





Creating Value for Travelers and Companies

 <b>ENGAGEMENT</b> Creating value through next-gen engagement models	 <b>TECHNOLOGY</b> Creating value with genius-level technology	 <b>TRANSFORMATION</b> Creating value with transformational experiences	 <b>CHANNEL STRATEGY</b> Maximizing value across channels
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Unify your team and amplify your impact on all future initiatives

<p><b>Research &amp; Reports</b></p> <ul style="list-style-type: none"> <li>• General CX research - qualitative and quantitative</li> <li>• Early access to our syndicated Trend Report</li> <li>• Customer-specific research - qualitative and quantitative</li> <li>• A fully researched, ready-to-pilot experience concept</li> <li>• Experience Strategy Certification for all team members</li> </ul>	<p><b>Learning &amp; Collaboration</b></p> <ul style="list-style-type: none"> <li>• Instruction on best-in-breed CX tools, frameworks, and approach</li> <li>• Guidance from CX thought leaders on how to apply tools and frameworks to your unique business challenges</li> <li>• Mentoring on innovative ways of working as a team</li> <li>• Collaboration and lifelong connections with other CX leaders within and outside your industry</li> <li>• Cross-sector insights into emerging customer trends that span all member companies</li> </ul>
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Work with a curated group of non-competitive companies that are focused on similar questions and challenges

**THOUGHT LEADERS FROM VARIOUS INDUSTRIES**



CURRENT AND PAST COLLABORATIVE MEMBERS

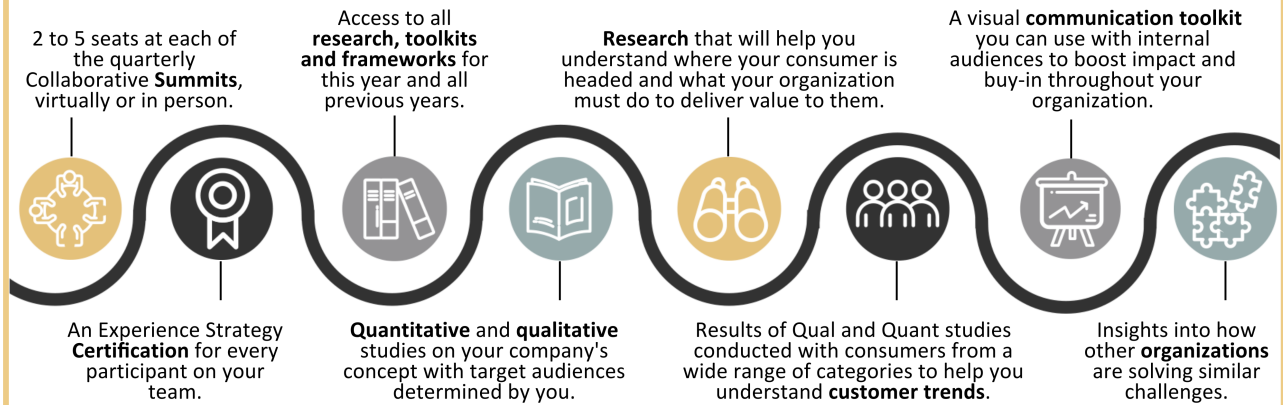


# THE YEAR-LONG JOURNEY

An incredibly economical, high-impact way to think about and create experience solutions.



## WHAT DO YOU GET?



### OFFERINGS AND PRICING FOR THE COLLABORATIVES

Services Provided	INDIVIDUAL	MOST POPULAR	
		TEAM	ENTERPRISE
<b>GROUP PARTICIPATION AND CERTIFICATION</b>			
Number of Participants for Quarterly Summits	1	2-5	6+
Experience Strategy Certification for Participants	YES	YES	YES
<b>GROUP RESEARCH ACCESS</b>			
Forward-looking customer <b>trends</b>	YES	YES	YES
Insights into how other organizations are <b>solving similar challenges</b>	YES	YES	YES
Experience visuals for internal communications	YES	YES	YES
Access to prior years Collaboratives research findings	NO	PRIOR YEAR	ALL YEARS
<b>BESPOKE RESEARCH ACCESS</b>			
Quantitatively tested concepts for your company	NO	YES <small>1 CONCEPT TEST</small>	YES <small>2 CONCEPTS</small>
Results of qual and quant studies conducted with your consumers	NO	YES <small>2 ROUNDS EACH QUANT/QUAL</small>	YES <small>2 ROUNDS QUANT/QUAL FOR EACH CONCEPT</small>
<b>ANNUAL SUBSCRIPTION*</b>	<b>\$25K/year</b> <b>**\$12K/year</b>	<b>\$85K/year</b> <b>\$130K/2 year subscription</b>	<b>\$150K/year</b>

\*Does not include travel costs to attend the Summits.

\*\*Exclusively for Members of the Transformational Tourism Roundtable

**GET IN TOUCH**

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TRANSFORMATIONAL TRAVEL COUNCIL