



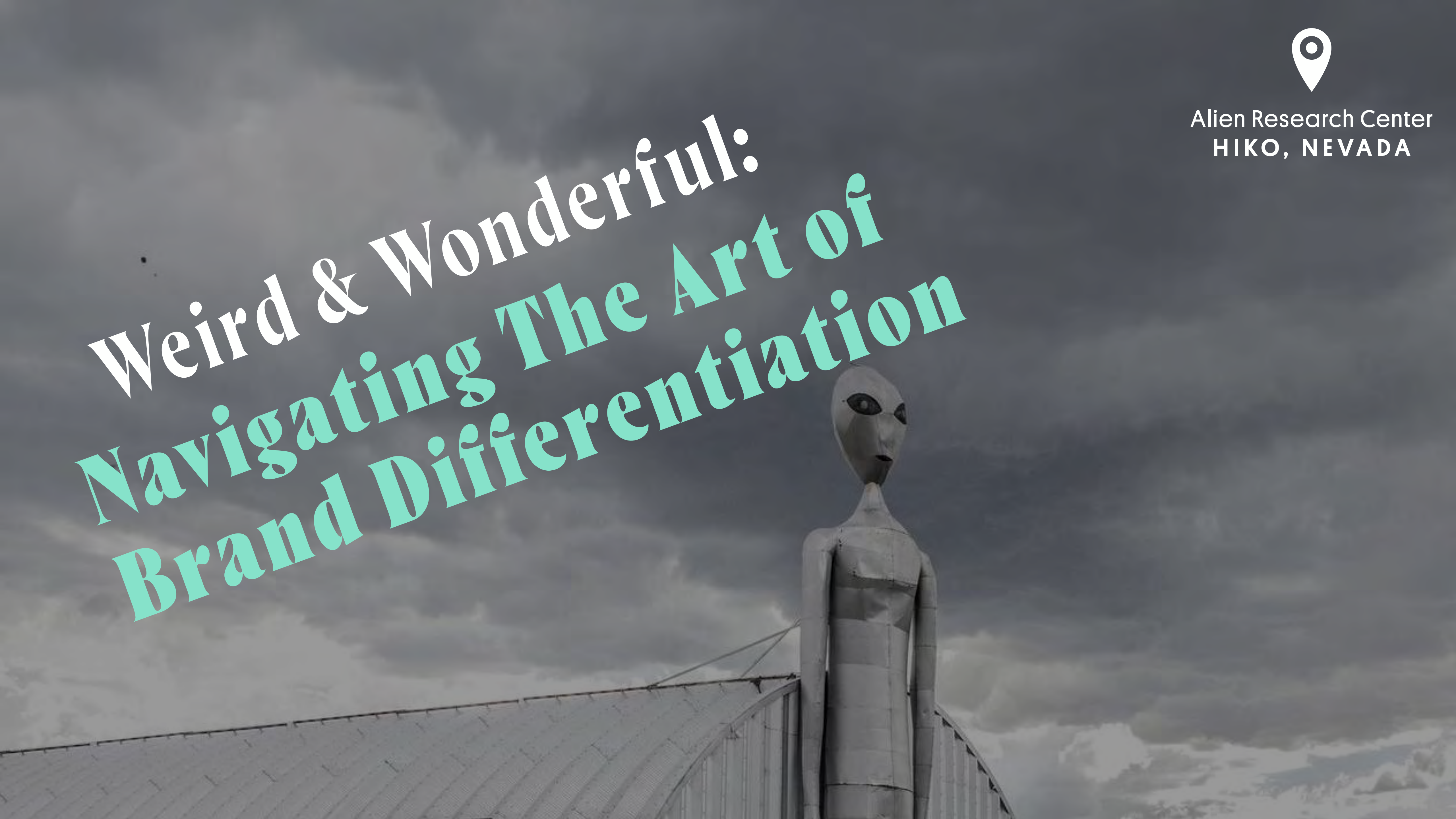
Atlas Obscura

GOVERNOR'S
TOURISM
CONFERENCE



JACQUELYN BLACKWELL
DIRECTOR OF TOURISM BRAND PARTNERSHIPS

 **Atlas Obscura**



Alien Research Center
HIKO, NEVADA

Weird & Wonderful: Navigating The Art of Brand Differentiation

VACATION RECAP



NEW MEXICO

*Why I chose the Land of Enchantment
for my recent vacation*



NEW MEXICO



NEW MEXICO



WHAT ARE YOU GOING TO LEARN?

Millennials and Gen Z
Travel Habits

Innovative Ideas to
Capture Attention

Successful Campaigns that
Embrace the Unexpected

Brand Differentiation

Ideas for Integrating
the Unexpected

MILLENNIALS & GEN Z TRAVEL HABITS



TRAVEL HABITS

MILLENNIALS

86%

WANT TO CONNECT WITH

LOCAL CULTURE, FOOD, AND
KNOWLEDGE WHEN IN A NEW
DESTINATION

46%

MORE LIKELY TO

SPEND MONEY ON EXPERIENCES THAN
ON CONSUMER GOODS

35 DAYS

PER YEAR:

MILLENNIALS TRAVEL
MORE THAN ANY OTHER
GENERATION

TRAVEL HABITS

GEN Z

70%

ACTIVELY LOOK FOR

TRAVEL EXPERIENCES OFF
THE BEATEN PATH

68%

SAY

EXPERIENCING A NEW LOCAL CULTURE IS
IMPORTANT

53%

USE

SOCIAL MEDIA FOR LEISURE
TRAVEL RECOMMENDATIONS

A UNIQUE PERSPECTIVE?

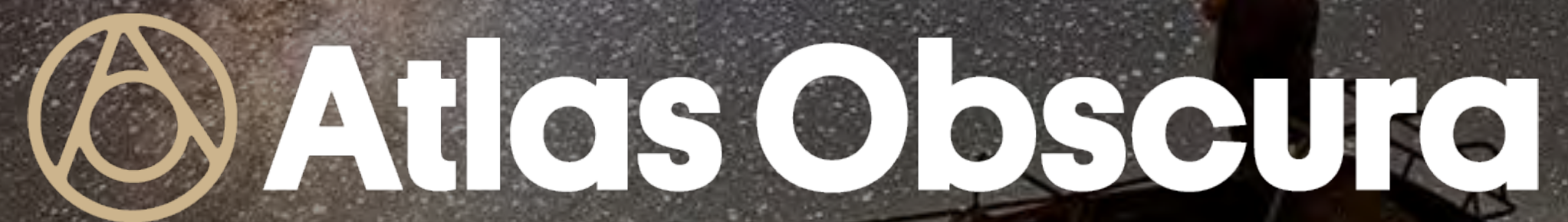




ARRIVED IN SEARCH OF THE ULTIMATE BREAK.
DEPARTED HAVING FOUND PARADISE.

It's true what they say: to find yourself sometimes you need to lose yourself. In Australia they call this going 'walkabout'. And with the most incredible beaches, the ultimate lifestyle and one of the best climates in the world, it's no wonder people are finding themselves here every single day. Visit Australia.com to find out how you can go walkabout.





A UNIQUE PERSPECTIVE

A satellite view of Earth from space, showing the curvature of the planet and various geographical features like continents, oceans, and clouds. The image is used as a background for the text.

OUR MISSION

TO INSPIRE WONDER AND
CURIOSITY ABOUT THE WORLD

25.2186, 91.6626
Q'eswachaka
Rope Bridge
Peru



-14° 01' 71" S 71° 00' 00" W

Q'ESWACHAKA ROPE BRIDGE, PERU



IT'S ALL ABOUT PERSPECTIVE

Showcase stories about
incredible places and
people you won't find
anywhere else.



Natural Wonders

NEVERSINK PIT
Fackler, Alabama

Incredible Art

Ra Paulette's Hand-Carved Caves
New Mexico

The Lost and Forgotten

RUSH GHOST TOWN
Yellville, Arkansas



Hidden Histories

NAPLES UNDERGROUND

A labyrinth of ancient tunnels hidden below the city holds the ruins of 2,500 years of history

Wild Encounters

HOW TO GO BAT WATCHING

Discover doesn't have to go to bed
with the sun...

The Haunted and Eerie

5 Creepy Tales Of Real-world Zombies
[And 10 Places To Wait Out A Fictional Apocalypse]

Otherworldly Landscapes

BISTI BADLANDS

Farmington, New Mexico

Ancient Recipes

Make Ancient Roman Brain and
Rose Soufflé



Unexpected Eats

How to Eat or Drink Your Christmas Tree



Wondrous Adventures

A Mesmerizing Guide to Stargazing in
West Virginia

“Weird” Places in West Virginia

CRANBERRY GLADES
BOTANICAL AREA



DROOP MOUNTAIN
BATTLEFIELD STATE
PARK



HATFIELD & MCCOY
MOONSHINE





TAPPING INTO *HUMAN EMOTION*

Play a predominant
role in purchase outcomes

Influenced by personal experience



THE WORLD
NEEDS
WONDER
MORE THAN
EVER...

CRITICAL IN THE AGE OF
SOCIAL MEDIA...
AT THIS CULTURAL
MOMENT.

”

The New York Times



HOW TO *CREATE BRAND DIFFERENTIATION*

**WEIRD &
WONDERFUL**

BE DIFFERENT

INCITE CURIOSITY

TELL AUTHENTIC STORIES



5 ANGLES TO DIFFERENTIATE YOUR BRAND

EDUCATIONAL

CULTURAL

CURIOUS

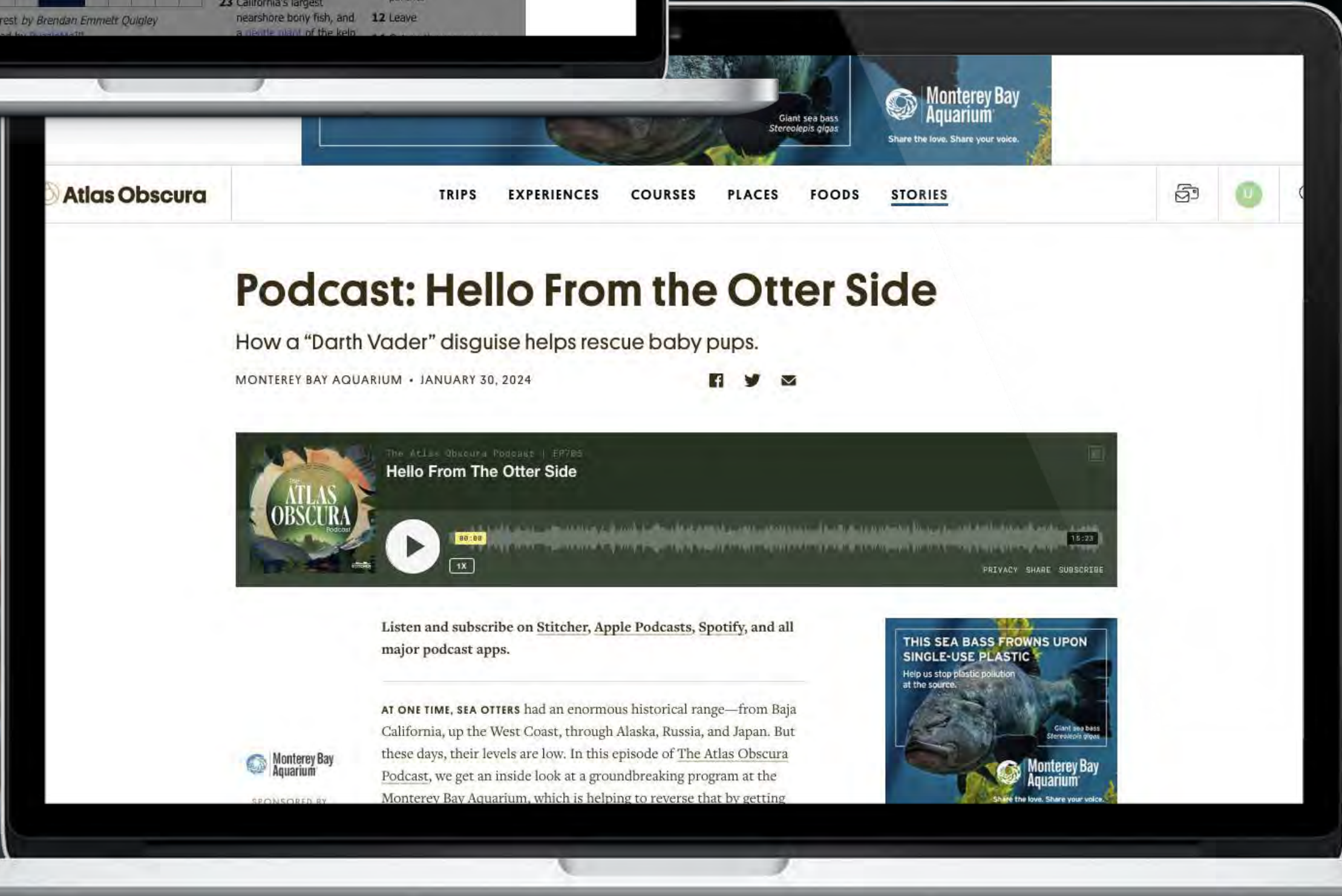
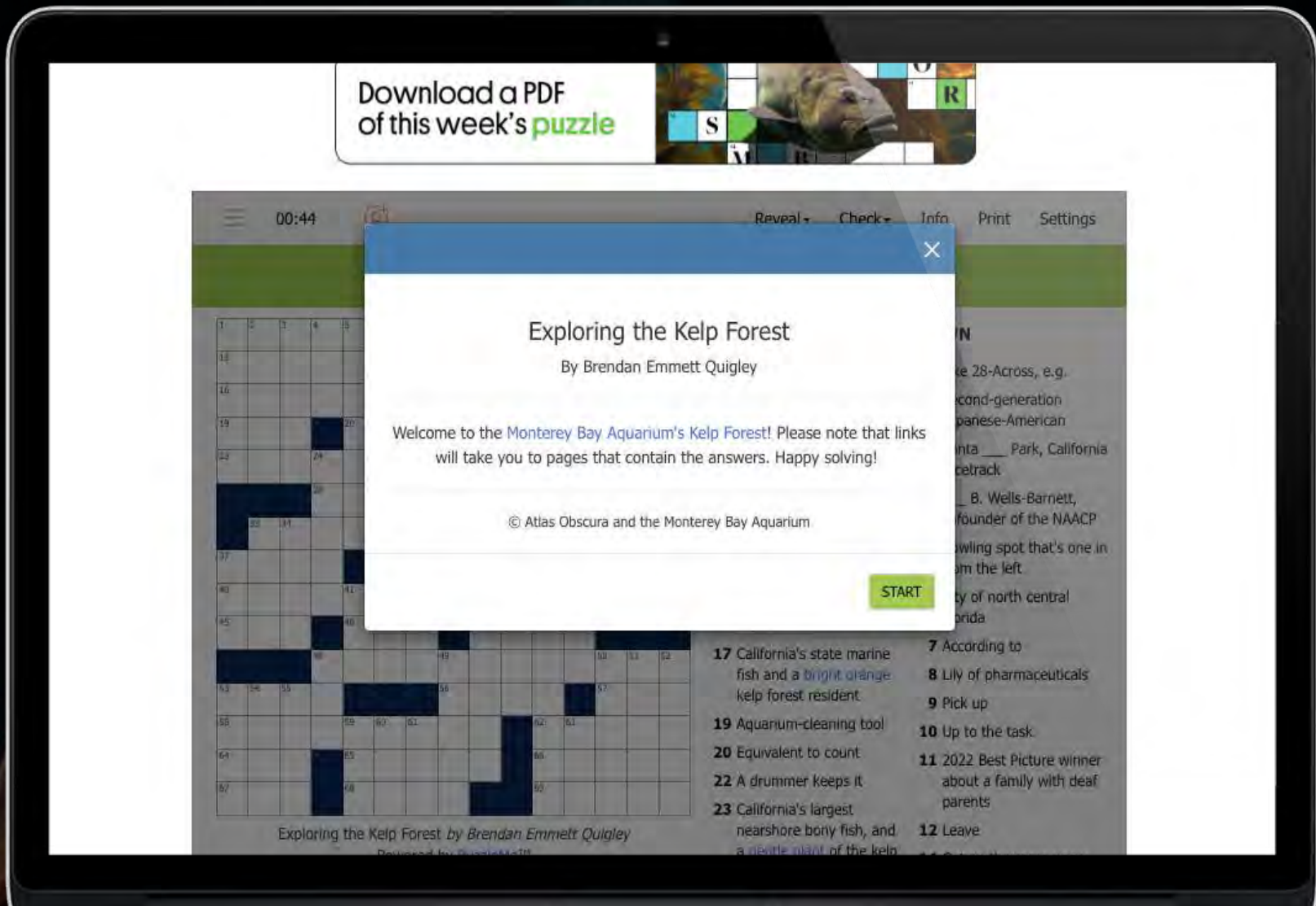
QUIRKY

HUMOROUS

THE WONDER FILTER

Ask yourself:

- ✓ Is there a strong sense of place?
- ✓ Does it provide special access?
- ✓ Does it have an unexpected or intellectually engaging theme?
- ✓ Does it bring greater meaning or sense of awe to the everyday?
- ✓ Does it have the “wow” factor?
- ✓ Does it give you a sense of childlike wonder or fascination?
- ✓ Does it make you look at the world with fresh eyes?
- ✓ Will you be telling your friends and family about it?



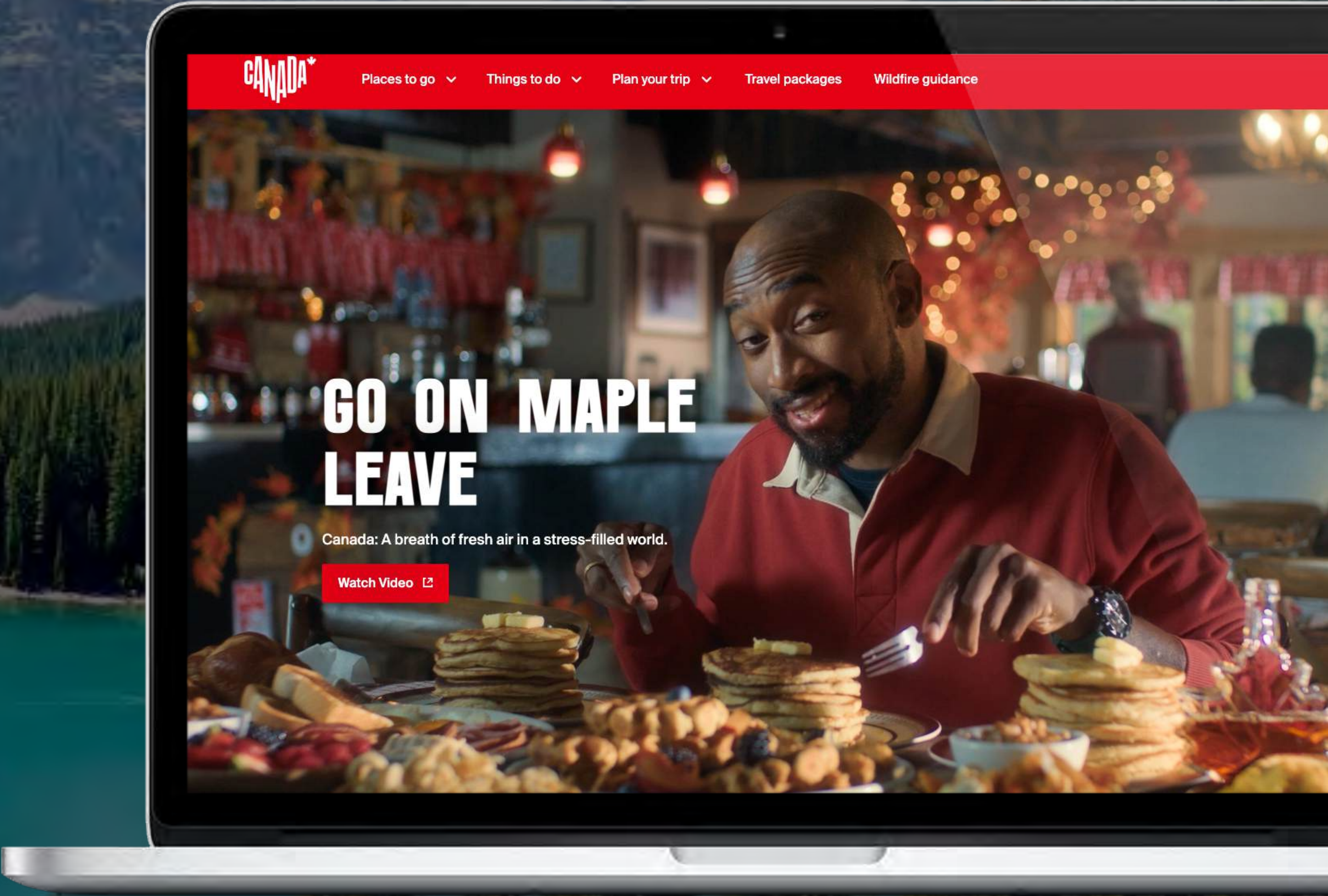
Inspired by Iceland





INSPIRED BY ICELAND

CANADA*





THE INGREDIENTS

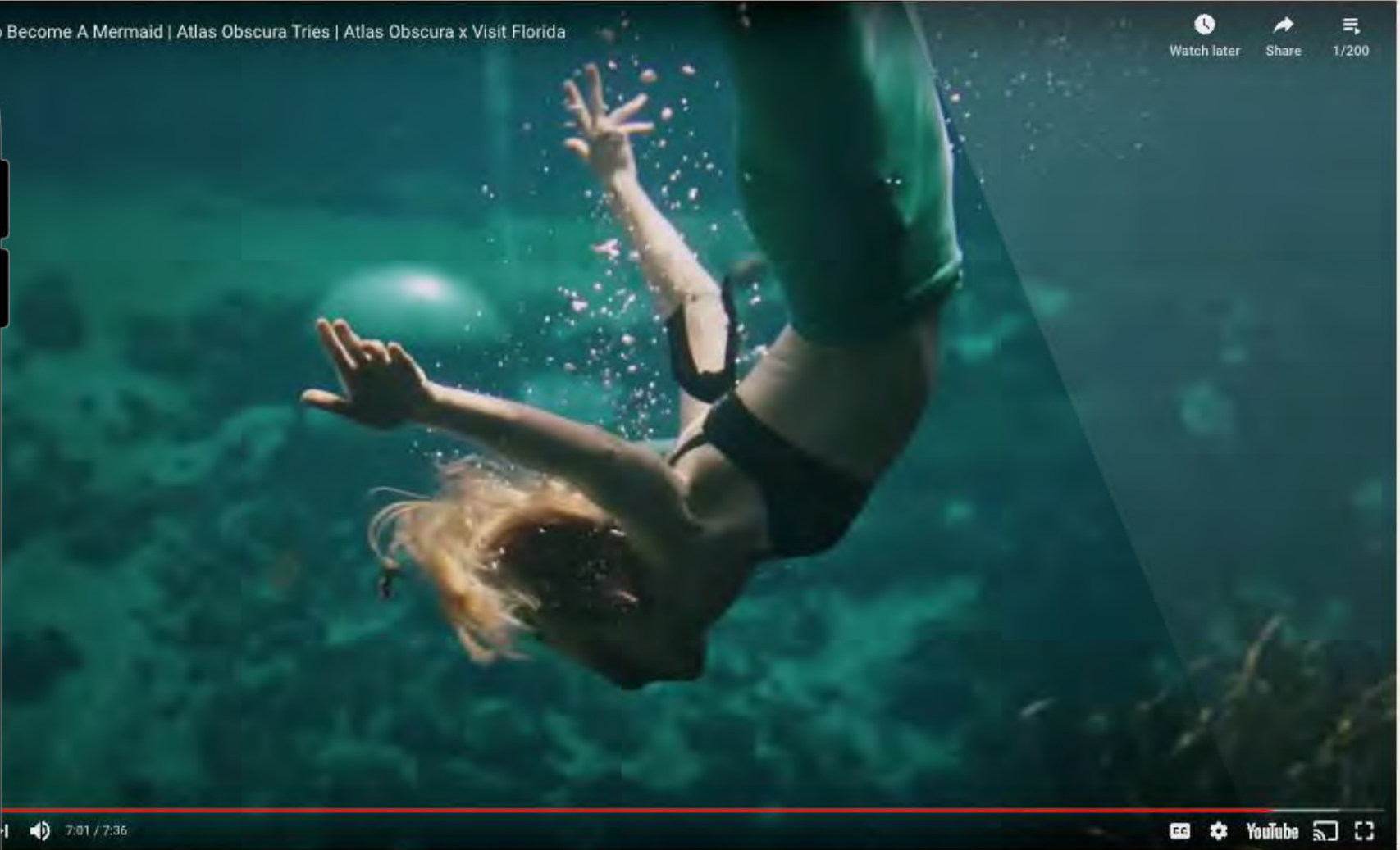
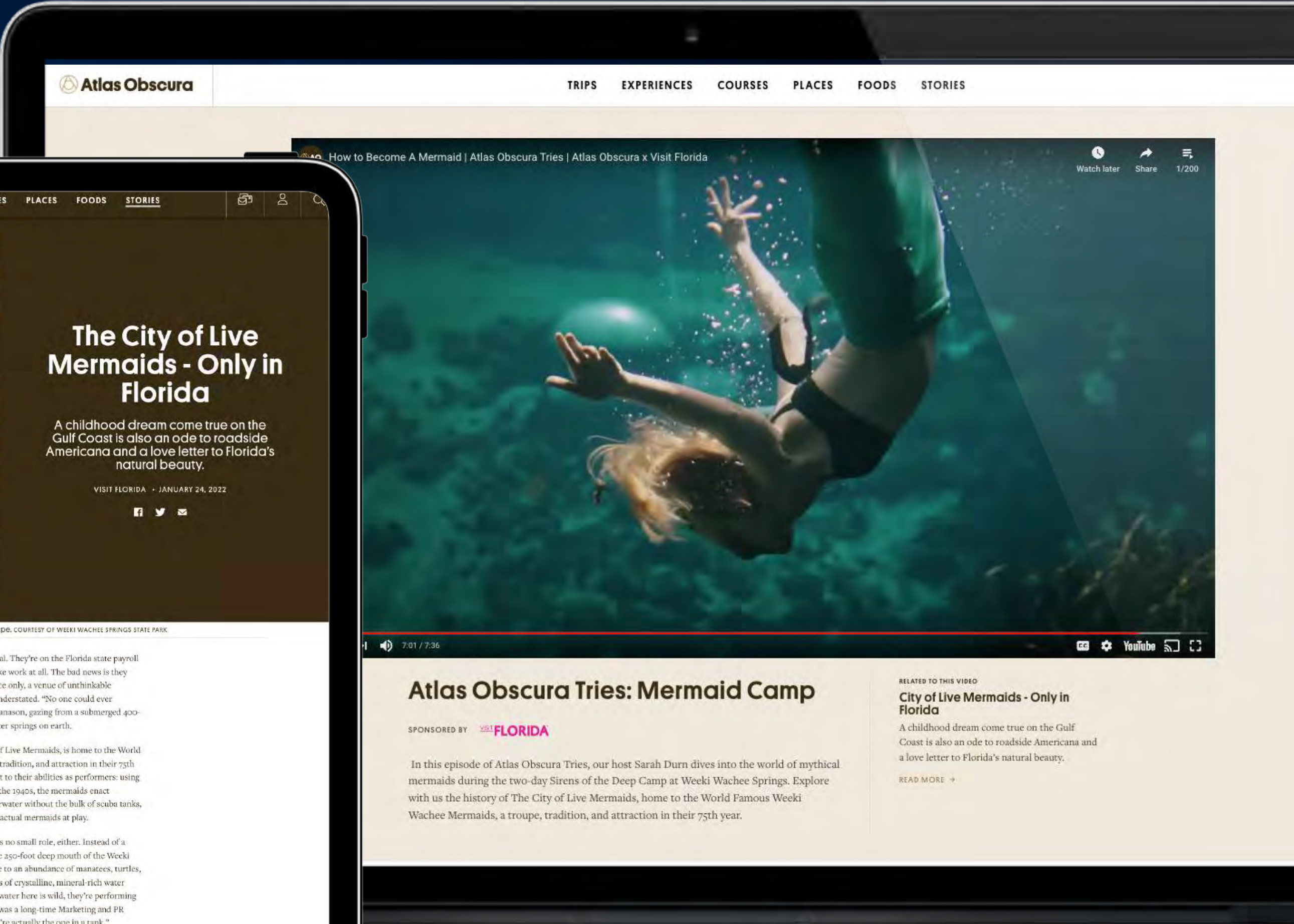
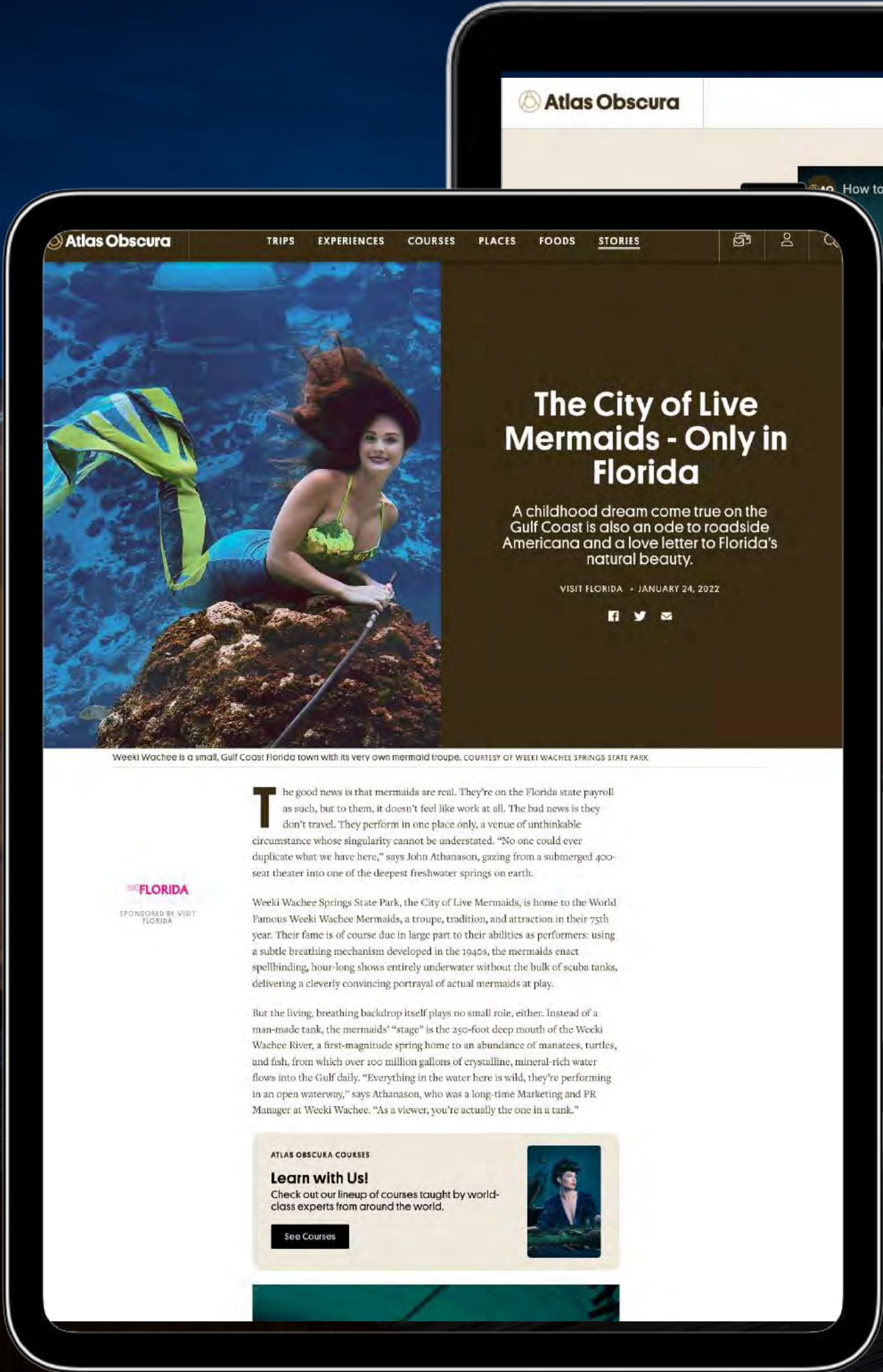




LANGUAGE

- Metaphors
- Human emotions
- Paint visual images
- Endorsements and social proof
- Speak to target audience

VISIT **FLORIDA**



Atlas Obscura Tries: Mermaid Camp

SPONSORED BY VISIT FLORIDA

In this episode of Atlas Obscura Tries, our host Sarah Durn dives into the world of mythical mermaids during the two-day Sirens of the Deep Camp at Weeki Wachee Springs. Explore with us the history of The City of Live Mermaids, home to the World Famous Weeki Wachee Mermaids, a troupe, tradition, and attraction in their 75th year.

RELATED TO THIS VIDEO

City of Live Mermaids - Only in Florida

A childhood dream come true on the Gulf Coast is also an ode to roadside Americana and a love letter to Florida's natural beauty.

READ MORE →



CURIOUS

TASMANIA

COME DOWN FOR AIR



TASMANA*i*

AI without the artificial bit

▼



TASMANA*i*

Gazing into a landscape. Contemplating existence. Picking up a brush and letting loose. Why let robots have all the fun? We created an image generator that used Tasmanian artists - not algorithms - to turn prompts into real works of art, in the most inspiring place on Earth.

You submitted your most creative prompts, the artists chose their

QUIRKY



THE INGREDIENTS



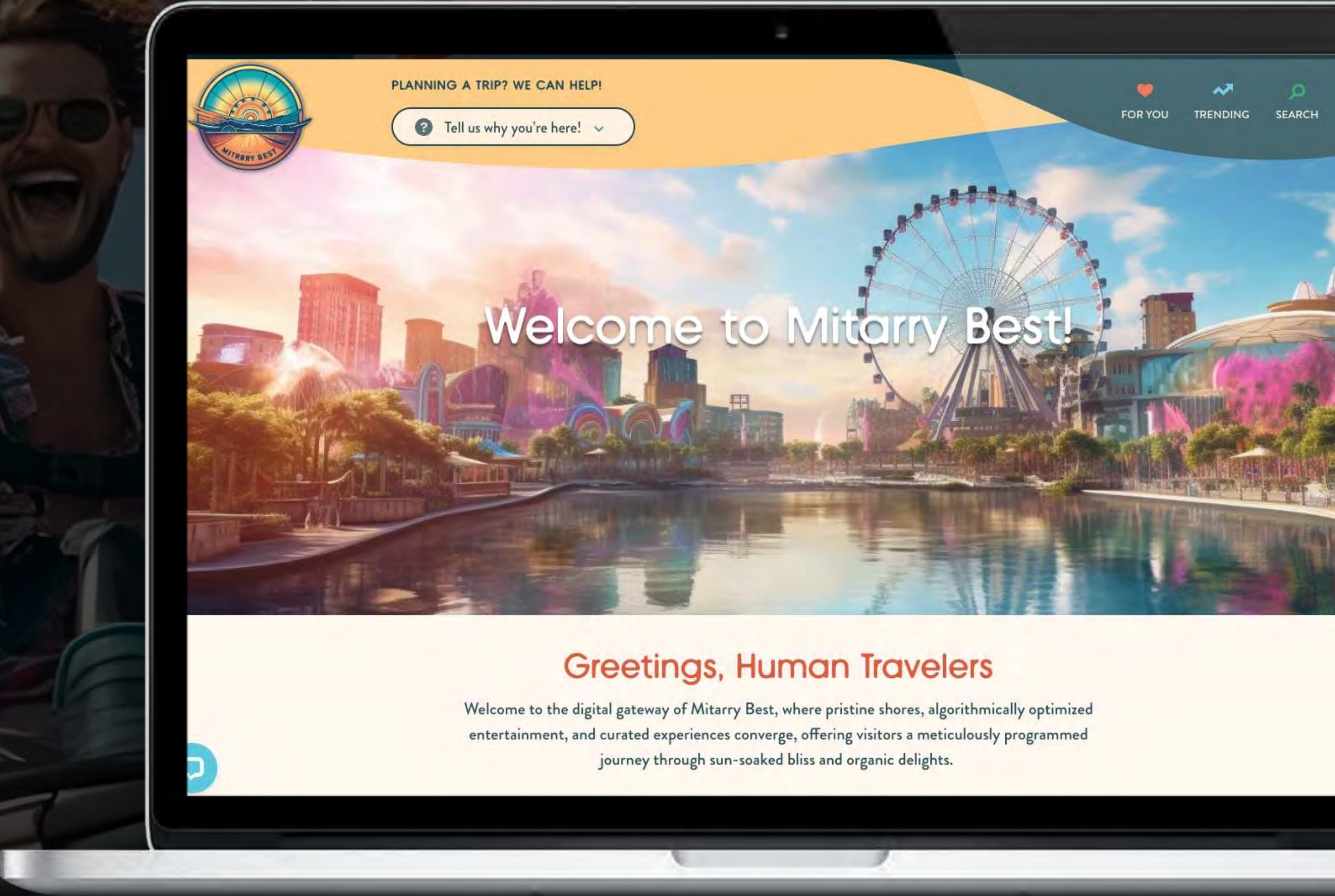


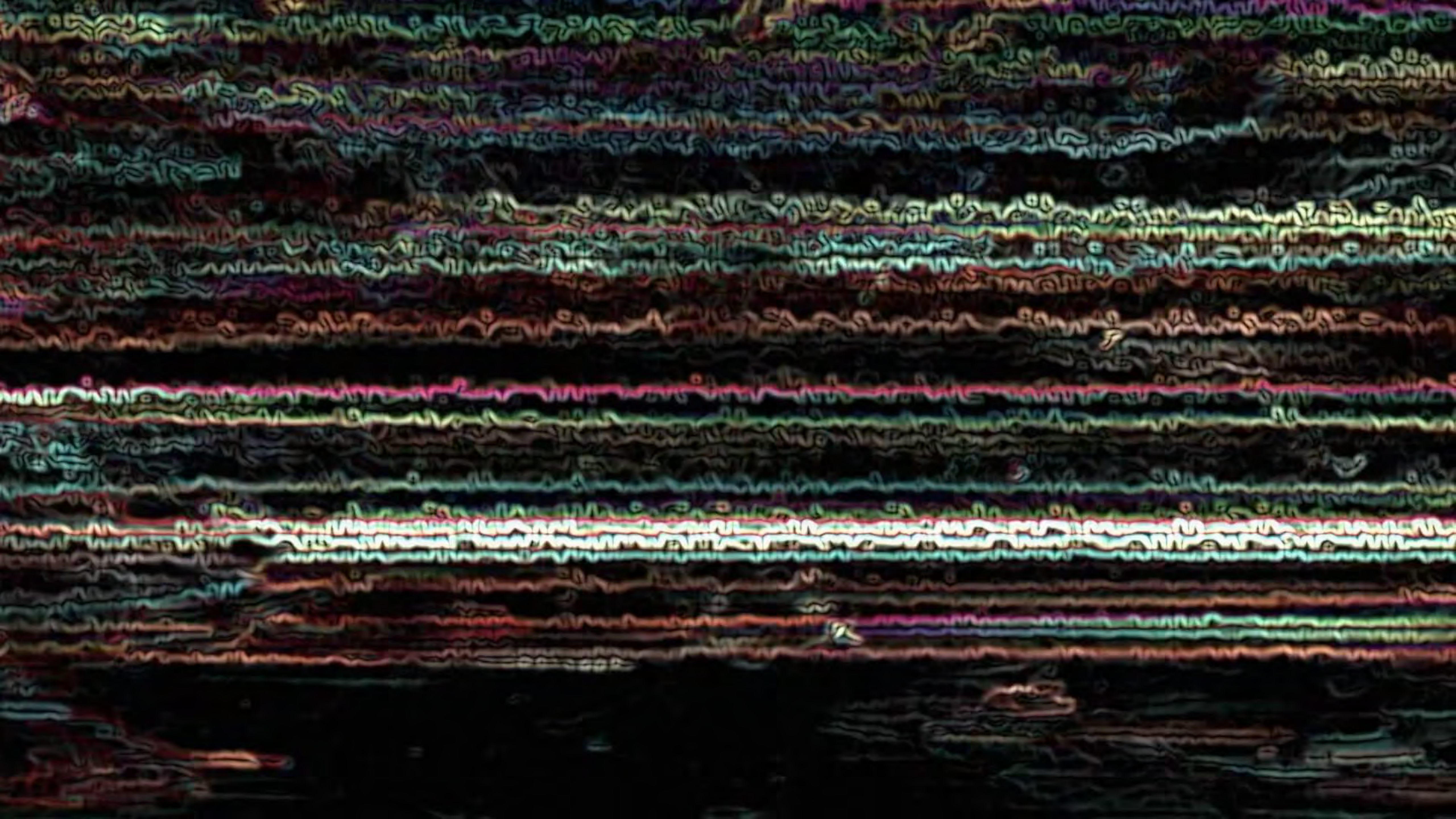
IMAGERY

- Postcard-worthy
- Diversity
- Incredible experiences
- Convey joy, excitement, adventure
- Elicits curiosity and questions

HUMOROUS

VISIT
Myrtle Beach
SOUTH CAROLINA





HUMOROUS

Visit Iceland







BUILD BETTER STORIES

- Community-driven: people, places, and events
- Highlight different and under-represented perspectives
- In-depth, immersive storytelling
- Be authentic
- Offer moments of surprise, wonder, and discovery

KEY TAKEAWAYS



KEY TAKEAWAYS

- ★ Tap into emotions
- ★ Enhance your language, imagery, storytelling
- ★ Use the wonder filter
- ★ Surprise and delight your audience
- ★ Cut through the noise in a sea of sameness — don't be afraid to be a little *weird* and wonderful.

THANK YOU!



JACQUELYN BLACKWELL
DIRECTOR OF TOURISM BRAND PARTNERSHIPS





 **Atlas Obscura**

.....

Where On Earth?

📍 Where On Earth?



A museum for a legendary
10-foot-tall monster with
glowing eyes in the
woods



Where On Earth?



- A. Louisiana
- B. Nevada
- C. West Virginia
- D. Nebraska





Flatwoods Monster Museum

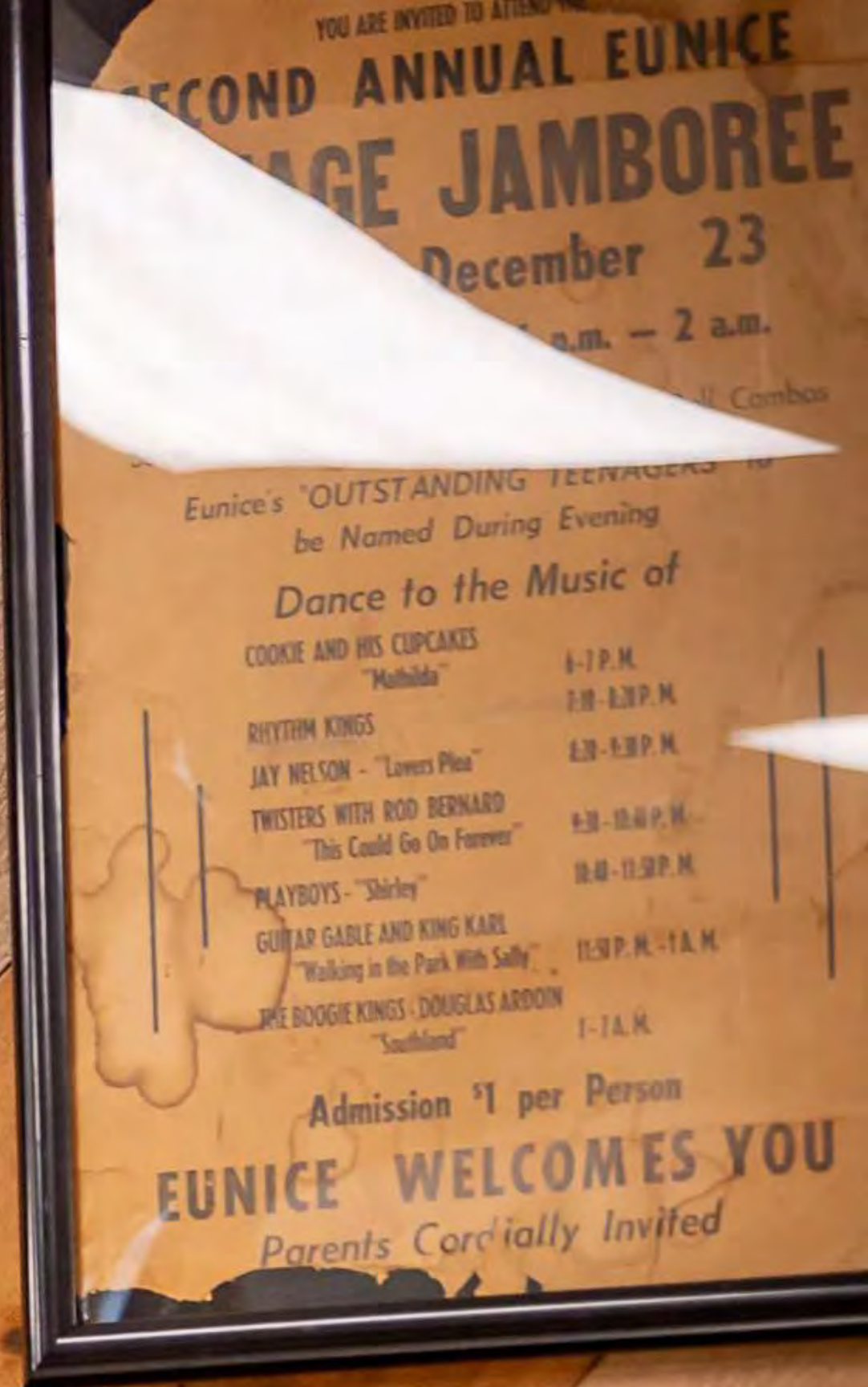
Sutton, West Virginia

📍 Where On Earth?



A museum within a former
train depot that tells the true
story of a distinct musical
genre

📍 Where On Earth?



- A. Louisiana
- B. Colorado
- C. West Virginia
- D. Nebraska





Swamp Pop Museum

Ville Platte, Louisiana

📍 Where On Earth?

The largest cemetery in
the American southeast





Where On
Earth?

- A. Idaho
- B. Colorado
- C. Georgia
- D. Alabama





📍 Where On

Earth?

Westview Cemetary
Atlanta, GA

📍 Where On Earth?



More than 60 tons of
discarded items make up
the skeleton and decoration
of this structure



Heath




KANSAS
EJ 6640
213 EBO

Last Price
No Starting
GRIZZLY

- A. Kentucky
- B. Texas
- C. West Virginia
- D. Vermont



A tall, narrow tower made of scrap metal and junk, surrounded by trees and other junk art. The tower is covered in various items like tires, metal cans, and signs. To the right, there's a structure with a red and white striped dome. In the foreground, there's a red shopping cart and a car wheel. The background is filled with lush green trees under a clear blue sky.

Cathedral of Junk *Austin, Texas*

📍 Where On Earth?



Next to a giant squirrel
statue you'll find this
unusual vending machine

📍 Where On Earth?



- A. Georgia
- B. South Carolina
- C. West Virginia
- D. Texas





Pecan Pie Vending Machine

Cedar Creek, Texas

📍 Where On Earth?



One of the world's largest
coastal brick fortresses, with
a history of sunken treasure



Where On
Earth?

- A. California
- B. Florida
- C. South Carolina
- D. Georgia





Dry Tortugas

Key West, Florida

📍 Where On Earth?



At 30 feet tall, this bed & breakfast is the world's biggest beagle

📍 Where On

Earth?



- A. South Dakota
- B. Kentucky
- C. Georgia
- D. Idaho





Dog Bark Park Inn
Cottonwood, Idaho

📍 Where On Earth?

This historic mine is the
only publicly accessible
chalk room and pillar
mine in North America





Where On
Earth?

- A. North Dakota
- B. Arizona
- C. Georgia
- D. Nebraska





Happy Jack Chalk Mine

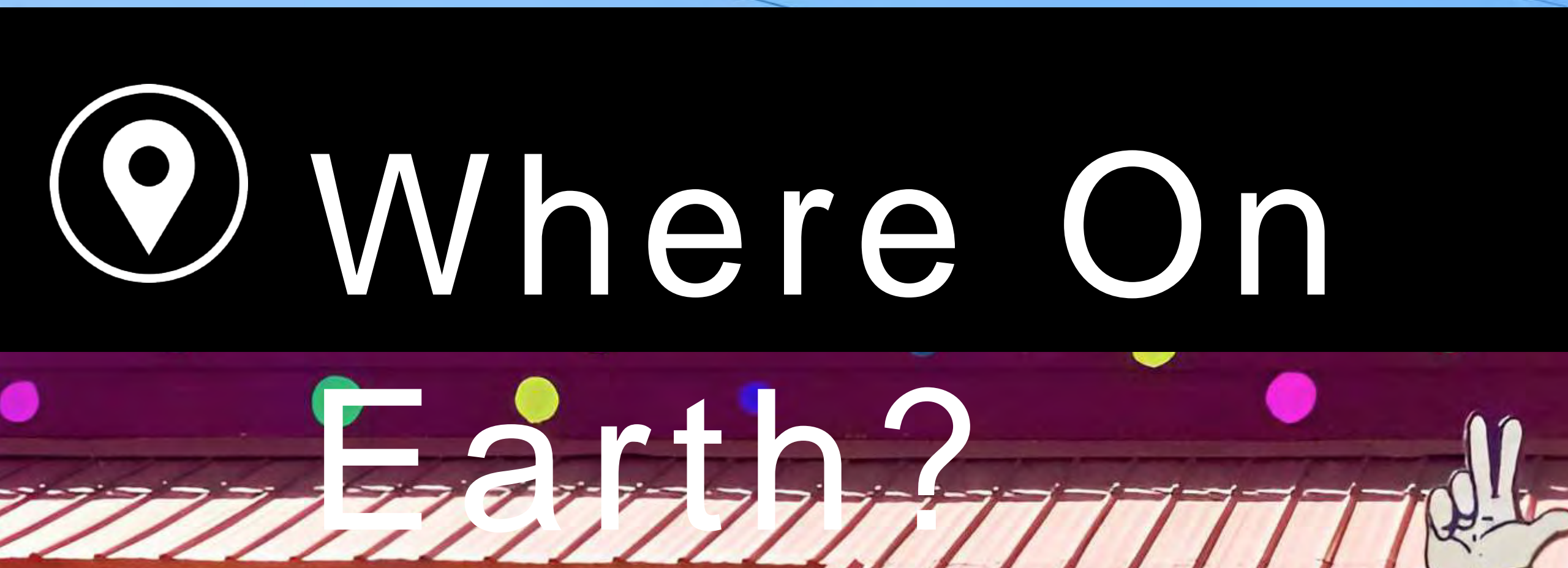
Scotia, Nebraska



Where On
Earth?



Named “America's Scariest
Motel” due to its theme and
proximity to a cemetery



- A. Washington
- B. Nevada
- C. Georgia
- D. Louisiana





Clown Motel

Tonopah, Nevada

📍 Where On Earth?



Perfectly named cave drop
is the deepest in the continental
U.S., almost matching the height
of Seattle's Space Needle



📍 Where On Earth?

- A. North Carolina
- B. Georgia
- C. West Virginia
- D. Virginia





Fantastic Pit ***Walker County, Georgia***

THANK YOU!



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