



FACT SHEET STORYTELLING

Inside a tourism business brews a story you must share. The story is about your business and your place - the distinctive personality, values and passion that are embedded in your brand. Your story makes your place one of a kind. It can be a place where your brand is so tangible that visitors feel that they could almost be a part of it, and where people understand the value of what you do so completely that purchasing from you is the obvious choice.

Why tell a story?

- Make use of people's instinct to read a message in their environment
- Create a consistent message that corresponds with your branding
- Be unique in your market and location
- To help people understand the value of your product
- Make a visit to your place immersive and memorable
- Create a tourism experience that you can sell, and that attracts visitors

A STORY IS A SCENARIO.

For tourism, a good story is one you can set up like a scene from a play and have your visitors play the actors.

Here's an example: Sea shanties were used by sailors to accompany rhythmic work aboard a ship. To get people to remember the songs, a French museum has built a replica capstan, and you can participate in turning the device and singing along to the songs. It is both an experience in being able to experiment with a device, but also socially participate in a simple activity.

How to form it:

1. You want to find something that you want to pass on - some information, knowledge or skills
2. Your history and place are like your setting and background, not your full story.
3. The things you do are like the plot or the story line.
4. Your set design is your building, place and space.
5. Your theme is formed by the character of your business, how your staff behave, what your labels are like.

What kinds of stories set the scene?

- The history of the business, people or place
- Why you chose your location, what is special about your location
- Nature based stories - creatures, landscapes and what happens around them
- Adventure stories - journeys to be taken, risks to be overcome
- Lifestyle, local culture and art - what it is like to live and work in your place
- A funny thing that happened in your business
- Something that is generated from your day to day work

Construct a great story in 3D

- Craft an experience that lets people interact with part of your story.
- Use your brand language and character as a background
- Great spaces just tell one main story.
- Choose a story involving something people can relate to and be part of - a feeling, a social situation, a shared effort.
- Every narrative has a beginning, middle and end. Consider entrances and exits, lead-ups and follow-ups. Don't just dump people into the middle without context.
- Be authentic - set a scene that is tangible and characteristic of your brand.
- Construct curiosity so that everyone has a question for your staff.

How do you apply storytelling to space?

- Create a path through your place and experience that has a beginning, middle and end.
- Create a path where not everything is revealed at once.
- Mood is created with materials, details, finishes and quality.
- Design an approach and entrance to your place that builds anticipation.
- Activities that people can interact with.
- Activate all the senses through visual, tactile, audible, smell-able and tasteable spaces..

Learn more?

Get advice from [SATC](#) on successful storytelling strategies.

Contact [S2 Architects](#) for a no-obligation phone conversation