

**What are we looking for  
when we travel?**

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Brandon Presser  
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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.

