The Concept

Xperience the CITY is a concept challenging the existing Tourism Supply Chain (TSC). Calling for Integration and Co-creation within the travel industry it aims in transforming the Traveler from a passive customer to an Active Co-Creator of Value. Central to this concept is the Travel Experience and the need of travelers for Unique, Customized Experiences as part of the changes in today's experience economy regarding travel, consumer as well as technology driven trends.

Challenging the Tourism Supply Chain: A Service for Air-Traveling from a Co-Creating Perspective

Experiences

Having long gone, the mass produced impersonal services have given the floor to more personal, custom made services and experiences. Moving from products to services some years ago, commoditized services are now surpassed by the essence of Experience. Central to the customer perspective, authentic and personalized experiences are nowadays what people seek and value.

Event and adventure traveling, peer-to-peer model and the need for local knowledge are some of parts of a total image: unique, authentic and personalized experiences or else Personal Stories and New Meanings. In this new concept, the attractiveness of the experience can be the main value generator in the TSC.

Validation Research

Xperience the CITY concept was validated in a big scale validation research (quantitative) addressing passengers and industry in the two cities case-study (Athens, Greece and Amsterdam, Netherlands) and the rest of Europe. In total:

- 937 passengers
- 127 hotels
- 11 airlines
- 8 airports

Participants were asked if they would be interested in a service that would combine last minute air-tickets and other services (hotels, event tickets, entertainment and organizing weekend vacations towards the CITy) creating a trend of impulse (and custom-made) traveling.

- 87% would be interested in a service that would combine last minute air-tickets and other services (hotels, event tickets, entertainment and organizing weekend vacations towards the CITy) creating a trend of impulse (and custom-made) traveling.

Strategy

Xperience the CITY comes to change the current travel ecosystem and establish a Pull Strategy where pull strategies were before. Instead of passengers trying to find the products and services matching their criteria in order to plan and travel, xperience the CITY gathers these criteria along with the services that can facilitate them, and pulls the travelers.

Pre-Delivery Phase

In total: 514 passengers, 62 hotels, 42 airlines and 6 airports.

Pull Strategy

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Post-Delivery Phase

Pre-Delivery Phase

Delivery Phase

Post-Delivery Phase

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