

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
- Embrace the local
- To help people understand the value of your product
- Make a visit to your place immersive and memorable

What kinds of stories?

- The history of the business, people or place
- Why you chose your location
- What is special about your location
- Nature based stories
- Adventure stories
- Lifestyle - what it is like to live and work in your place
- Local culture and art

Construct a great story

- Make use of the 7 great story plots that shape great spaces.
- Use your brand language and character as a background
- Great spaces just tell one main story.
- Make the story something people can relate to - your lead character is either your business, product or customer.
- Every narrative has a beginning, middle and end.
- 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 need to be shaped in line with the theme and story.
- Activate all the senses through visual, tactile, audible, smellable and tasteable spaces..

Learn more?

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

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

