

***Jobenomics*** deals with the process of creating and mass-producing small businesses and jobs.



***Jobenomics International Grassroots Movement*** implements highly-scalable business initiatives in under-resourced communities with people who want to start a business or career.

Executive Presentation

By: Chuck Vollmer

27 July 2021

# Jobenomics



## Founder, Chuck Vollmer

- Decorated combat fighter pilot and Fortune 50 executive now serving the underserved
- Founded hundreds of startup programs
- Author of eleven books and ninety special reports on economic, community, small business and workforce development

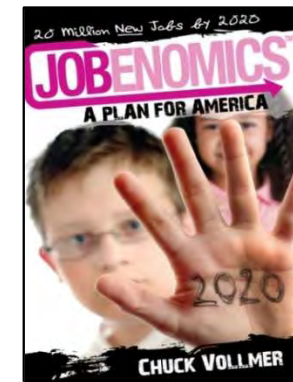


Chuck Vollmer



## Nonpartisan Grassroots Movement

- Jobenomics chapters on four continents
- Dozens of U.S. regional, city, and neighborhood chapters in under-resourced communities
- A dozen highly scalable turnkey businesses, implementable within a year.
- Extensive free library at [Jobenomics.com](http://Jobenomics.com)



**[Jobenomics.com](http://Jobenomics.com)**

**Primary focus: mass-producing startup businesses in  
**underserved** and **under-resourced** communities.**

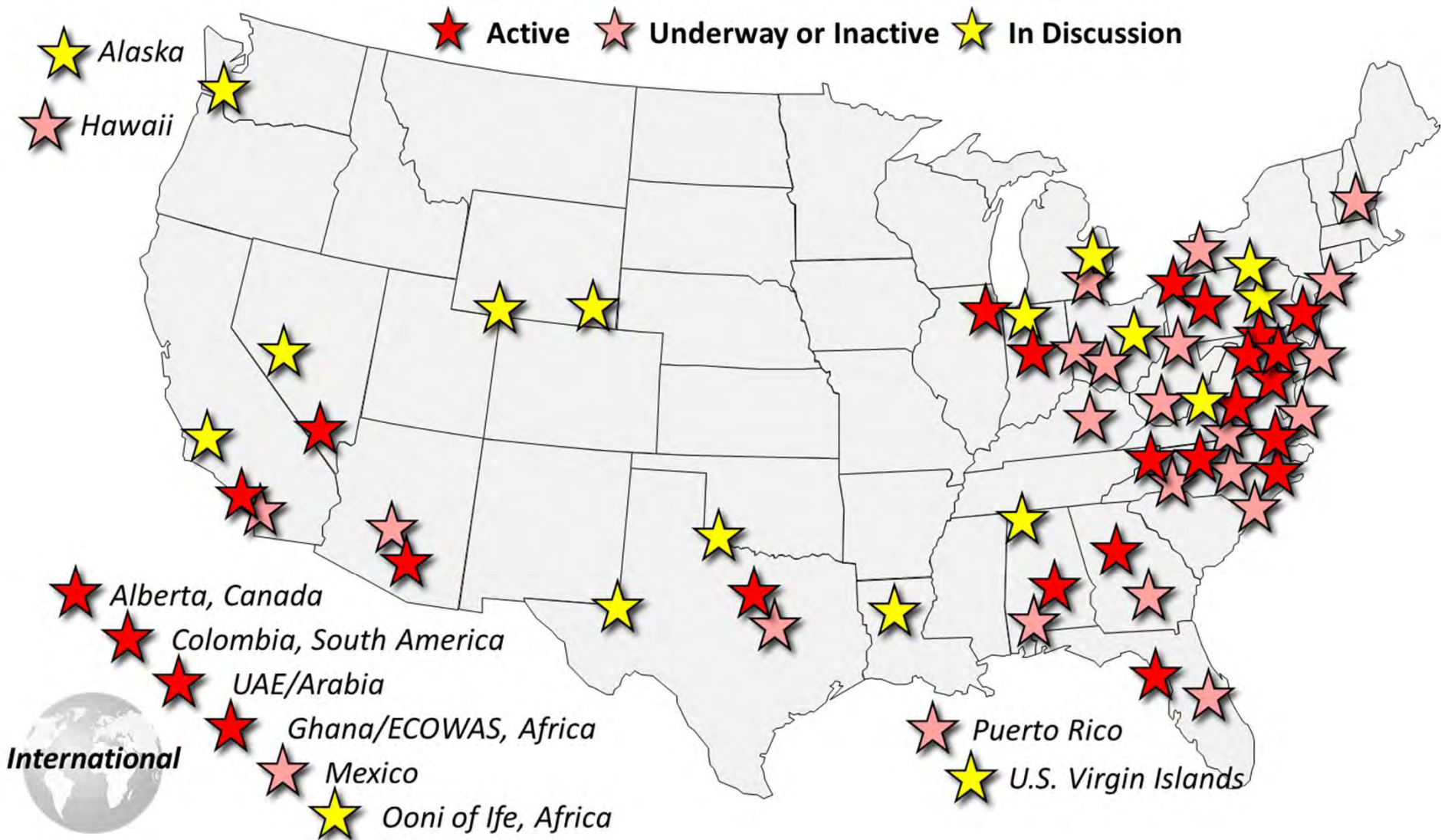
# Jobenomics Intellectual Capital



Extensive research on the economic, community, business and workforce development.



# Jobenomics Chapters

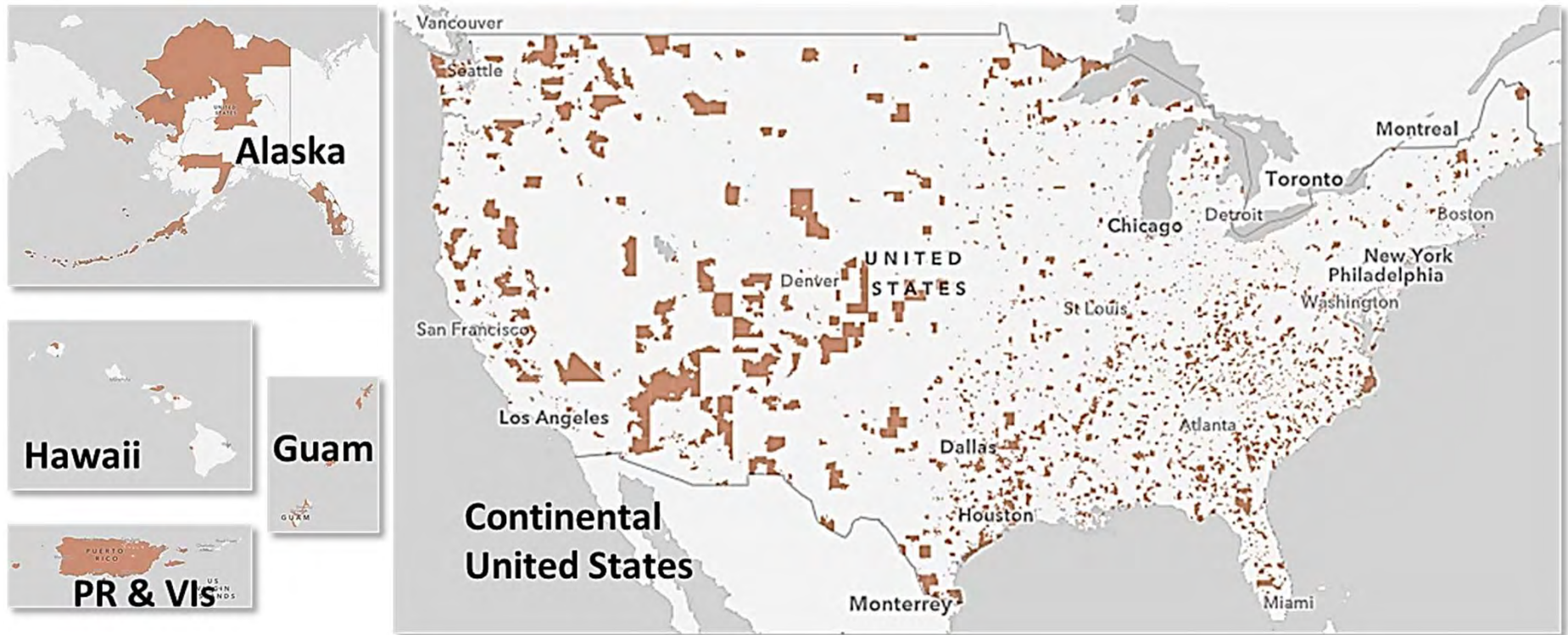


Since 2016, dozens of communities have started Jobenomics chapters that are in various stages of development.

# Jobenomics Underserved Community Emphasis



8,700 Qualified Opportunity Zones:  
**Poorest 12%** of all Census Tracts in the United States



Jobenomics focuses on urban renewal and rural revitalization programs in under-resourced communities.



# Economic Development Strategies



## Traditional **Top-Down** Approach

Attract One  
\$100,000,000/year  
**Macro Enterprise**



## Jobenomics **Bottom-Up** Approach

Start One-Thousand  
\$100,000/year  
**Micro Businesses &  
Nonemployer Firms**



Under-resourced communities that cannot attract big companies can mass-produce **startup firms**—the seed corn of local economies.

# Startup Businesses



**WSJ** “If the U.S. were creating new firms at the same rate as in the 1980s that would be the equivalent of more than **200,000 companies and 1.8 million jobs a year.**”

Source: Wall Street Journal analysis of U.S. Bureau Labor Statistics data



“**Most city and state government policies that look to big business for job creation are doomed to failure** because they are based on unrealistic employment growth models. It's not just net job creation that startups dominate. On average, **one-year-old firms create nearly 1,000,000 jobs, while ten-year-old firms generate 300,000.** The notion that firms bulk up as they age is, in the aggregate, not supported by data.”

Source: Kauffman Foundation analysis of U.S. Bureau Labor Statistics data

**Startup businesses are the seed corn for local economies. Left unattended, local economies will remain fallow or wither.**



## **Turnkey Programs**

- **Affordable Veteran-Owned Live/Work/Retire Communities**
- **Infectious Disease Testing, Diagnostics, Biosafety Labs & Hygienic Facility Services**
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- **Waste-To-Value Systems**
- **Experiential Tourism**



# Veteran-Owned Businesses & Jobs



An underutilized labor pool of proven workers and talent



|                           |              |                   |             |
|---------------------------|--------------|-------------------|-------------|
| Wartime Veterans          | WWII         | 380,327           | 2%          |
|                           | Korea        | 1,156,096         | 7%          |
|                           | Vietnam      | 6,192,877         | 36%         |
|                           | Gulf (1990s) | 3,834,993         | 22%         |
|                           | Gulf (2001-) | 3,772,708         | 22%         |
| Peacetime Veterans        |              | 2,081,350         | 12%         |
| <b>Total Veterans</b>     |              | <b>17,418,351</b> | <b>100%</b> |
| <b>% Total Population</b> |              | <b>6.9%</b>       |             |

Source: U.S. Census Bureau (ACS 2019)



**Jobenomics tailored business and job creation programs to funding sources for veterans.**

# Jobenomics Veteran Owned Business Program



- Vets have proven service expertise and skills that can transform impoverished and crime-ridden neighborhoods.
- Retired “**super sergeants**” can transform young adults into fully-functioning team members and responsible citizens.
- Onslow County has 33,301 veterans with a **total potential borrowing and buying power of billions of dollars.**
- Jobenomics Veteran Owned Live-Work Communities are:
  - Self-sufficient economically via new **businesses & careers.**
  - Energy-efficient, hi-tech, **affordable homes.**
  - State-of-the-art, **eye-popping commercial enterprises.**



**Retired “super sergeants” are role models who can inspire and mentor sidelined workers to build meaningful careers.**

# Affordable Mixed-Use Communities



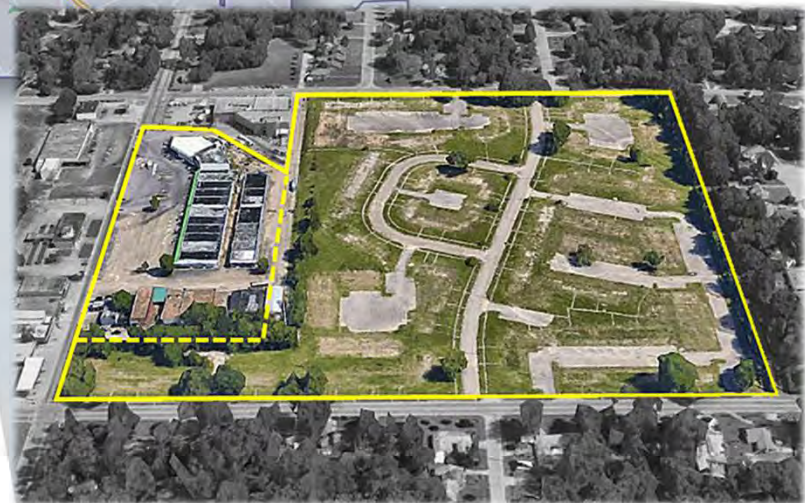
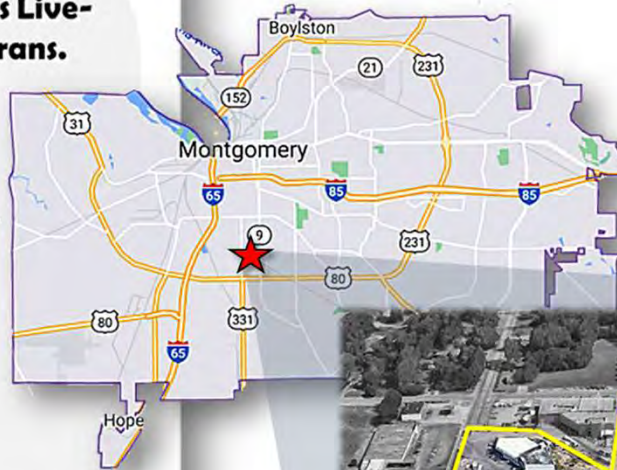
**The Greg Calhoun Jobenomics Live-Work Community For Veterans.**



**Proposed Pilot Project At 3889 S.  
Court Street, Montgomery, Alabama.**

Charles D. (Chuck) Vollmer,  
Jobenomics Founder & President

15 March 2021  
*Proprietary Information*



Jobenomics recently completed a detailed business plan for a mixed-use live/work/retirement complex **financed by VA-backed loans**, which can be a model for other communities.



# Veteran Borrowing & Buying Power



- VA **Multifamily Building** Loans (**\$1M to \$1.4M** maximum)

Fourplex Units



Condo Multiplex



- SBA Veterans Advantage **Startup Business** Loans (**\$5.0M** max)
- Veteran **Home** Loans (**no maximum amount**, no down payment, low interest rates, and fewer or no closing costs.)



E-4 monthly base pay (**\$2,700**) can qualify for our homes, and their off-base housing allowance (**\$1,300**) covers our rentals.

# Affordable Multifamily Units

Source: Houseplans.pro plans by Bruinier & Associates



**One-Level 768 sf**



**Two-Level 1,005 sf**



**Three-Level 1,225 sf**

## Multifamily (Fourplex) Homes @ \$105/sq. ft. Construction Price

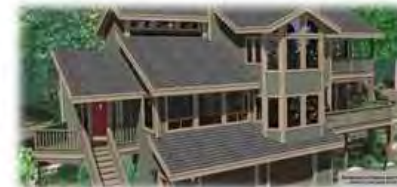
|                                  |                    |   |
|----------------------------------|--------------------|---|
| One-Level 768 sf x 4 units =     | 3,072 sf x \$105 = | <b>\$322,560</b> or <b>\$80,640 each</b>  |
| Two-Level 1,005 sf x 4 units =   | 4,020 sf x \$105 = | <b>\$422,100</b> or <b>\$105,525 each</b> |
| Three-Level 1,225 sf x 4 units = | 4,900 sf x \$105 = | <b>\$514,500</b> or <b>\$128,625 each</b> |



**One-Level 1,764 sf**



**Two-Level 2,135 sf**



**Three-Level 2,984 sf**

## VA Single Family Home @ \$105/sq. ft.

|               |                    |                  |
|---------------|--------------------|------------------|
| One-Level =   | 1,644 sf x \$105 = | <b>\$172,620</b> |
| Two-Level =   | 2,135 sf x \$105 = | <b>\$224,175</b> |
| Three-Level = | 2,984 sf x \$105 = | <b>\$313,320</b> |



**Jobenomics has access to leading home builders.**



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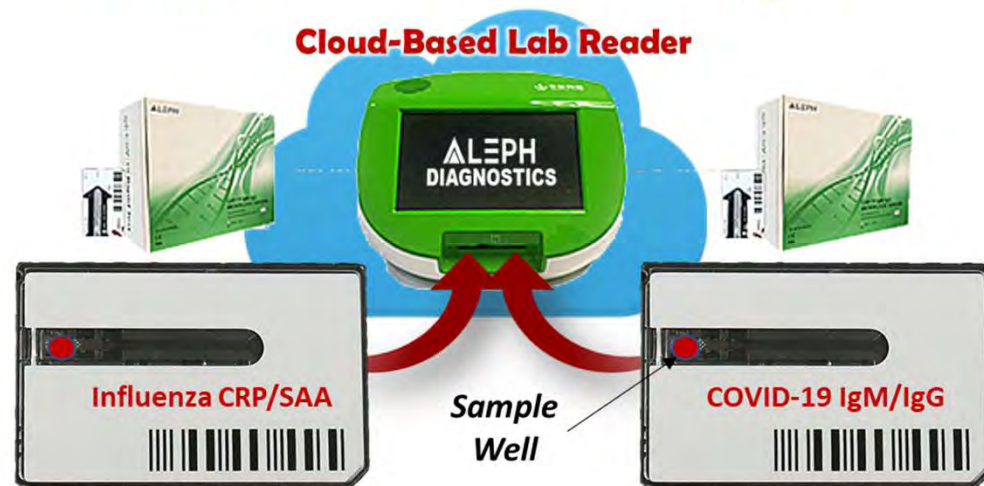
# Healthcare & Pandemic Businesses and Jobs



## FDA & CE Approved COVID-19 Test Kits

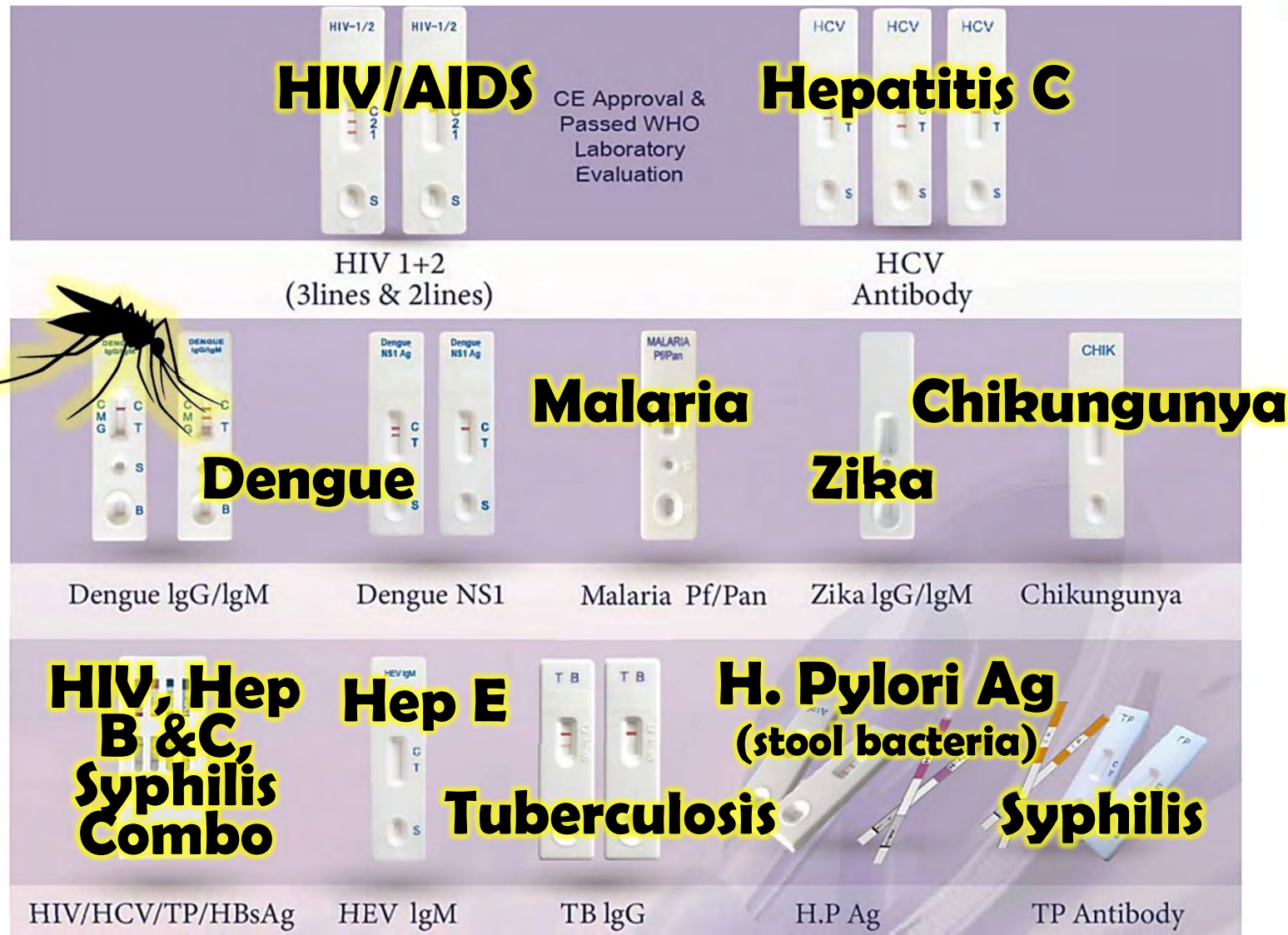
- Antibody (IgM/IgG) Rapid Test
- Nucleic Acid RT-PCR Rapid Test
- Fluorescence Antigen Rapid Test

## Microfluidic Lab-On-A-Chip Coronavirus & Influenza Test Kit & Analyzer



Jobenomics-AG Diagnostix team has U.S. FDA & CE-Approved COVID-19 diagnostics produced by American companies.

# Other Aleph Diagnostics Tests (Examples)



**HIV/AIDS**  
HIV-1/2  
CE Approval & Passed WHO Laboratory Evaluation

**Hepatitis C**  
HCV  
HCV Antibody

**Dengue**  
Dengue IgG/IgM  
Dengue NS1 Ag

**Malaria**  
Malaria Pf/Pan

**Chikungunya**  
CHIK

**Zika**  
Zika IgG/IgM

**HIV, Hep B & C, Syphilis Combo**  
HIV/HCV/TP/HBsAg

**Hep E**  
HEV IgM

**Tuberculosis**  
TB IgG

**H. Pylori Ag (stool bacteria)**  
H.P Ag

**Syphilis**  
TP Antibody

Our mobile lab can be equipped (electrical power, communications, internet access) for **remote area** telehealth applications.



# Aleph Diagnostics Mobile Level-2 Biosafety Lab



Jobenomics Partner, <https://alephdiagnostics.com>



Level-2 biosafety labs mitigate infectious agents or toxins that pose a threat to critical enterprises (government, schools, businesses, airports). They also facilitate returning people to work and children to school. It also provides **a new source of revenue** for local communities.



High-End RT-PCR Analyzers

**Our Analyzers can process up to 30,000 tests per day.**



# CerarMist Program

<https://www.cerarmist.com>

**JOBENOMICS™**



- CerarMist is **a non-chemical, EPA approved, Facility Hygiene Service** that safeguards facilities, plants and humans against infectious viruses and mold by forming **barriers that lasts up to 90-days**.

- **CerarMist Veteran Program:**

- Quick launch within 30 days
- Field and online training
- Low investment (≈\$10K)
- Loan financing support
- Corporate discounts
- Technical support



**Tens of thousands of local microbusinesses are needed.**



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# Jobenomics Direct-Care Program



## Direct-Care Services

- Healthcare
- Social assistance
- Behavioral-care
- Elder-care
- Child-care



## Direct-Care Center

- Information & Call Center
- Training & Certification Center
- Management and Quality Control



Former women head-of-households are ideal for direct-care jobs.



# Direct-Care Telehealth Platforms



## Examples of On-Demand Telehealth Programs

- **Teladoc** is the largest telehealth platform with 20 million members and over 3,000 licensed healthcare professionals.
- **DoctorOnDemand** connects patients in minutes to board-certified doctors and therapists over live video.
- **Go2Nurse** is an on-demand nurse/caretaker application service.
- **referralMD**'s standardizes referral network communication between primary care physicians and specialists.
- **American Well** is a complete telehealth service for healthcare companies, employers, or delivery networks.
- **MDLive**'s telemedicine system offers a patient experience, a provider experience, and a call center.
- **SnapMD** is virtual care management system with a patient interface, a provider interface and an administrative back-end.

**The global telehealth market is expected to reach \$40 billion, growing at a combined average growth rate of 25%.**

# CLINICSTOP Micro Clinic for Diagnosis, Counseling and Remote Care



Jobenomics Partner  
<http://clinicstop.com>



**Ideal for pharmacies, churches, community centers that provide healthcare, social assistance, and behavioral care.**



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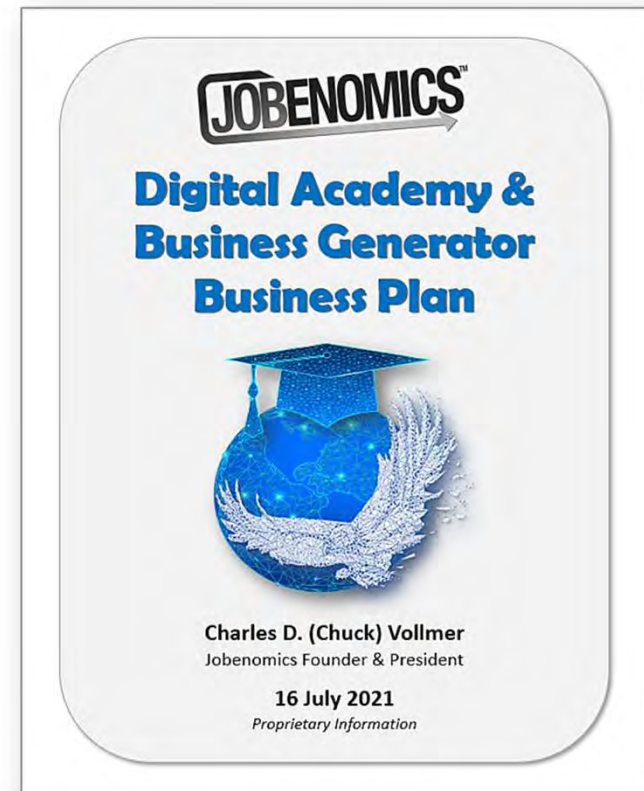


# Our Digital Academy & Business Generator Upskills Workers & Mass-Produces Startups



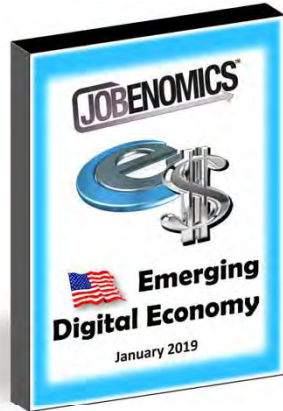
*160-Page Program  
Plan Available*

- Digital economy growth is 16x faster than today's industrial economy.
- **67% of all U.S. workers do not have required workplace digital job skills.**
- A Jobenomics **Digital Academy** specializes in certified skills-based training, lifelong applied learning, and transformation mapping.
- A Jobenomics **Business Generator** mass-produce startup digital nonemployer and micro-businesses.



The goal of a Jobenomics Digital Academy & Business Generator is to  
**create a minimum of 100 startup firms every month.**

# Digital Economy



- E/M Commerce
- On-Demand Economy
  - Sharing Economy
- Apps/Bots/AI Economy
  - Platform Economy
  - Creator Economy
  - Gig Economy
- Data-Driven Economy
  - IoT Economy



According to James McQuivey, a digital economy startup is at least **100-times easier** to create and has **10-times the number** of innovators that can innovate at **1/10th the cost** of the traditional economy.

# Digital Economy Ecosystem Impact



| Digital Economy Ecosystems   | Estimated Economic Impact                        |
|------------------------------|--|
| Electric/Mobile-Commerce     | \$0.6 trillion in 2019 to \$1.6 trillion by 2025 |
| On-Demand Economy            | Worldwide market \$1 trillion in 2021            |
| Sharing Economy              | 86 million U.S. users, 2,000% growth by 2030     |
| App/Bot/AI Economy           | 14.5% of U.S. GDP (\$3.7 trillion) by 2030       |
| Platform Economy             | Tech platforms dominate global marketplace       |
| Creator Economy              | 50 million solopreneurs growing to billions      |
| Gig/Contingent Workforce     | Dominant (50%) form of U.S. labor by 2030        |
| Data-Driven Economy          | \$30 trillion in additional value this decade    |
| Internet of Everything (IoE) | \$11 trillion by 2025                            |

**Except for tech-hubs, few American communities are cognizant of the massive economic impact of the digital economy.**

**The Jobenomics Digital Academy & Business Generator will exploit these lucrative opportunities by creating digital firms and careers.**



# Types Of Digital Startup Businesses

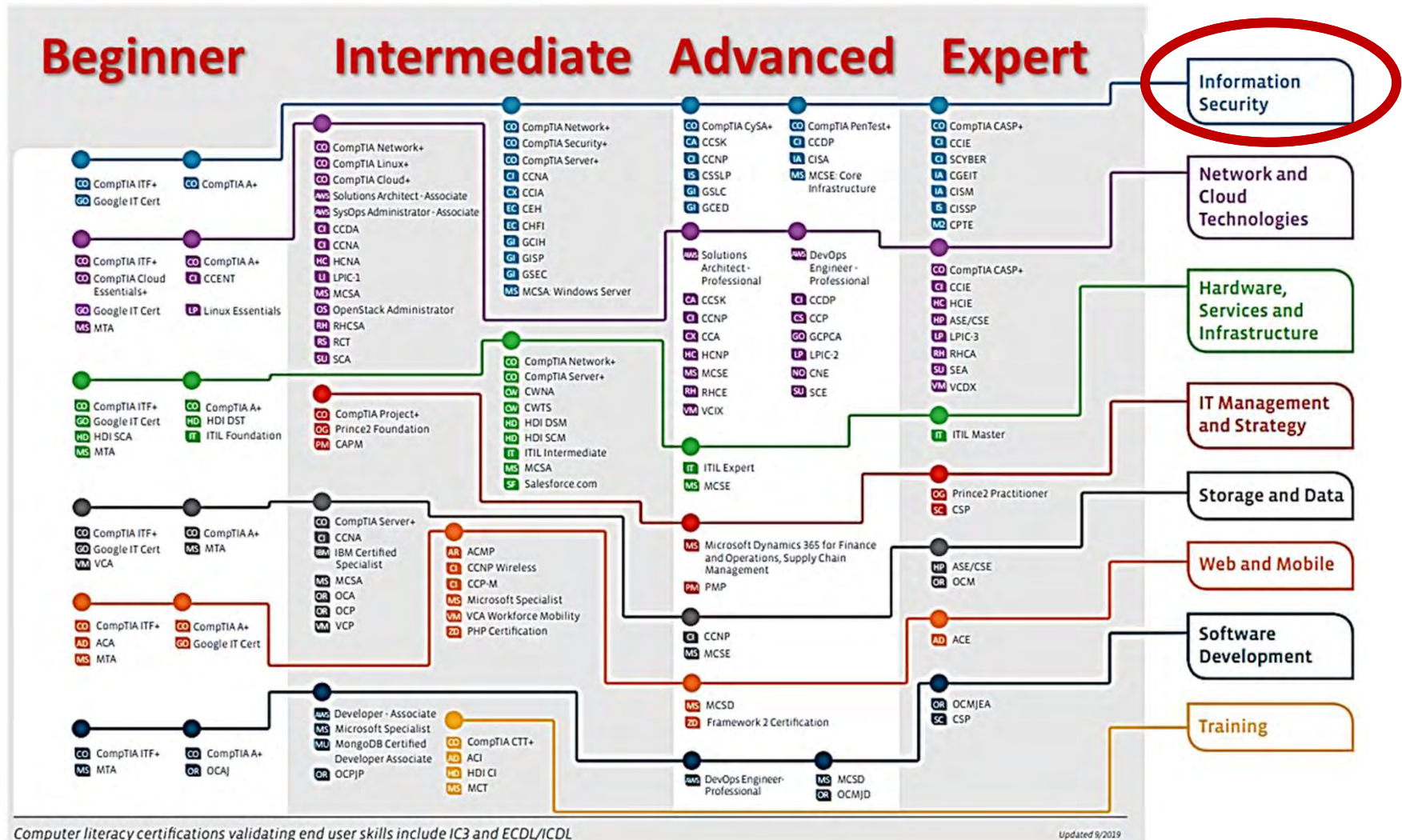


- A **micro-business** (1 to 19 employees) employ 32 million Americans.
- A **nonemployer** is a small business with no “paid” employees.
  - 80% of all U.S. businesses with 25 million single-person owners.
  - Growing significantly faster than traditional businesses
  - Owners make substantially more than wage or salaried jobs.

**Mass-producing micro and nonemployer businesses is the answer to beleaguered urban communities that lack good-paying jobs.**

# Digital Economy Career Roadmap

Source: [www.comptia.org/content/comptia-career-roadmap](http://www.comptia.org/content/comptia-career-roadmap)

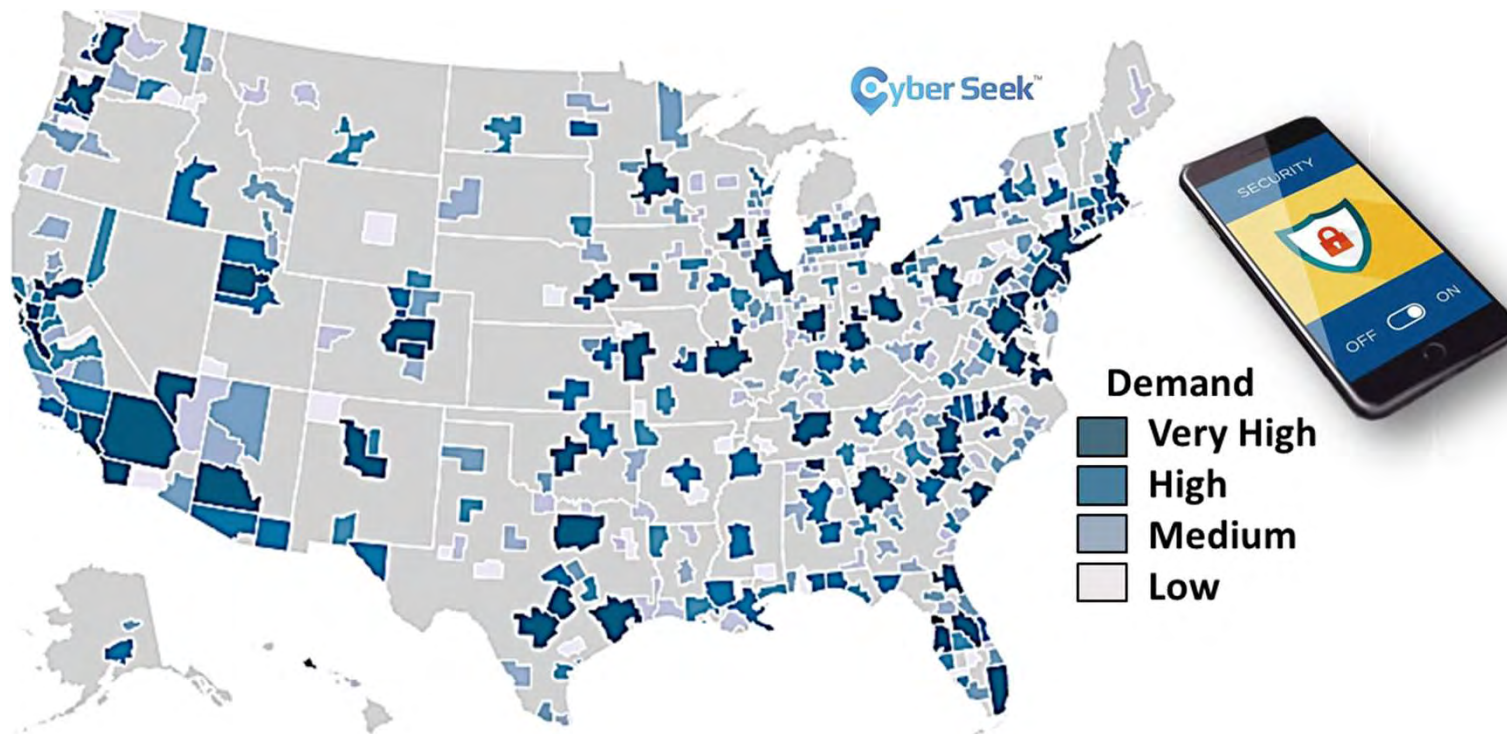


Certified training programs are the gateway into good paying (\$50K) entry-level digital economy jobs without a college degree.



# Major Cybersecurity Locations

Source: <https://www.cyberseek.org/heatmap.html>



## United States Metro Area Map

**Total Employed Cybersecurity Workforce = 956,341**

93% Private Sector, 7% Public Sector

**Total Cybersecurity Open Jobs = 464,420**

Around Half Nontechnical Administrative, Operations & Maintenance Positions



# Jobenomics-Sprung Structure Digital Academy & Business Generator Facility



Our 19,500 square feet, community center, operational within 6-8 months with a payback period as short as 2-3 years.



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# Sprung Structures, Since 1887

12,000 structures in 110 countries.



The world's **two richest men** used Sprung for their **flagship efforts**.  
Jobenomics uses Sprung for the same reason (plus cost effectiveness).



# Qualified Opportunity Fund (QOF)



- A Qualified Opportunity Fund (QOF) is an investment vehicle for investing in eligible property located in an Opportunity Zone.
- As of 6 July 2021, NCSHA lists:
  - 236 total QOFs with **\$48.3 billion** total anticipated investment.
  - 61% target **affordable housing** and **community development**.
  - Most QOFs call for **mixed-use real estate development** projects.

National Council of State  
Housing Agencies (NCSHA)



<https://www.ncsha.org/resource/opportunity-zone-fund-directory/>

The NCSCA Directory (shown) provides **websites and contact information** for these 236 funds.

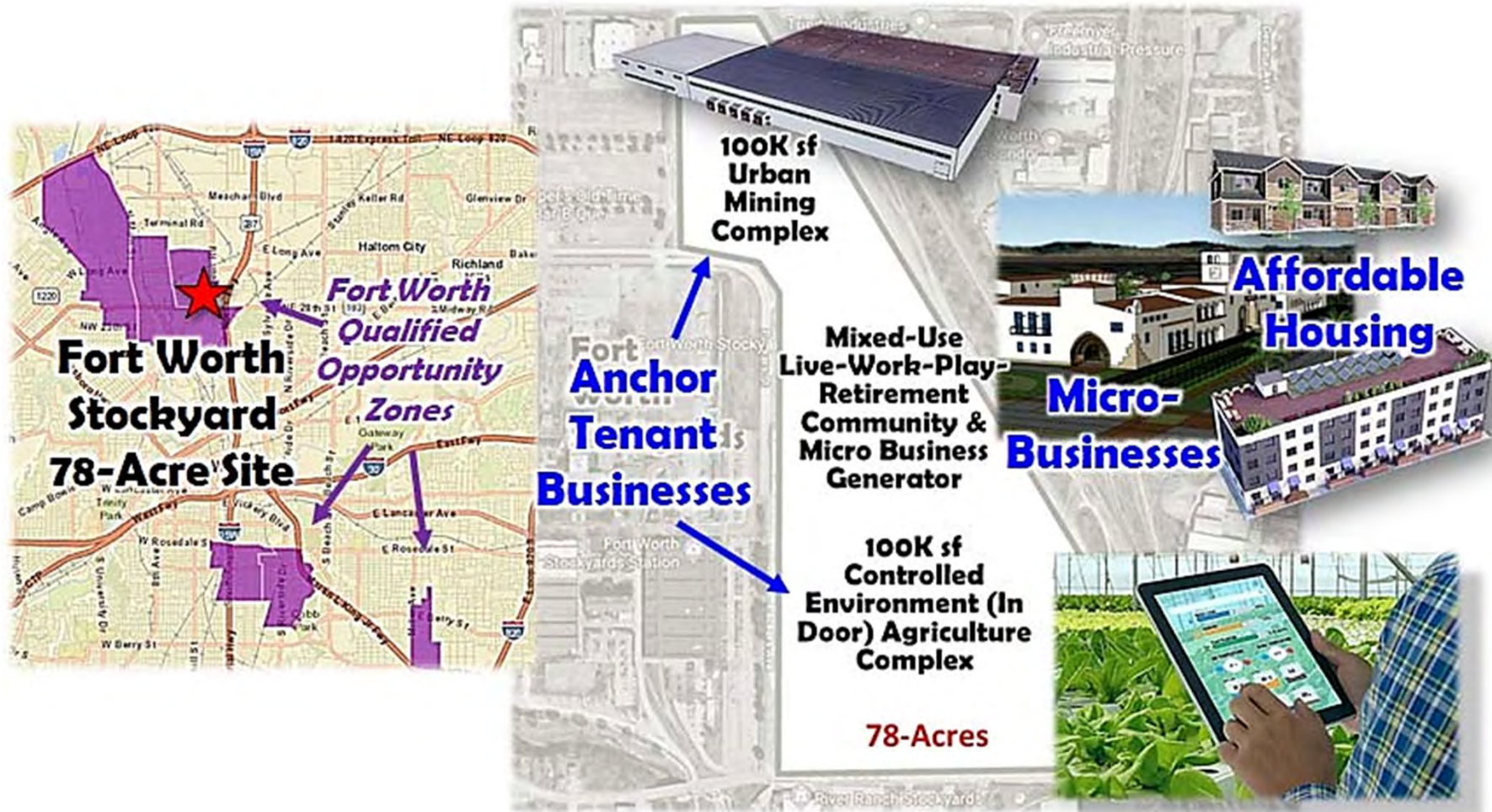
## Example of a Local **Mixed-Use** Complex



**Meets community needs for affordable homes, safety, green eco-friendly facilities, and business/job creation.**



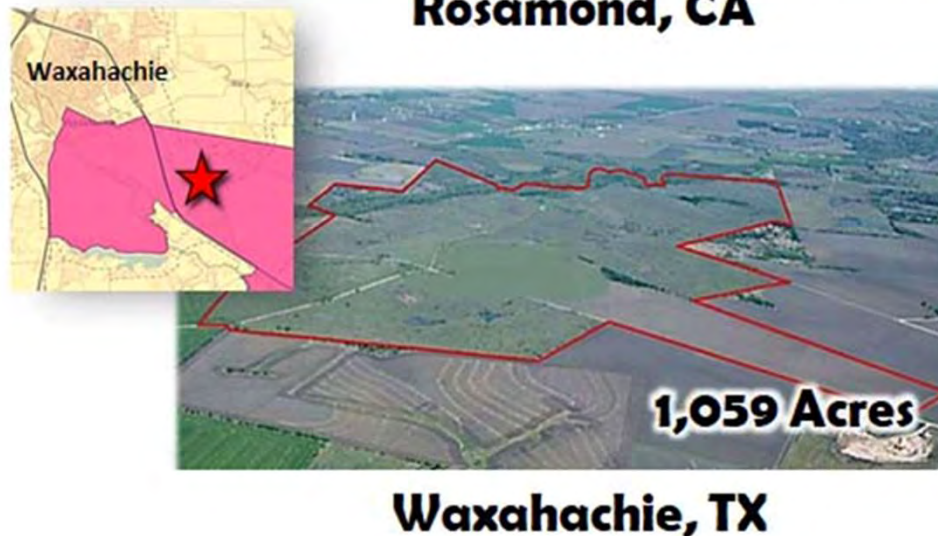
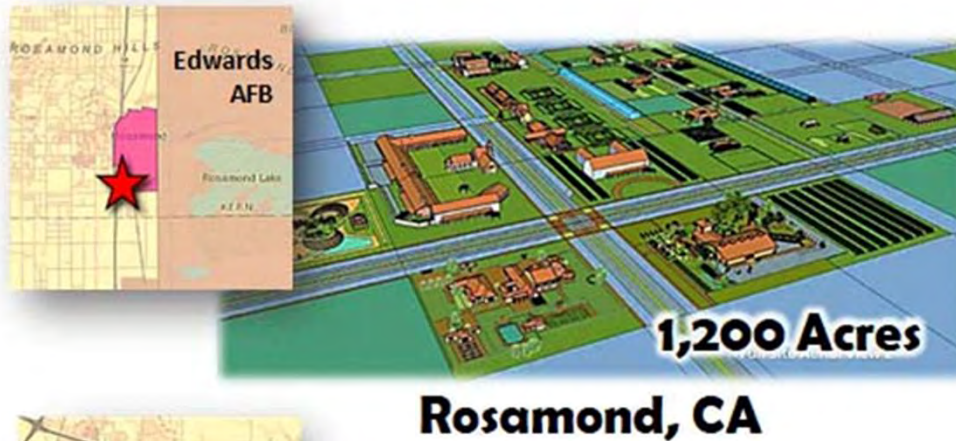
# Example of an Urban **Mixed-Use** Community



Jobenomics “**virtual shopping mall**” approach combines real estate development, LEED Platinum construction, anchor tenant/micro-business creation, all in a sustainable and affordable **urban** ecosystem.



# Examples of a Large **Mixed-Use**, Master-Planned, Rural Agrarian Communities



Jobenomics is working with community leaders, real estate developers and leading industry officials to build master-planned **rural** communities and business plans that are attractive to QOFs.

# Commercial Revitalization Programs



Jobenomics Digital Academy  
& Business Generator

Climate Change Education Center  
& Waste-to-Value Facility



*Rooftop Model*



*Deteriorating  
Mall/Shopping Center*



Controlled Environment Agriculture  
(CEA) Store & Growing Center

Super Oxygenated Water Store,  
Bottling & Distribution Center

These **eye-popping** facilities can be operation within one year  
and help transform a commercial malls into a **destination center**.



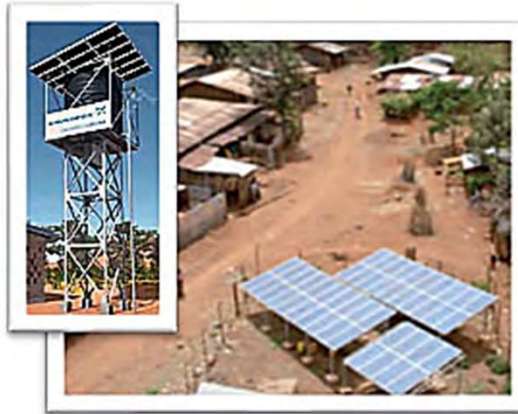
# Remote Area Power, Telecom & Internet Systems



*Tower Up Consulting, Jobenomics Partner*



**Rural cellular and  
Wi-Fi networks**



**PV solar electrified village  
center with water tower**



**2,500 to 40,000 gallon/day water  
pumping & purification systems**



**Solar & wind  
powered lighting**



**Security and  
surveillance systems**



**Brick-making  
Machine**

**Many rural areas do not have sufficient access to internet, communications and grid-based electrical power.**





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# Controlled Environment Agriculture (CEA)



- CEA is the process of growing high-value plants and fish inside a grow room or greenhouse with ideal growing conditions.
- CEA technologies include:
  - **Traditional** (soil-based growing)
  - **Hydroponics** (soil-less growing of plants in a water solution)
  - **Aeroponics** (a technique where a fine mist delivers nutrients to roots suspended in air).
  - **Aquaculture** (indoor fish farming)
  - **Aquaponics** (a combination of hydroponics and aquaculture fish waste as plant nutrients)

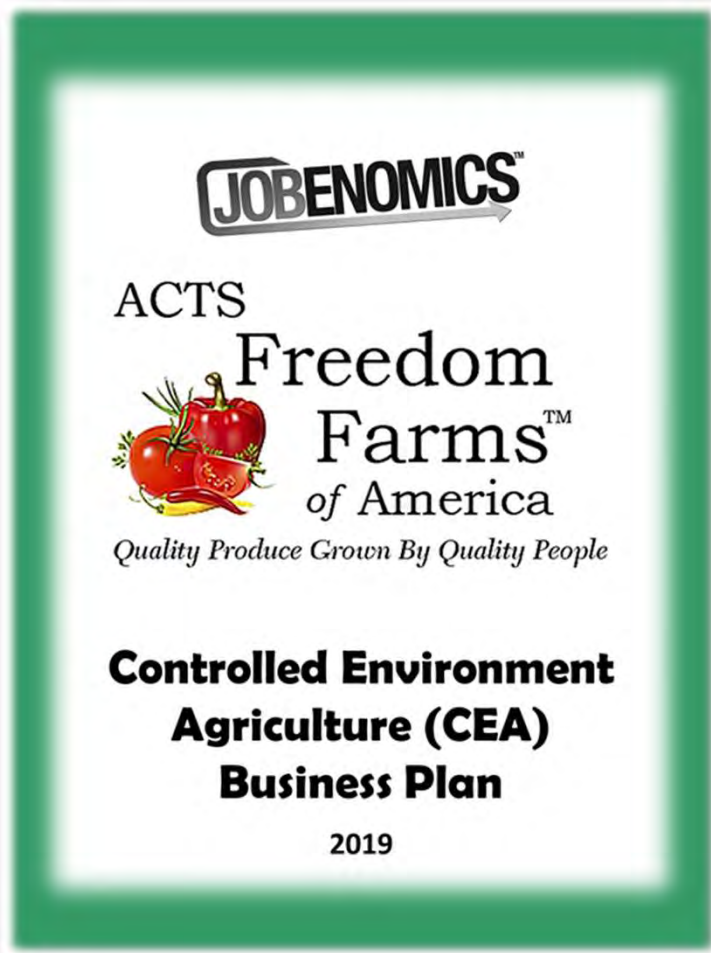
## Centralized Large Growing, Processing & Distribution Center



## Local Small Growing Centers (Microfarms)

**The Jobenomics CEA program is focused on mass-producing agribusinesses, micro-farms and agricultural-related jobs.**

# Jobenomics CEA Partners



Jobenomics has turnkey business plans in association with some of the leading CEA companies and experts.



# Jobenomics-ACTS FFA Veteran Community

Rosamond, California, 1200-Acre Veterans Freedom Farm



Coonan & Bonds Architects [http://www.coonanbonds.com/mies\\_portfolio/acts-freedom-farm/](http://www.coonanbonds.com/mies_portfolio/acts-freedom-farm/)



**2.6 million sq. ft. of indoor controlled environment agriculture, greenhouse village, hotel, farmers market, production and distribution facilities, commercial/community/education/worship centers, and hundreds of affordable single and multifamily homes.**

# High Dollar Value CEA Products

## Common Crops

- Culinary Herbs
- Lettuce
- Spinach
- Tomatoes
- Strawberries
- Peppers
- Cucumbers



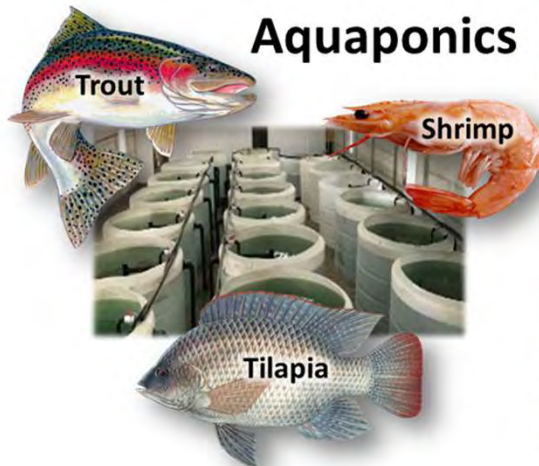
## Specialty Crops

- Medicinal Herbs
- Wasabi
- Flowers
- Mushrooms
- Ground Covers
- Ornamental Grasses
- Hemp

**There is high demand for fresh, locally-grown, organic, herbicide/pesticide free, non-GMO, farm-to-table food.**



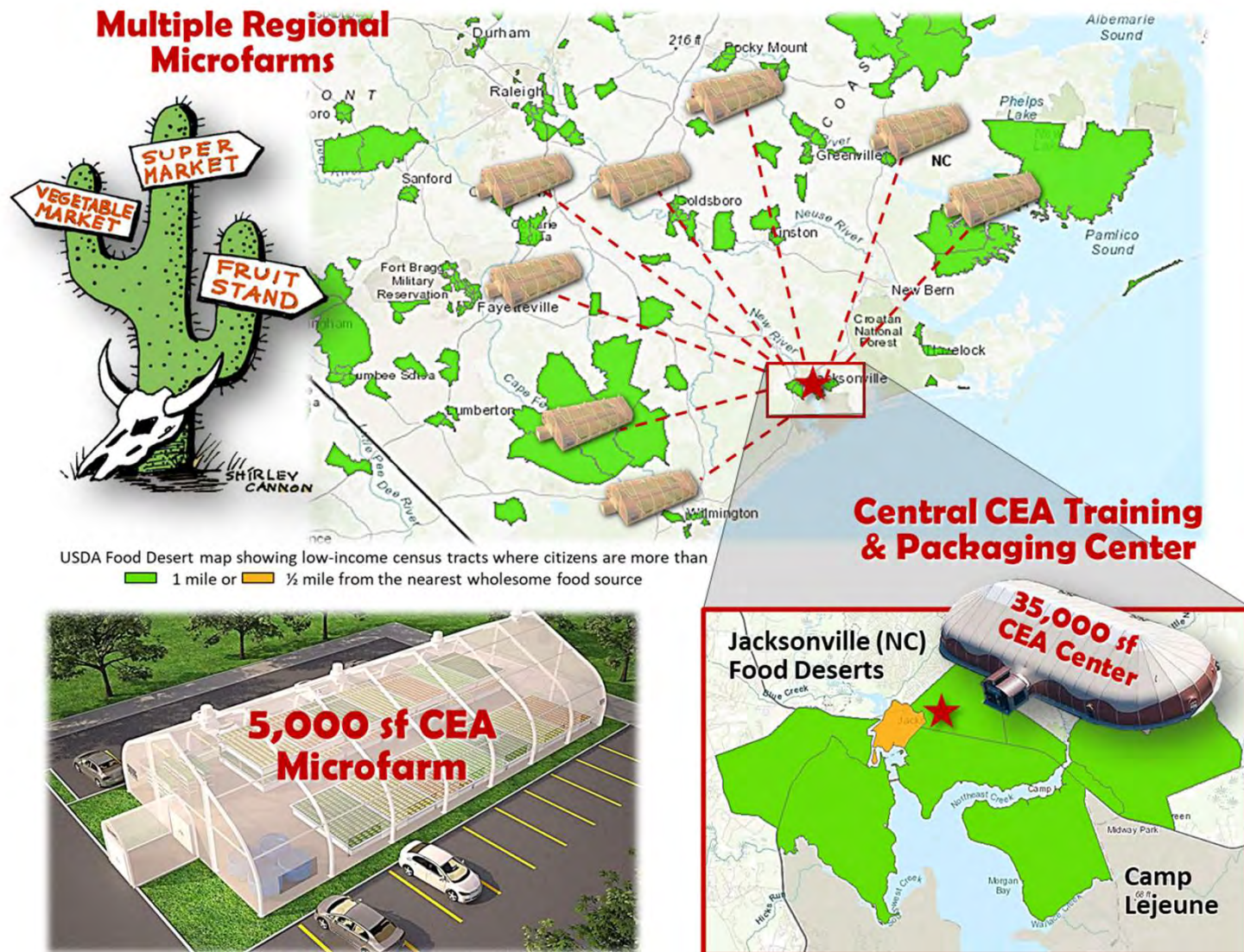
# Jobenomics-Sprung CEA Facility



A fully-equipped, 34,500 sq. ft., CEA Center costs \$2.8 million and can be operational within 6-8 months with a 2-to-4-year payback period.



# Microfarms Mitigate Food Deserts



Our 5,000 sq. ft. CEA microfarm can be operational within four months with a 2-to-4-year payback period.



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# Dissolved Oxygen Content

Dissolved oxygen is a measure of the amount of oxygen in water available to living organisms.

Dissolved oxygen content is decreasing precipitously due to population growth, pollution, poor water management, and climate change.



“The average water depletion ranges from 3% up to 50% in the declared dead zones like the Gulf of Mexico.” *Scientific American Feb 2019*

**Oxygen-depletion causes metabolic disorders and death.**



## Florida Bottling Plant

Jobenomics Partner, HyOx Superwater Inc., [www.superwaterhyox.com](http://www.superwaterhyox.com)



**SuperWater HyOx increases the dissolved oxygen content in water by 300%, which is essential for healthy human blood and organs.**

# SuperWater HyOx Medical Effects



**Capillary microscopy of a fingernail bed before and 15-minutes after consuming a 500ml bottle of SuperWater HyOx.**



# TerreHyOx Organics Applications

**JOBENOMICS™**

## Soil Improvement



## Cherry Tomatoes



## Sugar Cane



## Limes



## Coffee



## Avocado



Now **doubling growth** of traditional agriculture in South America. 49



# HyOx Environmental Remediation Applications



HyOx Floating  
Oxygenator GPS  
Solar Powered  
Drone



Waterways, Lakes and Ponds



Toxic Waste Cleanup



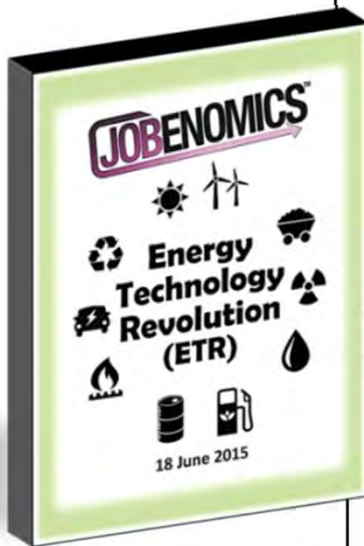
**SuperWater HyOx is mitigating many forms of pollution.**



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- **Waste-To-Value Systems**
- **Experiential Tourism**

# Energy Technology Revolution



## **The ETR Is A Perfect Storm of Energy Technologies, Processes and Systems :**

Renewable Energy Sources (Biomass/Biofuels/Wood, Hydroelectric & Hydrokinetic, Wind, Solar, Geothermal, Municipal Waste), Alternative Fuels, Advanced Batteries, Advanced Vehicles (Electric Vehicles, Fuel Cells, Hydrogen Vehicles), Nuclear (Small Modular Reactors, Fusion Reactors), Coal, Conventional and Unconventional Oil & Gas (Petroleum & Other Fluids, Natural Gas, LNG & GTL, Methane Hydrates), Exotics and Yet Unknown Technologies as well as new energy services including Energy Efficiency. Energy Conservation, Energy-as-a-Service (EaaS), Energy Assurance and Security and Energy Disaster Preparedness and Recovery Services.



## **The ETR Will Revolutionize Labor Forces, Economies And Nations Via The:**

Renewable energy sources, micro-grids, net-zero communities, advanced vehicles, alternative fuels, energy storage devices and smart networks will allow energy generation to occur closer to the consumer. Generating power close to the point-of-consumption eliminates cost, complexity, interdependencies and inefficiencies associated with transmission and distribution over 3-5 million miles of power lines in North America.

**Climate change and environmental protection will continue to grow the energy economy.**



# Jobenomics Green Jobs Focus



- Jobenomics-EmeraldPlanet partnership involves bringing the world's 1,000 best green job practices to local communities.

## Dr. Samuel Lee Hancock

President & Executive  
Director, EmeraldPlanet  
International Foundation

Creator & Host, The  
EmeraldPlanet TV

[www.Emerald-Planet.org](http://www.Emerald-Planet.org)



## Chuck Vollmer

Founder & President  
Jobenomics National  
Grassroots Movement

EmeraldPlanet Board  
Member & Partner

[www.Jobenomics.com](http://www.Jobenomics.com)

- Partnership focuses on innovative, sustainable, and resilient “green” environmental, economic and community development topics, issues, practices and projects around the globe.
- EmeraldPlanet is also partnered with the U.N. Economic and Social Council and The World Bank Connect4Climate Program.

**Jobenomics Green Jobs objectives include sustainable economic, environmental and social development.**

# Renewable Energy Businesses & Green Jobs



**Net Zero Buildings &  
Communities Installation &  
Maintenance Businesses**

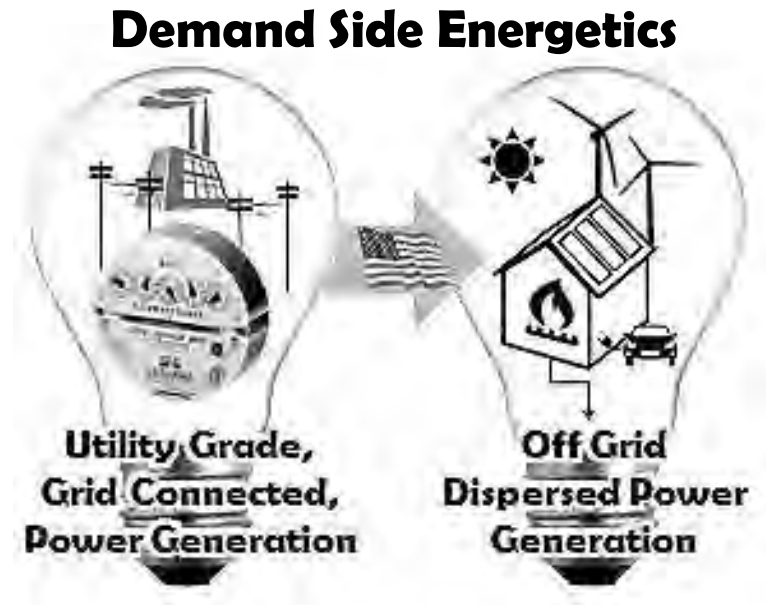
**Energy Audit, Weatherization  
& Renovation Businesses**

**The Energy Technology Revolution will create millions of new micro-business opportunities, such as independent contractors.**



# Energy Services

- Demand Side Energetics
- Net-Zero Communities/Buildings
- Services: “**Energy’s 3<sup>rd</sup> Rail**”
  - Energy Efficiency/Conservation
  - Energy Assurance/Security
  - Disaster Preparedness/Recovery
  - Energy-as-a-Service (EaaS)
- Energy Technology Center



**Jobenomics' Joe Sarubbi with President Obama and Mrs. Biden**

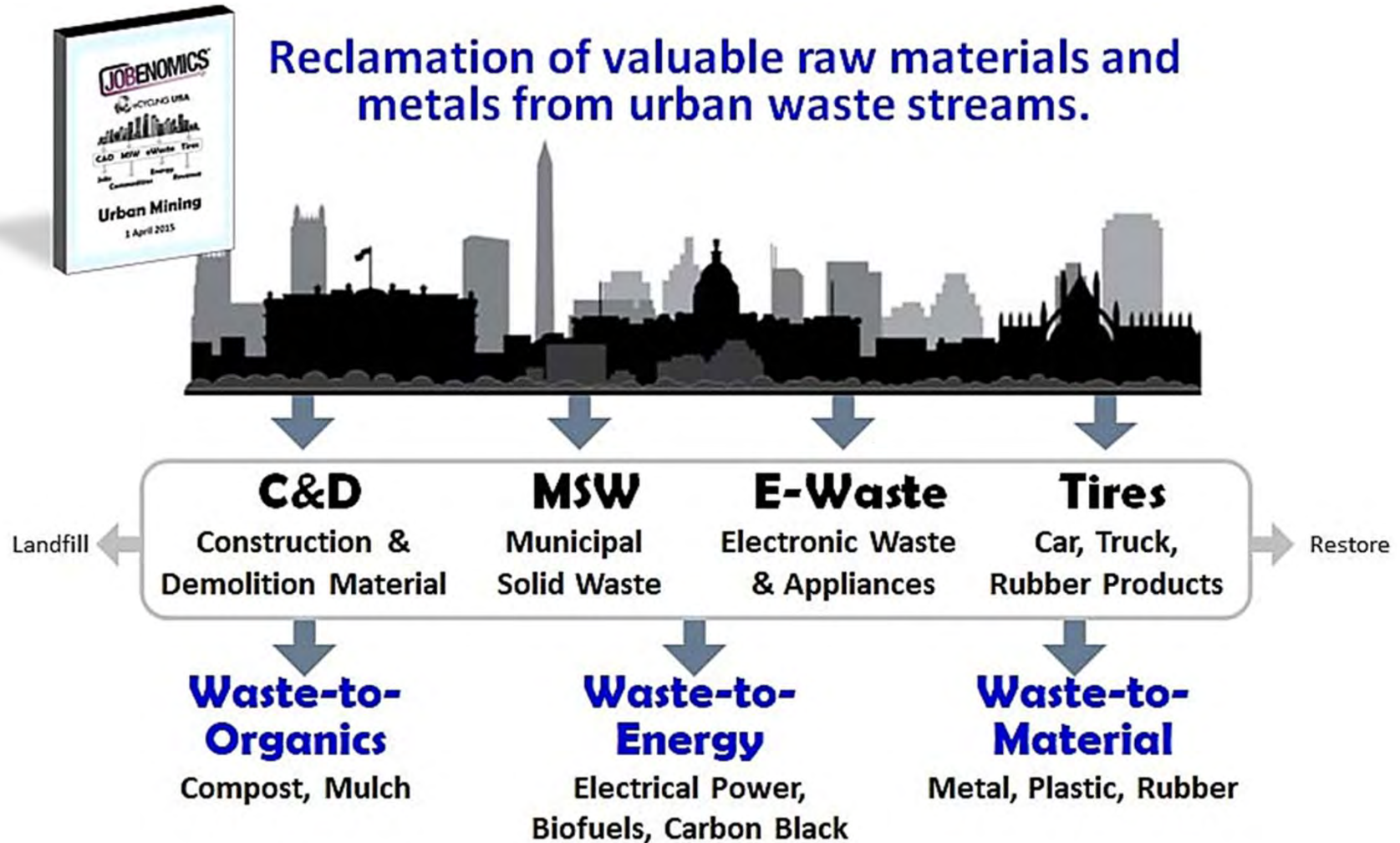


## **Turnkey Programs**

- **Affordable Veteran-Owned Live/Work/Retire Communities**
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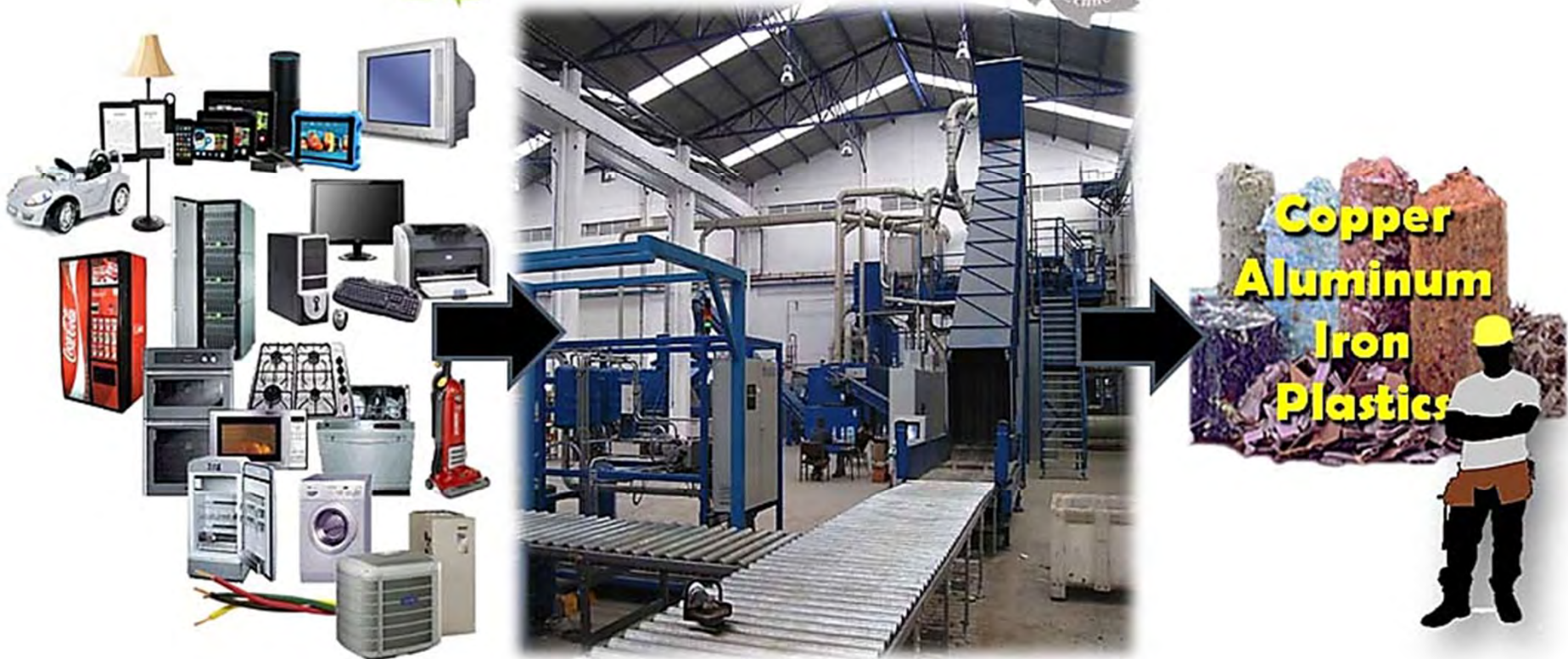
# Jobenomics Urban Mining



**Urban Mining Goal: Monetize urban waste streams to produce businesses, jobs and revenues for workforce development.**

# eWaste Materials Reclamation Facility

**JOBENOMICS™**



**100 Operational Sites Worldwide**

*Jobenomics Partner, [www.urt-recycling.com](http://www.urt-recycling.com)*

**End-of-life appliances and electronics is America's fastest growing waste stream. Our system can be operational within 12-months.**



# Modern Plastics-to-Fuel Complex



## EVP R-One Facility

Jobenomics Partner, [www.evptechnology.com](http://www.evptechnology.com)

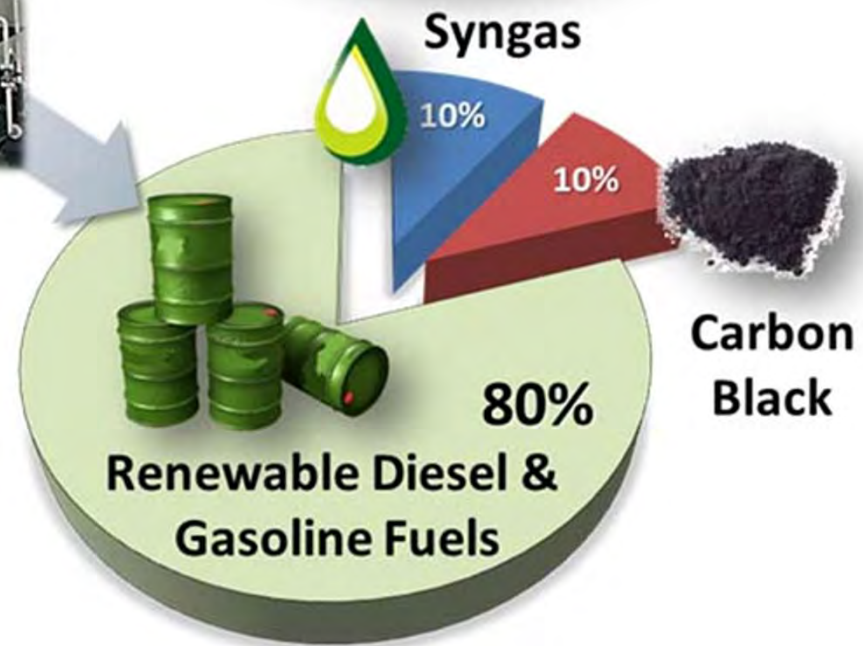


## Growing American Plastics Waste Problem



## Imported Plastics Waste

*China no longer accepting baled plastic waste*



**Jobenomics goal: eliminate waste, produce renewable products.**



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# Push Marketing & Experiential Tourism

*Pull Advertising* ➡ *Push Marketing*

## Push Marketing Connects Tourists:

### ■ Digitally

- Social media-driven approach
- Omni-channel content strategy
- Off-grid & satellite internet

### ■ Socialistically

- Heritage & cultural insights
- Environmental interests
- Transcendental experiences

### ■ Logistically

- Air/ground transportation
- Accommodation/supplies
- Emergency assistance
- Concierge/guide services



Traditional tourism relies on *pull advertising*.  
Online *push marketing* advertises personal “**bucket list**” experiences.

# Experiential Tourism

**Millennials** (largest generation) prefer junkets over sightseeing.



**Adventure travel** involves includes a “physical activity, a cultural exchange, or activities in nature.” *Adventure Travel Association*



**Eco-Tourism** entails “responsible travel to natural areas that conserves the environment and sustains the wellbeing of local people.” *The International Eco-Tourism Society*



**Cultural Tourism** entails a traveler's engagement with a region's culture, including the history, lifestyles and art of the indigenous and aboriginal people.

**Glamping** (glamorous camping) is an outdoor hospitality industry often associated with festivals, nature preserves and sports.



Experiential tourism involves authentic, immersive, adventurous or active travel experiences, underpinned by the “**Instagram Effect**” that connects friends and family to the traveler.



## **Contact Information**

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