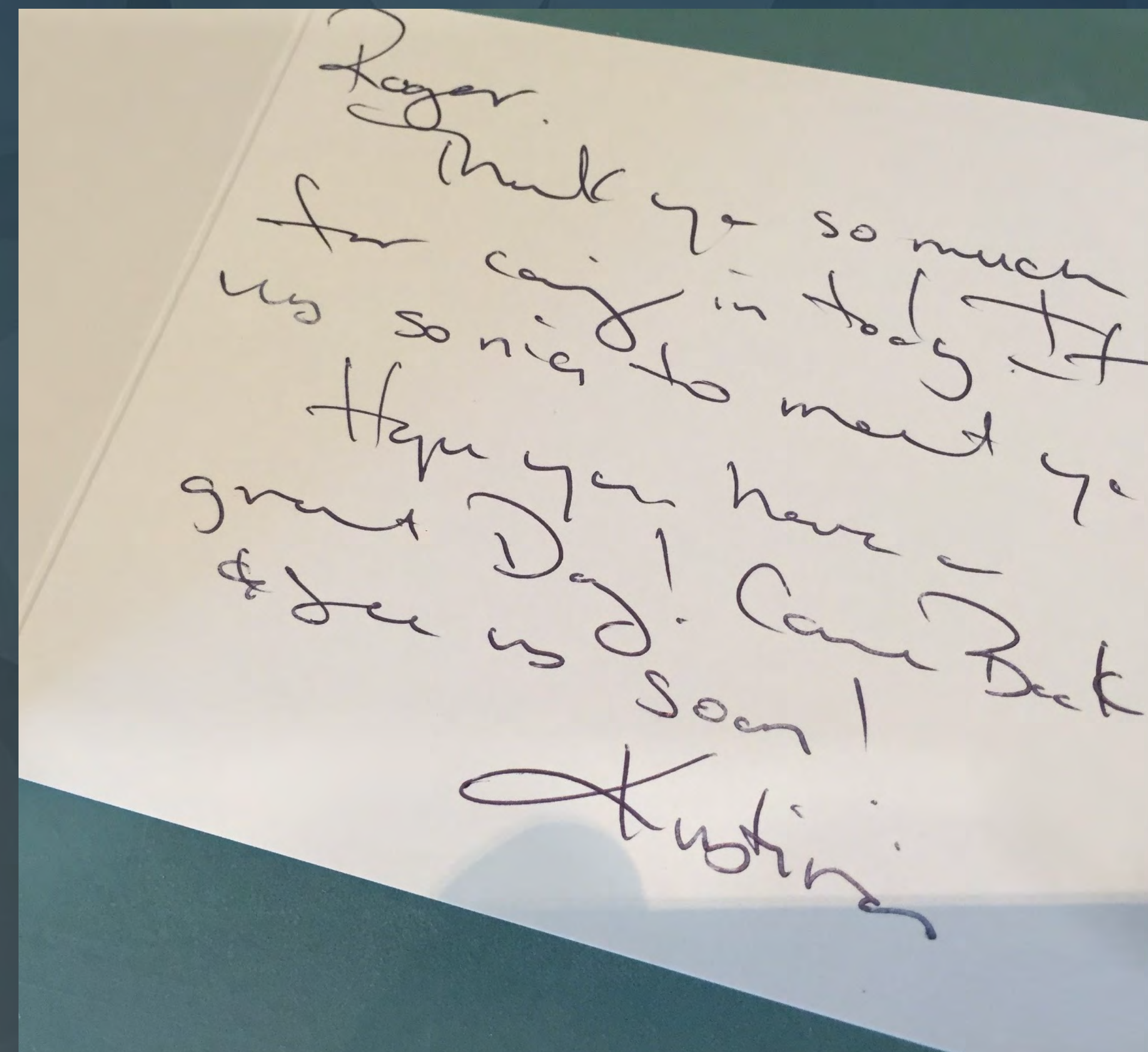






PERSONALIZATION IS KEY











**FULFILL THEIR DESIRE TO
EXPERIENCE LIFE AS A LOCAL,
NOT A TOURIST**



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Only 10 spots available! Join us on an epic 9 day trip!

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INDEPENDENT TRAVEL IN STYLE

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OFF
MADISON
AVE





THINK OF ALL THE SENSES



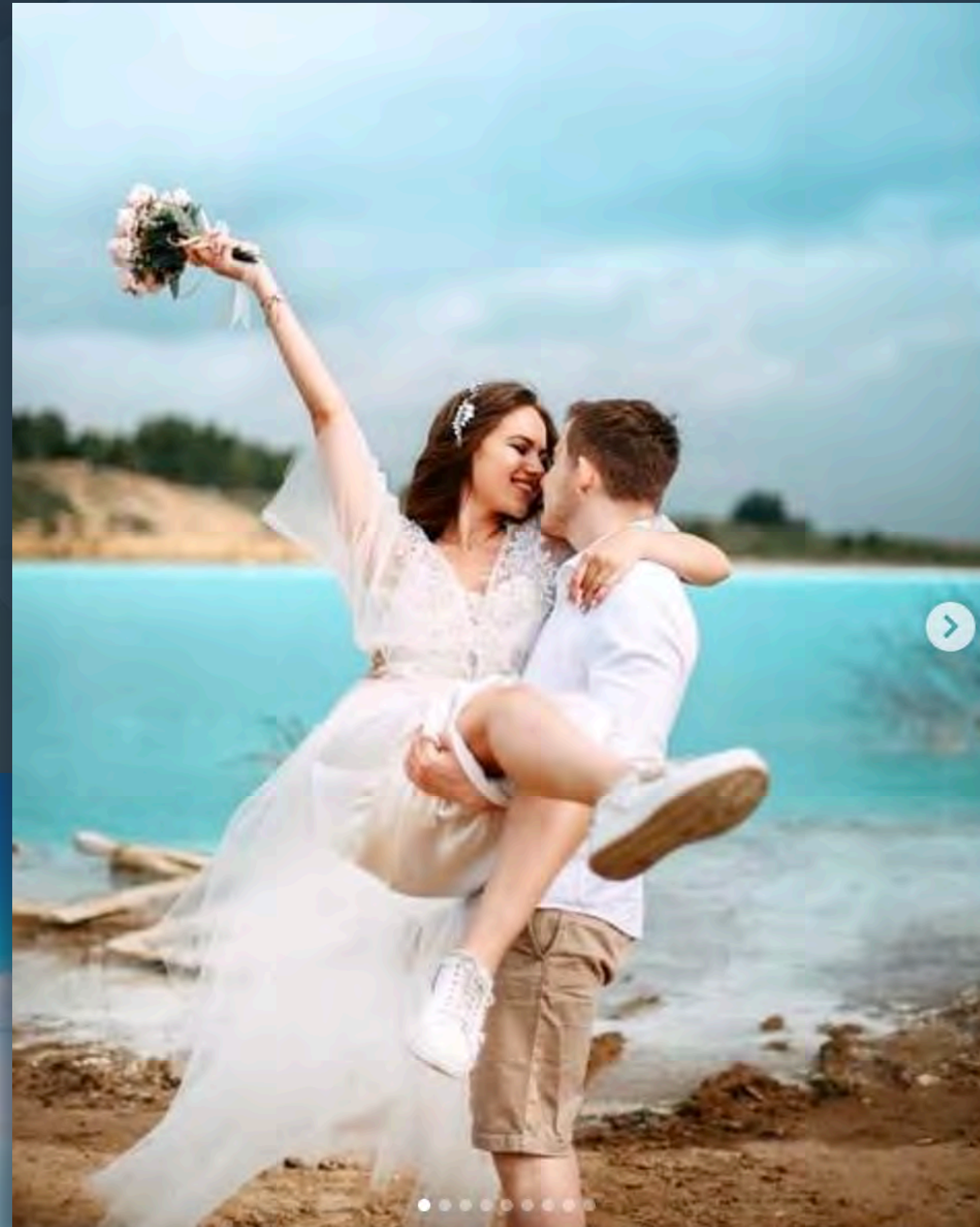
THE
RUBIN
MUSEUM
OF
ART


OFF
MADISON
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**SOMETHING WORTH LEAVING HOME FOR
HAS TO BE WORTH SHARING**




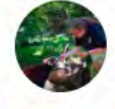




 **maldives_nsk** • Follow
TЭЦ-5

 con tres brazos
1d 8 likes Reply


 jennandneilb This place is a man-made waste site for a power plant. The color is gorgeous but don't get in it.
1d 3 likes Reply

 kpower92 I've seen one of these in America too! I've always wondered what made it bright blue. It's in Dayton and there are fences around it so people won't fall in.
1d 5 likes Reply
View replies (1)

♡ 💬 ↗ 📌

300 likes
2 DAYS AGO

Add a comment... Post

 **sergeiradzjuk** Это где Мальдивы 🤔/?????
10m Reply

♡ 💬 ↗ 📌

294 likes
18 HOURS AGO



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ТЭЦ-5



[View replies \(1\)](#)



Ce lac populaire sur Instagram est en réalité... la décharge d'une centrale électrique. Cet endroit de Sibérie, surnommé "les Maldives de Novosibirsk", n'est pas vraiment ce qu'il semble être. Si l'eau est à ce point turquoise, ce n'est pas parce que le ciel s'y reflète, écrit le New-York Times, mais bien parce que l'endroit est rempli de sel de calcium et d'oxydes métalliques. Il ne s'agit donc pas d'un lac paradisiaque mais bien d'une décharge artificielle pour centrale électrique. Tout de suite, ça fait moins rêver. Face à l'engouement provoqué par ce lieu sur les



156 likes

2 DAYS AGO

[Add a comment...](#)

[Post](#)




JW MARRIOTT
SANTA MONICA
LE MERIDIEN

OFF
MADISON
AVE

**THE VISITOR EXPERIENCE IS
ABOUT HOW YOU MAKE THEM FEEL
AND EXCEED EXPECTATIONS**

**HIRE PEOPLE FOR THEIR CULTURAL FIT,
BEFORE THEIR SKILL FIT.**



**CHALLENGE EMPLOYEES
TO MEET THE UNEXPRESSED NEEDS
OF YOUR VISITORS.**



BE AUTHENTIC
MIX IN THE UNEXPECTED
PERSONALIZE
CREATE EXPERIENCES AS A LOCAL
THINK OF ALL THE SENSES
HELP CREATE SHARABLE STORIES

THANK YOU

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