# What are we looking for when we travel?

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# Part 1

Writer's workshop

#### Hotel 1



#### Hotel 2



## Sensorial

Going beyond what you see...

# Story

Going beyond what you sense...
...and focusing on the experience.



#### Part 2

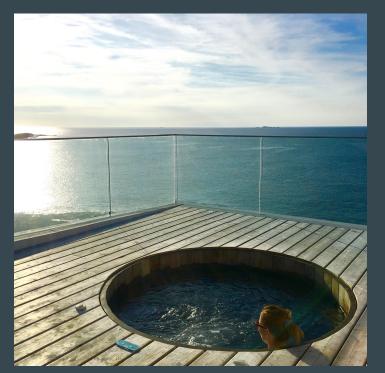
Understanding experiential travel

### Case Study: Fogo Island Inn













# Story!



#### **Authenticity** → **Serendipity**

The quest for authenticity is the search for serendipity.

