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GmbH

EXPERIENCE INTELLIGENCE REPORT EMEA





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Forget LinkedIn
– find me in the ice
bath

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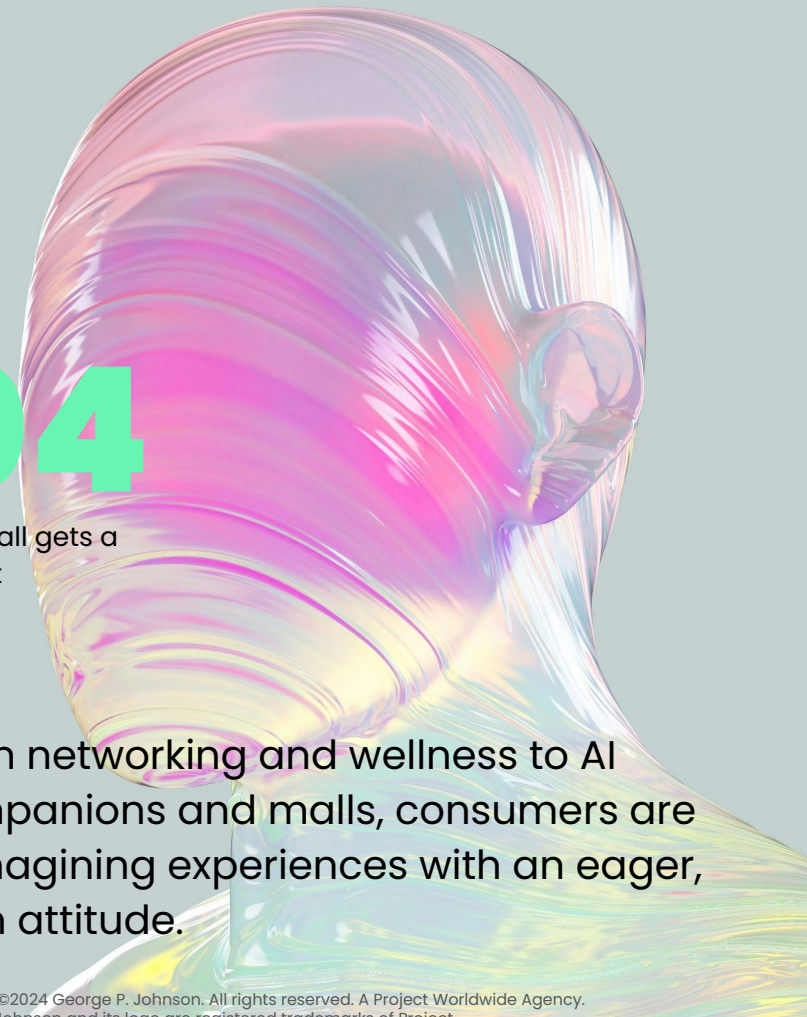
Meet your future
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reboot



From networking and wellness to AI companions and malls, consumers are reimagining experiences with an eager, all in attitude.

If you have questions about any of this content, or would like to learn more, please reach out to your GPJ account representative or Heidrun.Scholten@gpj.com

FORGET LINKEDIN— FIND ME IN THE ICE BATH

Extreme networking and team-building activities are attracting executives and employees.

Many executives are foregoing happy hours and workshops, and are instead seeking out networking and team-building experiences that encourage participants to step outside of their comfort zones.

Going out into the wilderness and [camping in the Scottish Highlands](#) is just one of the extreme ways leaders, or in this case a Danish soccer coach, get his team to strengthen their teamwork skills. Others in the tech world are [hosting networking parties](#) with saunas, cryotherapy sessions, cold plunges, mercury-free salmon by a sushi chef, and talks by doctors on longevity. [Companies](#) are even specializing in “immersive training” to satisfy demand for more extreme corporate experiences.

What it Means

For high-intensity people who are getting bored of frictionless online connections, challenging and unique experiences are a welcome alternative. Participants describe these [full-contact experiences as unifying and uninhibited](#), leading to more open conversations and leaving more lasting impressions.



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Key Takeaway

It's difficult to say how much this phenomenon extends beyond startup culture, but it is indicative of the broader trend of people craving deeper, more visceral, and more memorable experiences. As experience designers, we should look for less traditional ways for attendees to connect, feel, and experience more.

MEET YOUR FUTURE PLUS-ONE

People are increasingly turning to AI companions for companionship.

New AI voice features now allow you to talk (instead of type) with [Chat GPT](#) or your very own personal assistant! Similarly, Meta has launched celebrity chatbots that will eventually have voice features and is developing [customizable AI friends](#) for Instagram.

Other platforms offer explicitly romantic services like [erotic roleplaying](#) or [dating practice](#). While some stories report on the [broken hearts of users](#) when chatbot companions [change](#) or are [discontinued](#), the optimistic hope is that AI companions can combat loneliness in highly specific ways, such as for the [elderly](#) or astronauts.

What it Means

As a loneliness epidemic and [artificial renaissance](#) converge, AI relationships will only increase with companies like [Character AI](#) claiming that users spend two hours daily on the platform on average. As these services mature, companies should explore how they might enhance consumer experiences.



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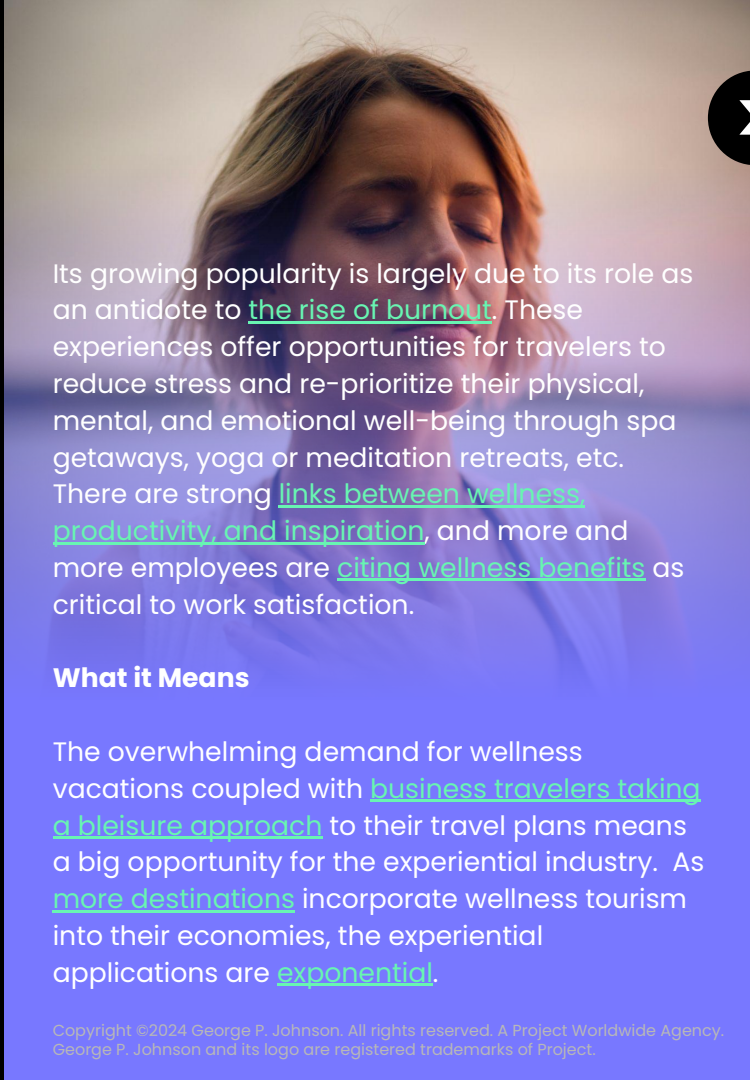
Key Takeaway

As the makers of companions are urged (not forced) to create guardrails around what an AI companion will or won't do, brands must consider their own boundaries—and above all else, should prioritize experience design that helps to facilitate meaningful [social connection](#) among attendees.

WELLNESS WITH A VIEW

Wellness tourism is booming, and it has some big implications for events in 2024.

The [global wellness economy is booming](#), and [wellness tourism](#) travel that is motivated by the desire to improve personal well-being is the fastest-growing [facet of the wellness economy](#).



Its growing popularity is largely due to its role as an antidote to [the rise of burnout](#). These experiences offer opportunities for travelers to reduce stress and re-prioritize their physical, mental, and emotional well-being through spa getaways, yoga or meditation retreats, etc. There are strong [links between wellness, productivity, and inspiration](#), and more and more employees are [citing wellness benefits](#) as critical to work satisfaction.

What it Means

The overwhelming demand for wellness vacations coupled with [business travelers taking a bleisure approach](#) to their travel plans means a big opportunity for the experiential industry. As [more destinations](#) incorporate wellness tourism into their economies, the experiential applications are [exponential](#).



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Key Takeaway

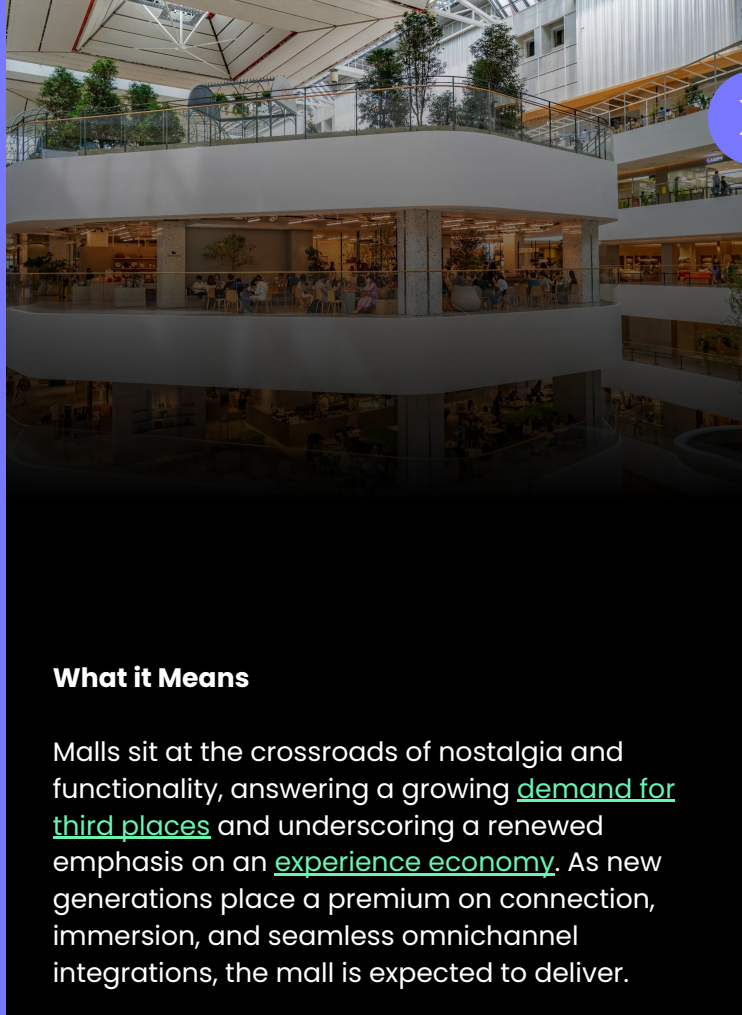
Thinking about how to incorporate wellness into events shifts the focus to the humans behind the attendees. Getting ahead of planning cycles to consider purposeful wellness-focused locations, activations, and off-sites will be a huge area for event and experience professionals to lean into in the coming year.

THE MALL GETS A REBOOT

Malls are transforming into experiential oases as they're reshaped by a new generation.

Is there anything like going to the mall? Maybe not, at least according to Gen Z who is [initiating a rejuvenation of a third place](#) long since abandoned by other generations. For this generation, malls and shops are expected to offer a [full omnichannel experience](#).

Now, as [malls are undergoing an evolution](#) that prioritizes experiences, some have been caught adapting and changing for a digitally native audience and reimagining with [green spaces, XR activations, pet playgrounds, immersive brand pop-ups, and more](#).



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Key Takeaway

Experience designers can take note from the mall's renaissance as a destination. No matter the type of experience, spaces for building connections and community can be made more effective when they're enhanced by moments of immersion, experimentation and interaction.

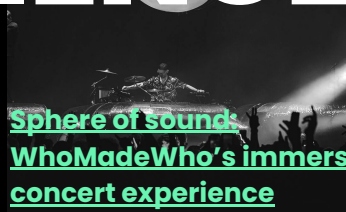
What it Means

Malls sit at the crossroads of nostalgia and functionality, answering a growing [demand for third places](#) and underscoring a renewed emphasis on an [experience economy](#). As new generations place a premium on connection, immersion, and seamless omnichannel integrations, the mall is expected to deliver.



OUT-THERE EXPERIENCES

People, brands and marketers continue to push the boundaries of physical and digital experiences, with new and creative executions popping up across the globe.




Sphere of sounds: WhoMadeWho's immersive concert experience

Embark on a transcendent journey as Danish band WhoMadeWho breaks free from musical boundaries, weaving a tapestry of architecture, visuals and sonic wonders.



Lush unveils intergalactic universe

Lush brings Outer Space to London with an immersive digital exhibition in celebration of its 2023 festive campaign.



Prague Planetarium Sets New Standard for Planetarium Dome Technology

Marking Europe's first-ever LED dome, Prague Planetarium will become the world's most modern planetarium boasting the first and only LED dome of its size in a planetarium.



Daft Punk Launches AR Experiences 'Around The World'

The legendary electronic duo Daft Punk is back with a series of interactive AR experiences available in major cities around the world.