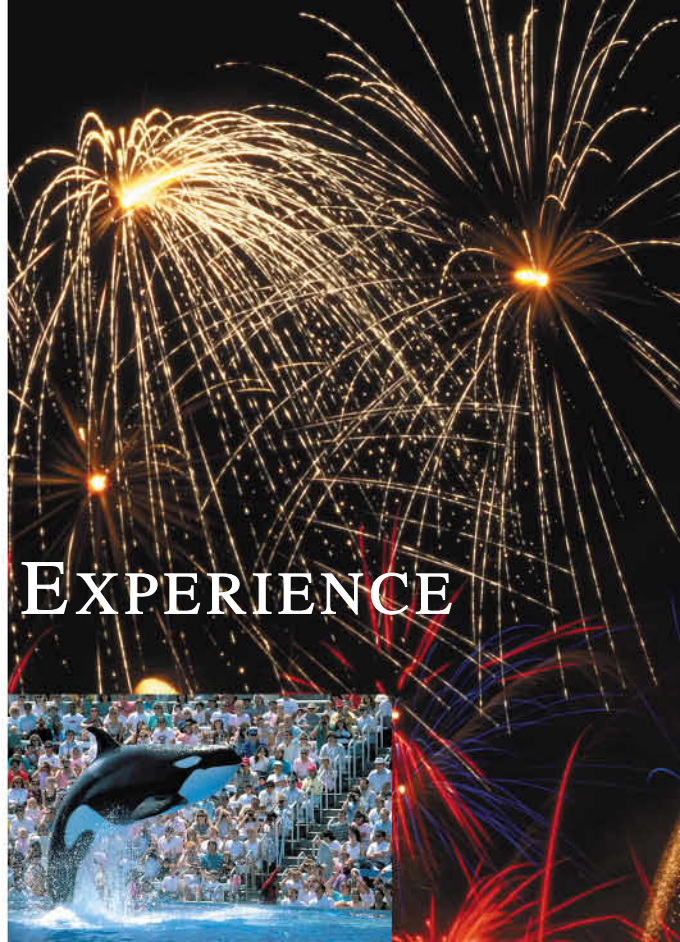


# THE ANATOMY OF AN EXPERIENCE



## EXPERIENCE ANALYSIS FOR

ATTRACTIONS

EXHIBITIONS

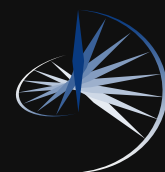
ZOOS

AQUARIUMS

MUSEUMS

SCIENCE CENTERS

AMUSEMENT PARKS



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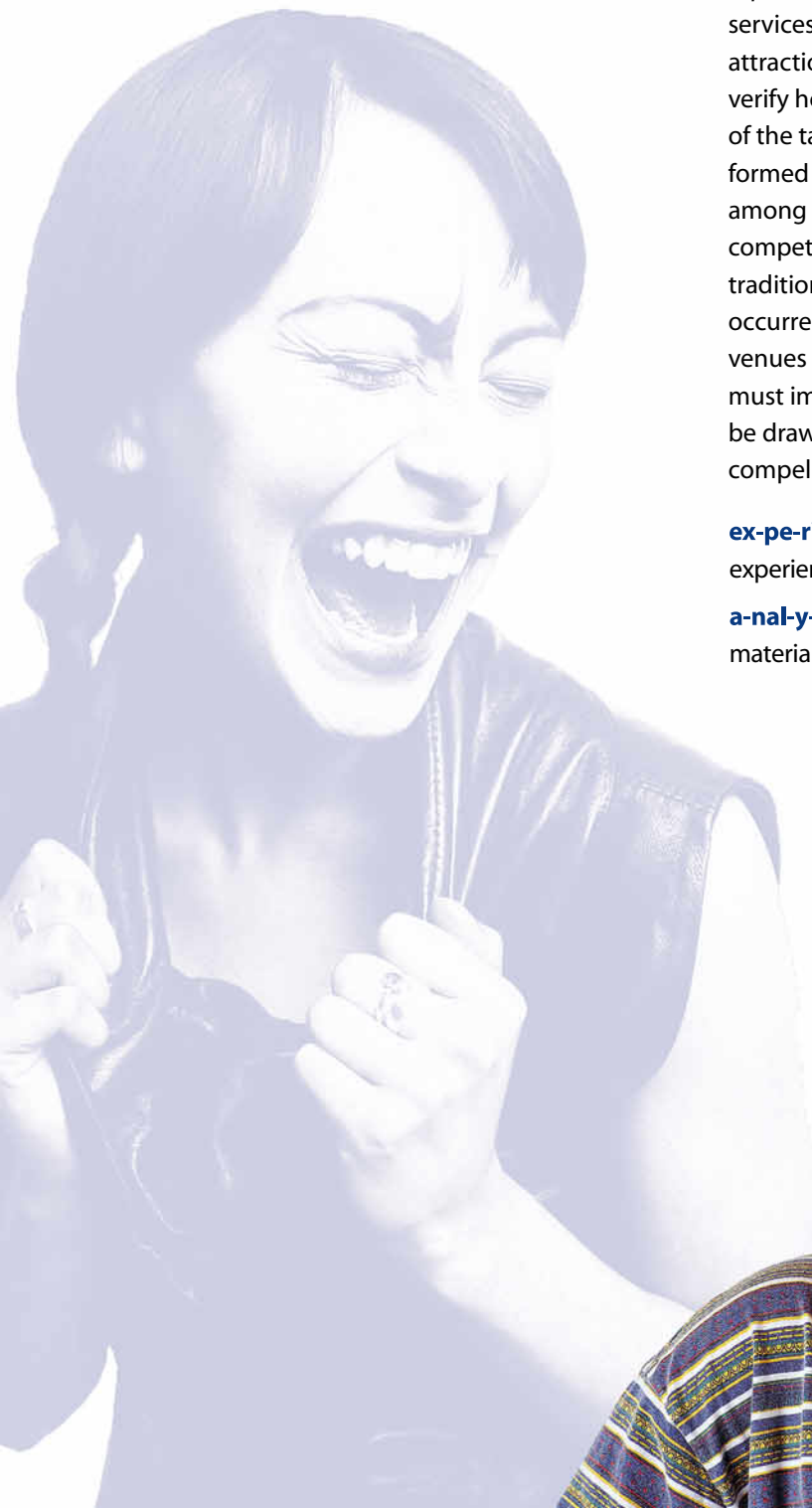


## OUR ULTIMATE CLIENT IS ALWAYS THE VISITOR

*Experience Analysts International* provides comprehensive assessment services for attractions and exhibiting institutions. We collaborate with attraction owners, designers, and corporate sponsors to assess and verify how well the attraction or exhibit venue connects with the needs of the target visitor demographic. *Experience Analysts International* was formed in response to the increasingly fierce competition for visitors among the multitude of venues in the industry. This amplified competition among commercial, "for-profit" attractions, as well as traditionally "non-profit" interpretive and informal learning attractions occurred as a result of the ever-increasing quantity and diversity of venues worldwide. In order to gain a competitive edge, institutions must implement strategies to maximize the likelihood that visitors will be drawn to a particular attraction, enjoy the experience, and then be compelled to return time and time again.

**ex-pe-ri-ence** (ik spēr/ē əns), *n., v.*, **1.** Active participation in an experience, leading to the accumulation of knowledge.

**a-nal-y-sis** (ə nal/ə sis), *n.* **1.** The dissection of an intellectual or material whole into its core components for individual study.



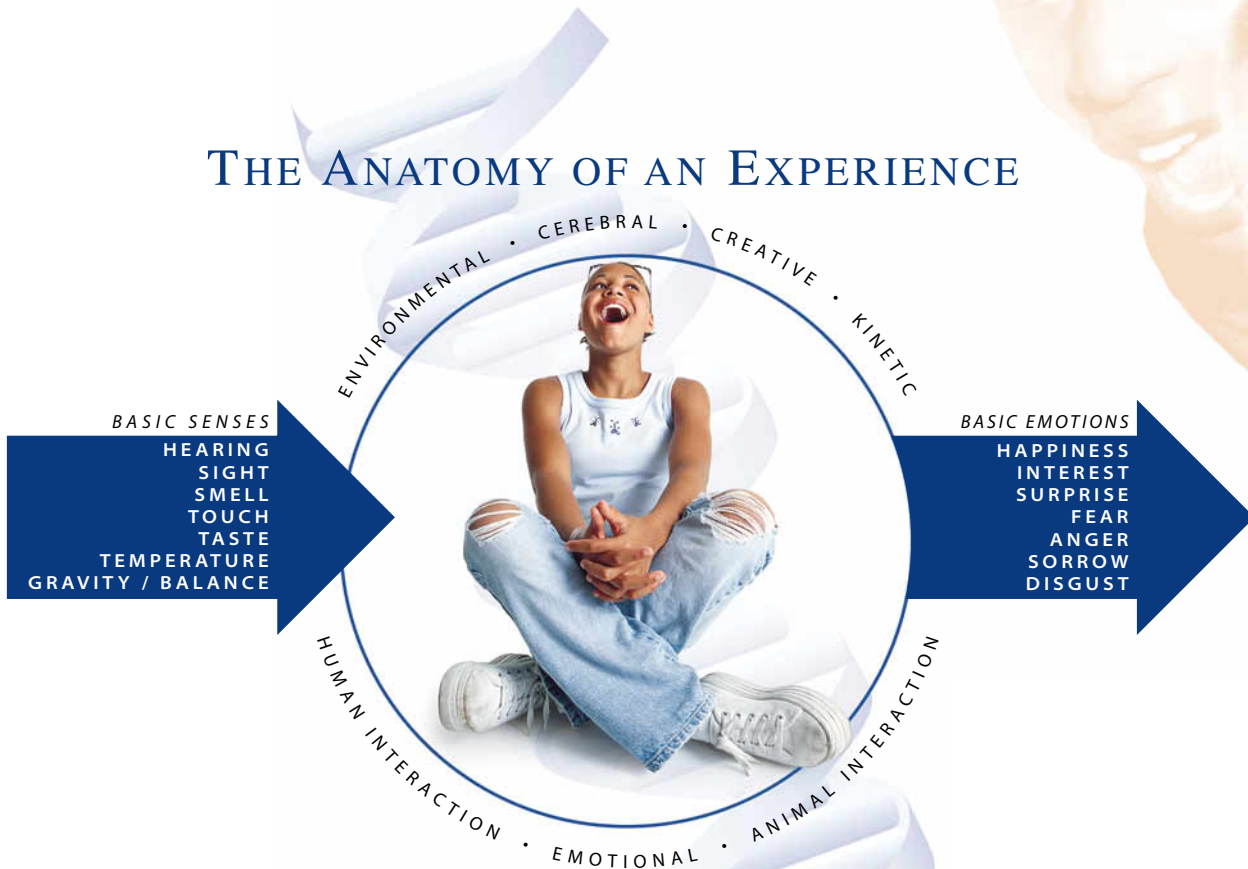




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## THE ANATOMY OF AN EXPERIENCE



Fundamentally, all human experiences can be dissected into a distinctive sequence of basic qualitative and quantitative elements. Every given experience is absorbed through a combination of the basic human senses. This sensory input triggers a unique internal processing of the experience, filtered through core elements which comprise what we refer to as "Experience DNA". This internal processing generates a reaction comprised of one or all of the basic human emotions. Through research and technology we are able to extract the "Experience DNA" sequence from any visitor attraction and analyze, through Experience Modeling (X-MOD), how well the DNA sequence matches the optimal experience of the target audience for a specific attraction. In most circumstances, the desired outcome of an attraction is to evoke one of the positive human emotions such as happiness, interest or surprise.

Upon unveiling the anatomy of an experience and defining a target audience, the unique "Experience DNA" is evaluated against our statistically validated, comprehensive experiential database. Through this process, designers, operators, and corporate sponsors develop a clear understanding of the expectations of their target audience and are then empowered to customize the attraction to evoke maximum appeal for the specific audience.



*Experience Analysts International* will provide valuable insight to your team at several critical stages in the life cycle of an attraction. We work with the design team during the initial stages of a project when programming, feasibility assessments, conceptualization, and design development transpire. We work with existing attraction owners and operators who are interested in growing visitor volumes and achieving increased return visitation. We also work with corporations during the entire life of an attraction to evaluate affinity-marketing opportunities for corporate sponsorship.

Let *Experience Analysts International* join your team in the creation of memorable experiences.



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[www.xanalysts.com](http://www.xanalysts.com)

Contact: Dr. Blaine Reely  
P.O. Box 11896  
Tucson, Arizona  
85734  
United States of America  
(520) 360-5657

Contact: Mr. Tony Sefton  
39 Rowland Close  
Wallingford, Oxfordshire,  
OX10 8LA  
United Kingdom  
44 1491 824609