IMMERSIVE EXPERIENCES in Hospitality Management

Experience, the fourth economic offering

Types of Immersive Experiences & Industry Snapshot

What is an "Immersive Experience"?

• THEME
• OFFERS A HOSPITALITY OR TOURISM SERVICE
• ENCOURAGES GUEST INVOLVEMENT THROUGH ACTIVITIES AND FEATURES

"ALMOST ANY SERVICE CAN BE LEVERAGED TO STAGE A MORE COMPPELLING EXPERIENCE" (GILMORE & PINE, 2002)