





8 EXPERIENCE PRINCIPLES



1. Mass to Niche



5. Be Entrepreneurial



2. Move the Decimal Point



6. Purpose-Driven



3. Quality over Quantity



7. Always Prepared



4. 6 E's - Everywhere



8. Feeling Alive



Entice – Enter – Engage – Exit – Extend - Everywhere







































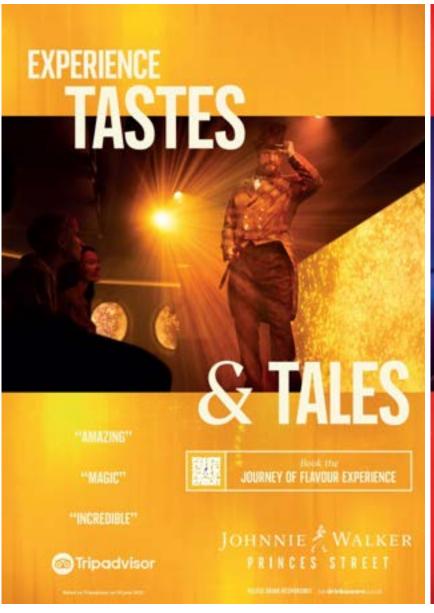


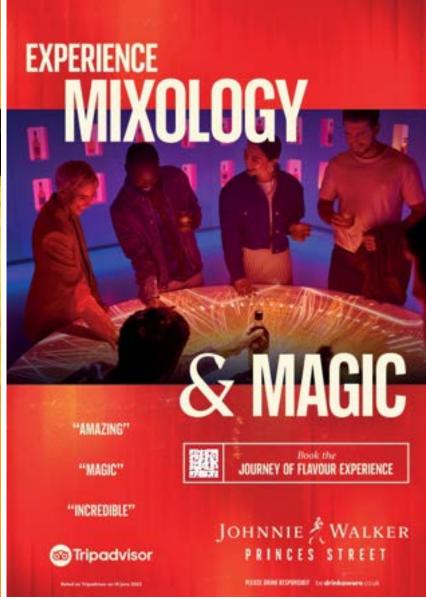


























WHERE ARE YOUR GUESTS VISITING FROM? ②

⊕ Explore →

Top location

United Kingdom

By country

W

Top 10 countries	% of Guests
United Kingdom	49%
United States	25%
Canada	3%
Australia	3%
Ireland	2%
India	2%
Germany	1%
Brazil	1%
Mexico	<1%
Netherlands	<1%

