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The Experience Economy Is Booming

IN THIS ISSUE of *Minnesota Meetings + Events*, we're giving you a recommended reading list on page 15. If you're in the business of creating experiences, then I think you'll find some nuggets of wisdom in Chip and Dan Heath's book "The Power of Moments." The authors' premise is that great experiences hinge on peak moments, but we're trained to fix problems rather than create better experiences. "We think that to create better experiences we take a survey and we collect all the complaints and the criticisms and we fix those things. But fixing problems doesn't make people happy. Fixing problems whelms people—not overwhelms, not underwhelms, *whelms*," explains Dan in an interview promoting the book.

The authors' go-to example is the Magic Castle Hotel in Los Angeles, California. The three-star property has an overwhelmingly positive reputation that's landed it the No. 1 spot on TripAdvisor, despite the lack of elevator and absence of restaurant/bar. It seems confounding until you find out that complimentary popsicles are delivered poolside by a staffer dressed in a tux and wearing white gloves. The hotel's focus on superior customer experience has earned it stellar reviews, beating out luxury hotels that surround the area. "Great service experiences are mostly forgettable and occasionally remarkable," says Dan. "People are willing to forget a lot of average, a lot of mediocrity, as long as there are some moments that are special." It doesn't take grand gestures to win the praise of clients and guests; sometimes all it takes is a popsicle. Flip to page 44 to read about how Minnesota planners are crafting experiences for their clients.

Throughout this issue, you'll see how the Mystic Lake Center & Promenade Hotel Tower has taken the industry by storm. Read more about the space on page 18, and look for photos from events that were held there on page 26 and 70.

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