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**AX HomePage Design Brief**

We are seeking website HomePage designs incorporating our new Logo and colour scheme, for Awesome Experiences ([www.awesomeexperiences.com](http://www.awesomeexperiences.com)) to go with the site functionality and wireframe ideas attached.

The website HomePage design needs to

* Incorporate and be consistent with the AX Logo and its colour scheme attached.
* Express the brand values of being inspirational, high quality, upscale, cultured, aspirational, and contemporary – even somewhat ‘hip’. Probably positioned somewhere between Scott Dunn (Deluxe Travel) and Black Tomato (Hip Travel) – see <https://www.scottdunn.com> and <https://www.blacktomato.com> .
* Be instantly recognisable and different from other travel websites and instantly communicate the nature of the brand proposition and target customer base.
* Appeal to our core 25-55 affluent businesspeople demographic
* Work in the UK, US/Canada and Australia/NZ and ultimately in mainland Europe.
* Use fonts and colours that are easily reproduced online and compatible with nearly all browsers.
* Be part of a responsive website design, that can be used both on Desktops and laptops but also with tablets and mobile ‘phones (hence content not too wide across the page)
* Feature the strapline ‘Awesome Experiences in less than 7 Days’
* Work with the and wireframes and processes shown in the attached presentation – although intended as a guide only these features and processes all need to be incorporated into the HomePage.
* Make full use of high quality images and video to convey our brand proposition and products

**AX Concept and Proposition: *‘Awesome Experiences designed for Busy People'***

Awesome Experiences is an online marketplace offering a comprehensive range of 'Bucket List' once-in-a-lifetime experiences & events specifically designed for busy working people who like to actively be involved in everything they do, rather than simply spectate, or passively sit at a pool or beach.

It has unique proprietary and contractually exclusive tried & tested itineraries designed by our experts to maximise the quality of the experience in the minimum time necessary to enjoy it, to allow them to fit within the tight constraints of a hectic working life. All experiences can be completed in less than 7 days (excluding return travel) so as to fit into a maximum of a single working week, right down to just a short weekend.

The experiences are delivered either by our own network of carefully selected Local Expert Agents and Suppliers at the destination if the client organises the main flight or travel arrangements themselves; or alternatively through a selection of hand-picked specialists if they want a full end-to-end service including travel, or special arrangements that are not in our standard itinerary.

There is full financial protection at all times for clients’ money, comprehensive travel and event insurance, and 24 hour back-up in the event of unexpected events, travel delays or domestic crises that might affect the quality of client experiences, and part of the purchase price contributes funds to a charitable trust to support wildlife conservation and local communities at our destinations.

Awesome Experiences focuses exclusively on the once-in-a-lifetime experiences sector, and has a clear target customer demographic. What sets it apart from most premium travel operators who focus on affluent 'over-55 baby-boomers' who have plenty of time to research and take holidays, is that instead it focuses on the under-served market of affluent cash-rich, time-poor working people, who would like to enjoy the same experiences, but have limited time to research and book them, and have difficulty taking time off work. Awesome Experiences fills the gap in the market by providing 'once-in-a-lifetime experiences in less than 7 days' with a simple 'Look, Book & Go' solution. Its no fuss, well designed pre-packaged trips with an easy 'see and select' concept are sold online to fit into busy lives by streamlining experiences into a long weekend or no more than one working week. Currently most once-in-a-lifetime experiences are sold over the telephone and/or with extensive e-mail correspondence as tailor-made tours, which are time consuming for clients and service intensive for companies and focus on single outbound markets. Awesome Experiences will offer this option, however its core proposition is pre-packaged trips sold online and delivered directly by carefully selected specialist incoming suppliers in each destination country. This makes business operations fairly straightforward, low cost and scalable, both in the UK and globally.

**Target Customers**

Cash-rich time-poor adult business and professional people, typically aged 25-55, both couples and singles and some affluent family groups, who are interested in active or mind-expanding vacations and unique ‘once in a lifetime’ experiences.

Millennials (18-35): high-spending, high disposable income. They use experiential holidays as a source of status & social currency via social media. They are more social responsibility conscious than other generations and time-poor due to long working hours.

Generation X (30-50): higher earning, but have greater responsibilities both at work and at home than Millennials, which also limits their ability to take long vacations. Many of these people now want to have *(before I kick the)* ‘Bucket List‘ experiences that are time -or location-specific, exciting memorable and newsworthy to family and friends, but are frequently too complex or time-consuming to organise themselves.

Clients Summary:

* Cash-rich time-poor working people aged 25-55, interested in active or mind-expanding vacations & unique experiences. Couples or singles, and sometimes in family groups.
* Wanting ‘once in a lifetime’ or *(before I kick the)* ‘Bucket List‘ experiences that are time or location-specific, exciting and newsworthy, but often complex, labour intensive to organise and difficult to fit into hectic work life.
* Millennials (18-35) are high-spending, high disposable income. They use experiential holidays as a source of status & social currency via social media. They are more social responsibility conscious than other generations and time-poor due to long working hours.
* Generation X (30-50) are higher earning, but have greater responsibilities both at work and at home than Millennials, which also limits their ability to take long vacations

**The Offering**

Maximum experiences in the minimum time necessary to enjoy them. Can be taken in a weekend, long-weekend, or for further away or more involved experiences, up to one working week.

**Example Categories:**

**World’s Greatest Festivals:** Rio Carnival, Mardi Gras - New Orleans, Pamplona Bull Run, Tomato Festival - Valencia, Holi - India, Siena Il Palio Horse Race, and the Day of the Dead celebrations - Mexico.

**Must-do Activities:** climb Mt Kilimanjaro, dance at a palace Ball - Vienna, white water rafting - Calabria, zip-wire through the jungle & swim at a Cenote (underground cave) - Mexico, Heli-/glacier skiing - Austria or Switzerland,Tango with the locals at La Boca - Beunos Aires, dive with marine life at the Great Barrier Reef - Australia, or train in Kung Fu with authentic experts - China.

**Wonders of Wildlife:** Get up close or participate in amazing wildlife events featured in the Planet Earth or Lonely Planet television series: annual Wildebeest migration - Serengeti or Masai Mara, Mountain Gorilla trekking - Rwanda or Uganda, swimming or boating with Grey and Blue Whales and Whale Sharks - Baja California, witness the annual migration of tens of thousands of Monarch Butterflies near Mexico City every January, observe the infamous Komodo Dragon hunting - Indonesia, watch Polar Bears and their cubs close up - Svalbard Norway, visit Darwin’s incredible Galapagos Islands with its unique flora and fauna, track Tigers in Bandhavgarh Reserve - India, walk amongst the elephant and lions with a guide in Safari Luangwa National Park - Zambia

**Unique Annual Events:** globally-acclaimed sports and other events where tickets and prime seats are hard to secure, e.g. US Superbowl, London, Paris or Milan Fashion Week, Albuquerque International Balloon Festival, journey on the Orient Express to Istanbul, cheer on the annual Iditarod Trail Sled Dog Race - Anchorage, imbibe at the Wine Festival - Bordeaux, take an around-the-world tour by private jet, cheer on the winners at the Rugby World Cup, sing & dance at the Eurovision Song Contest and after-party, watch your sporting heroes from prime seats at the Olympic Games, or soak up the erotic tension at the Victoria’s Secret catwalk show. We also provide backstage access wherever possible.

**Extraordinary & Secret Places:** places that are utterly unique or difficult to access. A behind the scenes tour of the Vatican, view the electrifying Aurora Borealis (Northern Lights) from the unique Icehotel - Sweden, immerse in a ballet or opera performance at the Mariinsky Theatre - St Petersburg during the ‘White Nights’ when the sun sets after midnight, trek in the incredible Atacama Desert - Chile, walk the Inca Trail to witness Machu Picchu at sunrise, stroll through the incredible pink carved palaces at Petra - Jordan, take in the mountain views near Assisi - Italy, mingle with the faithful at Hagia Sophia mosque - Istanbul, climb around Everest Base Camp, take a boat under the incredible Iguaçu Falls - Brazil/Argentina, climb with an expert geologist amongst the crevasses of the Skaftafell glacier and cruise through the blue icebergs in an inflatable dinghy at Jökulsárlón - Iceland, or take in the endless views at the North Pole.

**Unforgettable Performances:** concerts and great artistic performances don’t always happen in your home country and tickets are often at a premium and hard to source. Certain Acts are worth going further afield for and making a weekend of it. Examples: Coldplay performing in Helsinki, annual Taormina Opera Festival - Sicily, seeing the Mariinsky Ballet at their home base - St Petersburg, annual Strauss Waltzes New Year’s Day concert - Vienna, an expert-led tour of paintings at the Uffizi Gallery - Florence, dance at Tanzcafe Arlberg Jazz & Blues Festival - Lech and Zurs , Coachella rock festival - California, Avignon arts and theatre Festival held each June, or attending our own exclusive intimate concerts by famous performing artists organised directly through Awesome Experiences.

**Spectacular Hiking, Climbing & Walking.** Although we regard the more specialist end of these experiences as being something to expand into further through a related brand we own, ActiveExperiences.com, many active people do light to moderate walking, trekking and even climbing. So this category will include: climb the Mountains of the Moon - Africa, hike exclusives circuits and Glamp in a luxury tented camp in Patagonia, or trek in the Atacama Desert - Chile, climb a glacier climbing - Iceland, Gorilla trekking - Rwanda, canyoning experiences and simple cave exploration - Europe, the US or Latin America, walk the Great Wall of China, or climb via ferrata in the Italian Alps and more adventurous climbing with guides for the more experienced.

**Private Castles, Chateaux & Paradors.** There are some 200 exclusive private chateaux across Europe for sumptuous dinners & overnight stays. Hence an opportunity to organise exclusive private receptions and balls for clients at amazing venues including Versailles, Sans Souci, and the Hofburg Palace/Schonbrunn Palaces. Once our database of affluent individuals reaches critical mass we will be able to offer group events, where clients can meet useful business contacts or other like-minded (affluent and influential) people, at events similar to those organised by certain exclusive institutions, e.g. the annual Alumni Ball of INSEAD Global Business School.

**Website Content** (See Powerpoint Presentation)

One of the benefits of the brand name Awesome Experiences is that the proposition does exactly what it states, making it memorable and infectious. **We are building a completely distinctive look & feel for the brand and imagery surrounding it, and its look will be inspirational, high quality, upscale, cultured, aspirational and contemporary. T**he word ‘Awesome’ is a 21st Century buzzword, selected to **appeal to a younger, more active and more ‘hip’ client base of businesspeople and professionals than other more staid luxury travel offerings, which are typically aimed at an over-50s client base.**

The Website and Android and Apple Apps will expand to feature around 250 unique core, mainly repeating, ‘once in a lifetime’ or ‘bucket list’ travel-related experiences to be inspired by. There will also be one-off events (e.g. the Olympic Games or high profile rock concerts), and a Special Offers and Topical Events section (with imminent events or experiences featured in recent TV or press). There will be all the usual elements to create ‘stickiness’ of Alert functions, favourites lists, gift and reward facilities (for big anniversaries or birthdays) etc.

Descriptions and itineraries will be supported by **top quality aspirational photos, videos, client endorsements, feedback ratings and a table of pricing availability.** The booking facility will offer both the options of independent travel coupled with ground-only experiences operated by Local Expert Agents (with third party flight information displayed in a call-out box showing current pricing & availability); and an alternative option of travelling via our specialist partners who can provide flight-inclusive experiences, as well as bespoke travel elements where necessary.

**The presentation, text and links will provide a reassurance of quality**, explain how we provide financial security (with relevant Logos), display country and experience-specific health & safety information and feature official travel safety guidance information. There will also be information on our Social Responsibility Mission, and Charitable Trust to help preserve wildlife & nature and importantly to support local communities. As the site evolves it will have a Community & ‘group get-together’ facility for groups of friends or repeat bookers - this is especially important for solo travellers.

Website summary:

* Distinctive style – inspirational, quality, upscale, cultured, aspirational, contemporary
* Around 250 unique travel experiences with frequent new additions
* Up to date sought after one-off events & performances worldwide
* Top quality imagery – photos, videos. Descriptive text, detailed itineraries, client endorsements & reviews
* Quick, easy to navigate booking process
* Alert function, favourites lists, gift options
* Special Offers and Topical events section
* Reassurance, quality, financial security, health & safety compliant, FCO (Foreign Commonwealth Office) travel guidance
* Social responsibility information
* Quick relevant links e.g. Visa, Foreign Exchange and Flight search
* Private community forum aimed at solo & repeat travellers