



JOURNEYSTONE
Safaris

EXPERIENCE DEVELOPMENT

IDENTIFY YOUR BRAND

- Analyse
- Assess
- Adapt
- Be CLEAR and be BOLD
- Invest TIME



THE FOUR C's

- Commerce
- Community
- Conservation
- Culture



EXPERIENCE vs ANALYTICS

- Ensure your model is governed by YOU and that you are not governed by your MODEL

This relationship is one of mutualism, not parasitism

- Never lose sight of the "FEEL" of your offering

Numbers lack emotion



COMPETE OR COLLABORATE

- What do you have that I don't?
- Potential mutual benefits
- Traversing and concession modelling

EXPERIENCE AUTHENTICITY

- Are you enhancing or are you exploiting?
- Good solid science
- Don't underestimate the punter...
- Keep the "WILD" in our Wildlife
- Tell your story!

JOURNEYSTONE
Safaris

SURVIVE TO THRIVE

- Why?
- Dream, passion or necessity?
- Balance - Does evolving your offering jeopardise it?
- Scale!!!!!!!!!!

Can and must link to every aspect of your business

Breakeven and burnout

