

Public Consultation on the "Experience Economy" as an emerging industry

The 2012 Commission Communication on "Promoting cultural and creative sectors for growth and jobs in the EU" highlighted the importance of reinforcing cross-sectoral interaction for facilitating entrepreneurship and economic growth and announced the launch of a stakeholder consultation on the "Experience Economy".

This public consultation is the follow-up to this announcement and has as the overall aim to better understand the relevance of setting up specific policy initiatives related to the "Experience Economy" and thus support the development of new industrial value chains. Consequently, its central objective is to understand whether the "Experience Economy" can be identified as an "emerging industry" and how to support it in the best possible manner.

In general, "emerging industries" are driven by a transformative process taking place along the boundaries between different sectors. In this perspective, such industries are accompanied by the creation and the reinforcement of cross-sectoral linkages between different sectors and their subsectors. The "Experience Economy", when perceived as such an emerging industry, should thus not be considered as the general use of experiences that capitalise on building experiences for customers, for example to provide them with services that augment reality perceptions and stimulate their emotions and senses. Rather, the question that arises is whether such dynamics related to "emerging industries" are also at stake for the "Experience Economy".

Through this consultation the European Commission aims at collecting stakeholders' views on: how to better define the "Experience Economy"; how strong interactions between related industries are, notably cultural and creative industries, leisure and sport, tourism, entertainment and eco-industries; which actors contribute to shape it; and what drives and hinders its further development and transformation process.

The results from this public consultation will be used to prepare future actions aimed at promoting the emergence of new industrial value chains under Horizon 2020, the Framework Programme for Research and Innovation 2014-2020 or for specific actions under the Programme for the Competitiveness of enterprises and SMEs (COSME) 2014-2020.

UPDATE 01/10/2013 - This survey will run from 12th of July to the **31th of October**.

A consultation report will be published following the end of the consultation. This questionnaire is divided into six sections and should take no more than 20 minutes to fill in.

For more information on the concept of the "Experience Economy", please consult the background document on the web page of this public consultation.

Questions marked with an asterisk * require an answer to be given.

1. Respondent information

1.1. Identification

1.1.1. I express my opinion on behalf of *

- Myself
- An organisation (association, body representing other organisations, national, regional, local administration, company, etc.)



1.1.2. Please name the organisation or association that you represent? *



1.1.3. Is your organisation registered in the Transparency Register of the European Commission *

- Yes
- No




1.1.4. Please enter your registration number in the Transparency Register. You can check your registration number via the search function in the Transparency Register (<http://europa.eu/transparency-register/>)




1.1.5. The organisation that I represent is a/an? *

- Large enterprise
- Small and medium-sized enterprise (SME)
- Intermediary representing groups of SMEs (such as cluster organisation, business association)
- Tourism office
- National administration
- Regional/local administration
- Economic Development or innovation agency
- Non-governmental organisation
- Other

 1.1.6. If other, please specify

 1.1.7. Please indicate your country of residence. *

 1.1.8. Please indicate the country where is based your organisation. *

 1.1.9. May the European Commission contact you in case further details on the submitted information in this questionnaire are requested? *

- Yes
- No

 1.1.10. If yes, please indicate a contact email address

1.2. Confidentiality

Contributions received to this consultation, together with the identity of the contributor may be published by the Commission, unless the contributor objects to the publication of the personal data on the grounds that such publication would harm his or her legitimate interests. In this case, the publication may be published in anonymous form.

The contributor may also object to the publication of his contribution, but should be aware that he may later be requested to provide justification in accordance with the exceptions provided under Regulation 1049/2001 regarding public access to European parliament, Council and Commission documents (http://ec.europa.eu/transparency/access_documents/index_en.htm).

1.2.1. Do you object the publication of your personal data and/or your contribution? *

- My contribution may be published
- I object to the publication of my personal data (publication in anonymous form)
- I object to the publication of my contribution

2. How can the “Experience Economy” be defined?

2.1. Have you heard about the "Experience Economy" concept? *

- Yes
- No

2.2. The “Experience Economy” evolves at the borders between creative industries, leisure and sport, tourism, entertainment and eco-industries.

Do you agree with this statement?

*

- Fully agree
- Partially agree
- Don't agree
- Totally Disagree
- Don't know

2.3. How relevant are the following economic activities in relation to the "Experience Economy"? (Please tick one box per sub-question)

- a: Very
- b: Somewhat
- c: Partly
- d: Not at all
- e: Don't Know

	a	b	c	d	e
2.3.1. Accomodation and tours *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.3.2. Hotel, restaurant and catering (HORECA) services *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.3.3. Gambling *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.3.4. Museums and galleries *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.3.5. Libraries *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.3.6. Cultural heritage *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.3.7. Natural heritage *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.3.8. Sports, leisure and outdoor activities *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.3.9. Arts, including painting, sculpture, graphic art, conceptual art and installations *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.3.10. Performing arts: theatre, opera, dance, sound and light spectacles *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.3.11. Audio-visual media (incl. film, television; video games and multimedia) *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.3.12. Music/Live concerts *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.3.13. Events and festivals *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.3.14. Wellness and physical well-being *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.3.15. Environmentally friendly services *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.3.16. Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2.4. If other, please specify

2.5. Do you have any own ideas on how to define the concept of the "Experience Economy"? If yes, please specify and be invited to provide an illustrative example.

3. How does the "Experience Economy" interact with established industries?

3.1. In your opinion, how strong are the interactions between the "Experience Economy" and the following established industries? (please tick one box per sub question)

	High	Medium	Low	Don't know
3.1.1. Tourism *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3.1.2. Cultural and creative industries *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3.1.3. Food *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3.1.4. Fashion and high end industries *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3.1.5. ICT and Mobile services *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3.1.6. Transport *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3.1.7. Eco-industries *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3.1.8. Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3.2. If other, please specify.

4. Who drives the "Experience Economy"?

4.1. In your view, who are the main drivers behind the further development of the "Experience Economy"? (multiple answers allowed)

*

- Large enterprises (hospitality groups, entertainment parks, tour operators and agencies, etc.)
- Small or medium-sized enterprises (restaurants, travel agents, niche market actors, etc.)
- Regional/local administrations and tourism offices
- Cultural institutions and associations (museums, galleries, heritage associations, etc.)
- Consumers
- Don't know
- Other

4.2. If other, please specify

4.3. Do you believe there is a need for the whole of the "Experience Economy" to be represented by specialised organisation(s)? *

- Yes
- No
- Don't Know

5. What drives the "Experience Economy"?

5.1. In your opinion, how important are the following push elements for the further development of the "Experience Economy"? (please tick one box per sub-question)

	Important	Somewhat important	Not important at all	Don't know
5.1.1. Better awareness of the regional assets for the "Experience Economy" *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5.1.2. Better linkages between different touristic and service offers at regional level *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5.1.3. New business models and service offerings *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5.1.4. Better emphasis on the green aspects in the available offerings *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5.1.5. Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5.2. If other, please specify

5.3. In your view, are there other relevant push elements that have not been mentioned? *

- Yes
- No
- Don't know

5.4. If yes, please specify

6. What hinders the “Experience Economy”?

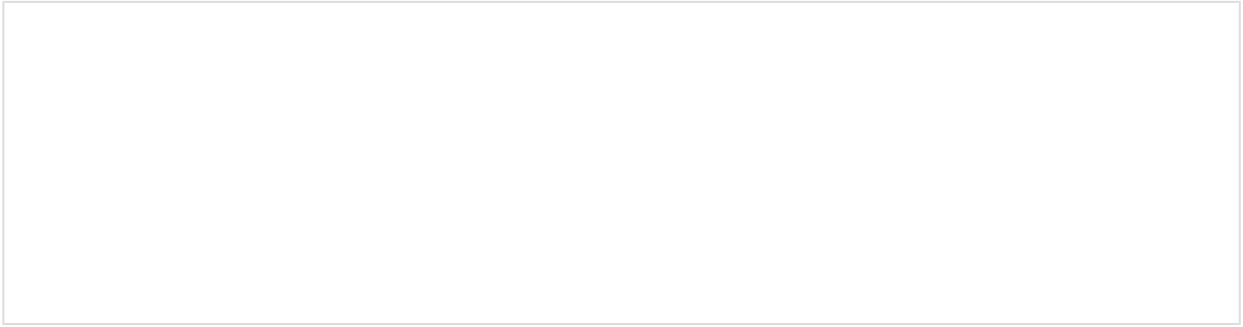
6.1. In your view, how important are the following barriers in slowing down the further development of the “Experience Economy”? (please tick one box per sub-question)

	Important	Somewhat important	Not important at all	Don't know
6.1.1. Lack of awareness of the regional assets for the “Experience Economy” *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.1.2. Resistance of established actors and sectors of the “Experience Economy” and lack of cooperation among them *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.1.3. Lack of innovative solutions combining different aspects and parts of the “Experience Economy” *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.1.4. Lack of financial and political support for young entrepreneurs and innovative ideas *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.1.5. Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6.2. If other, please specify

7. Any other comments

7.1. Do you have any other comments or own recommendations on how to support the development of the "Experience Economy" as an emerging industry ?



Useful links

"Promoting cultural and creative sectors for growth and jobs in the EU", Commission Communication, July 2012 : <http://wcmcom-ec-europa-eu-wip.wcm3vue.cec.eu.int:8080/enterprise/policies/sme/public-consultation-green-action-pla>
"Priority Sector Report: Experience Industries", European Cluster Observatory, October 2011 : <http://wcmcom-ec-europa-eu-wip.wcm3vue.cec.eu.int:8080/enterprise/policies/sme/public-consultation-green-action-pla>
"Emerging industries: report on the methodology for their classification and on the most active, significant and relevant i <http://wcmcom-ec-europa-eu-wip.wcm3vue.cec.eu.int:8080/enterprise/policies/sme/public-consultation-green-action-pla>

Background documents

Background document: Public consultation on the "experience economy" as an emerging industry.: <http://wcmcom-ec-europa-eu-wip.wcm3vue.cec.eu.int:8080/enterprise/policies/sme/files/public-consultation-experience->
(For further reference documents see "Useful links") :