

DESIGNING EXTRAORDINARY EXPERIENCES

PAUL BULENCEA
SNOW AND MOUNTAIN
TOURISM CONGRESS



PICTURE BY: ROBIN WENDEL

GAMIFICATION IN TOURISM

PAUL BULENCEA & ROMAN EGGER
CO-AUTHOR





**THE COLLEGE OF
EXTRAORDINARY
EXPERIENCES**

**PAUL BULENCEA
CO-FOUNDER**



EXPERIENCE DESIGNER

PAUL

**DRAW
A BRIDGE**



KEY VISUALS USED BY SELECTED WINTER DESTINATIONS





CORTINA



ZERMATT



ZERMATT



ASPEN

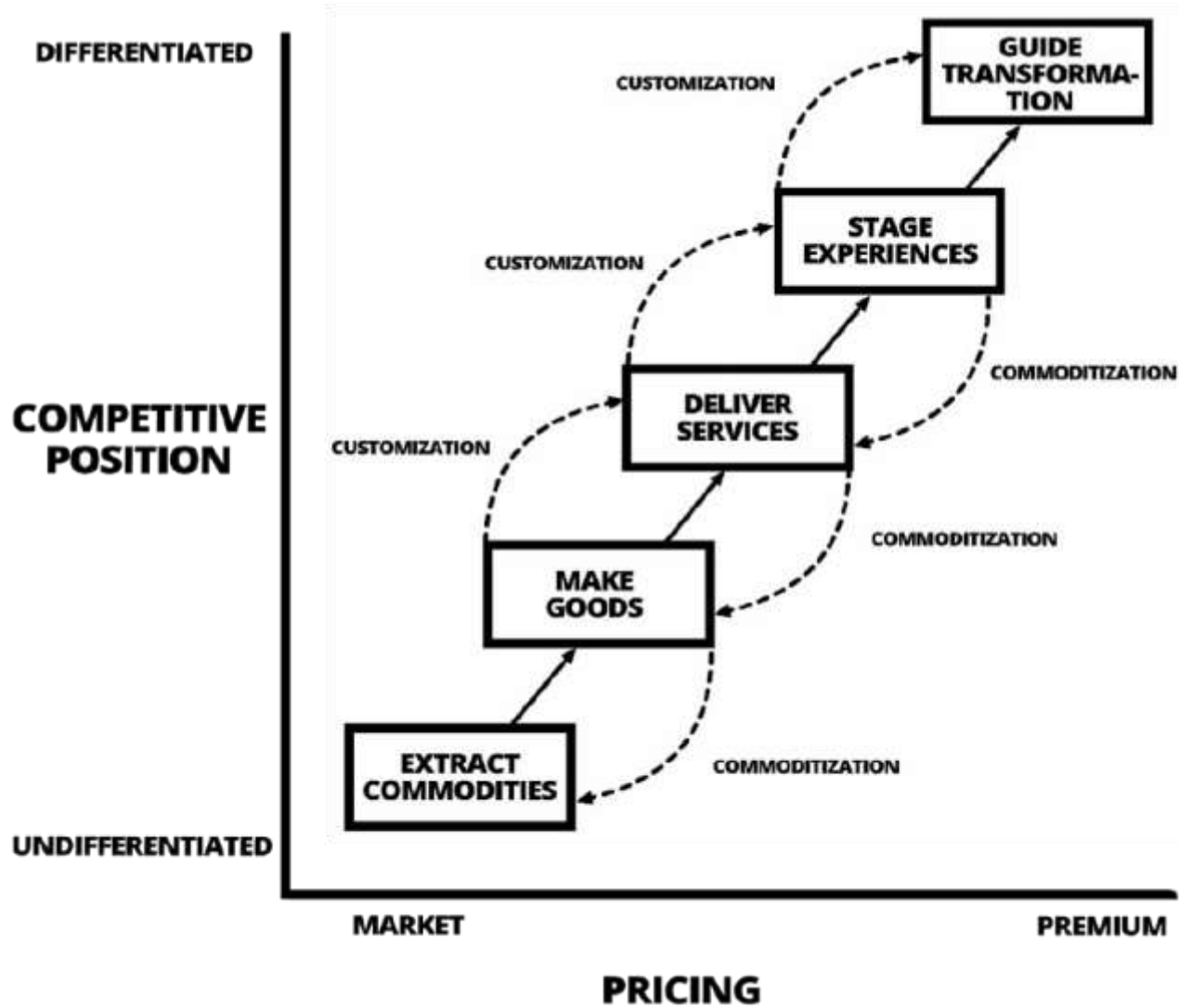


LA PLAGNE



VAIL







“THE SHELVES ARE
STILL BARE OF THE
REAL INGREDIENTS
WE CRAVE”

UNDERSTANDING
FORGIVENESS
TENDERNESS
CLOSENESS

INTERACTIVE
HELPS DEVELOP SKILLS
IS FOR THE WHOLE FAMILY
PROVIDES A NEW EXPERIENCE
COMBINES LEISURE AND EDUCATION

WHAT IF WE ...

RE-DESIGN HIKING
TRAILS INTO
RELATIONSHIP
BUILDING
JOURNEYS

VAN GOGH BICYCLE PATH



[Video Link](#)

COMPLIMENTS



[Video Link](#)

WHAT IF ...

OUR MOUNTAINS TEACH HISTORY

FAIRWEATHER MANNOR



[Video link](#)

WHAT IF WE ...

RE-DESIGN
HOTELS AS
EDUCATIONAL
CENTERS FOR
ALL AGES

BIO DESIGN STUDIO



[Video Link](#)

KIDZANIA



[Video link](#)

THE SCHOOL OF LIFE



[Video Link](#)

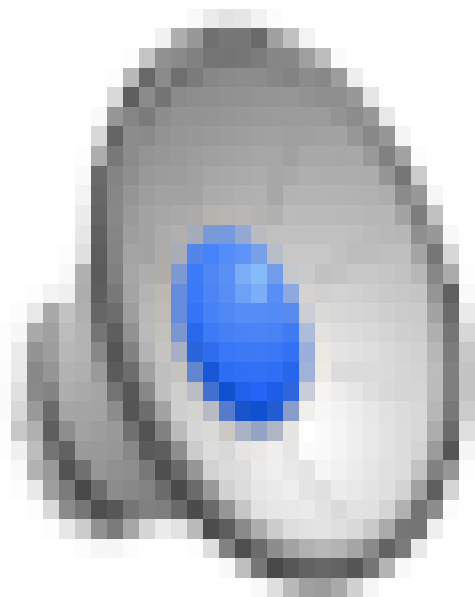
WHAT IF ...

OUR MOUNTAINS
BECOME
IMMERSIVE ART
GALLERIES

MEOW WOLF



[Video link](#)



WHAT IF ...

OUR ATTRACTIONS
CREATE NATURE
GUARDIANS AND
AMBASSADORS

THE ELVEN KINGDOM



[Video link](#)

WHAT IF WE ...

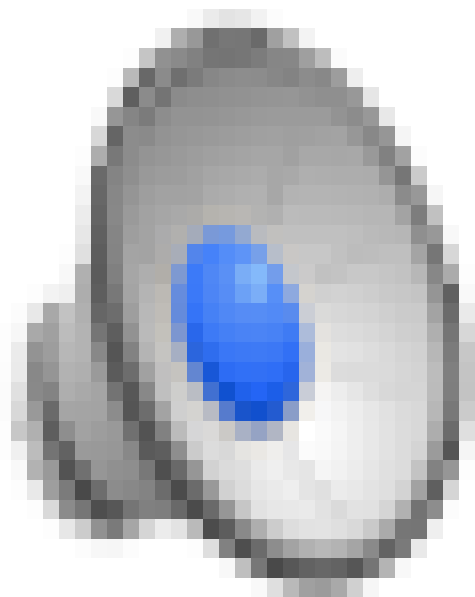
WORK HARD
TO FIGURE IT
OUT



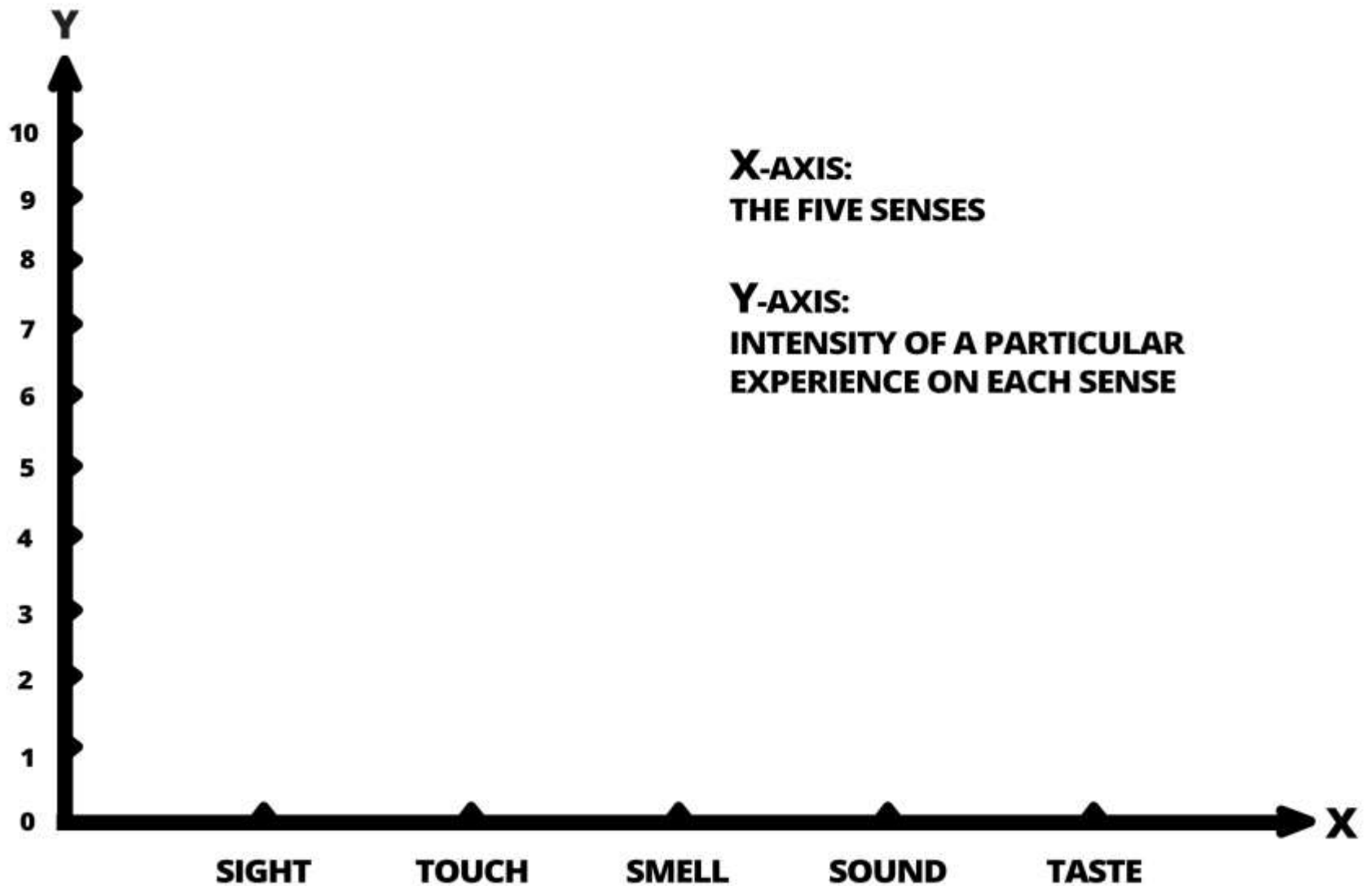
“THE ILLITERATE OF THE 21ST CENTURY
WILLNOT BE THOSE WHO CANNOT READ
AND WRITE, BUT THOSE WHO CANNOT
LEARN, UNLEARN AND RELEARN”



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THANK YOU!

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