

# CRAFTING IMMERSIVE STORIES

CAPTIVATE AUDIENCES WITH EXPERIENCES THAT  
TRANSPORT AND INSPIRE



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Jacquelyn Blackwell  
Director of Tourism Brand Partnerships



# A millennial parent on vacation

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# Atlas Obscura's Unique POV

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To inspire a sense of wonder and  
curiosity about this amazing world  
we all share.

# Meet Dylan





A low-angle shot of the Eiffel Tower in Paris, France, reaching towards a bright blue sky with wispy white clouds. The tower's intricate iron lattice structure is clearly visible. A dark, semi-transparent rectangular banner is positioned across the lower half of the image, serving as a background for the text.

# ***Gustave's Eiffel's Secret Apartment*** ***Paris, France***



***Presidents Heads  
Williamsburg, VA***





***Bat Bar  
Ridgedale, MO***

**Why does the Atlas Obscura way of  
storytelling matter to you?**



It's not enough to just go somewhere anymore.

People are looking for deeper experiences.

People are drawn to memorable journeys, unexpected moments, and extraordinary discoveries.

# What travelers see...



What we want to see...

Whip Tail Scorpion  
Peruvian Amazon





# What we want to see...

Cliff Hangers  
Farmington, NM



# Transforming Your Storytelling

# Original Content

Atlanta boasts things to do with personality, **adventure** and unforgettable experiences rolled into one fabulous city. Test your adventurous side with outdoor fun at one of the city's many green spaces, dig into ATL's deep culture through historic sites and museums, feel the **soulful vibe** of local musicians across the city or stroll through endless neighborhoods filled with **unique** shops. Whatever you choose, you're in for a trip of a lifetime.



# Example Buzz Words

## EXPLORE

dive into  
go inside  
journey  
meet the  
reveal  
uncover  
unearth  
unveil

## GREATEST

alluring  
astonishing  
curious  
enchanted  
epic  
fantastical  
glorious  
wondrous  
iconic  
legendary  
magical  
otherworldly  
whimsical  
wild

## ADVENTURE

journey  
exploration  
mission  
quest  
trip

## UNUSUAL

cryptic  
forgotten  
hidden  
historic  
the last  
lesser-known  
mysterious  
obscure  
puzzling  
secret  
surprising  
unassuming  
unexpected  
unknown  
unlikely  
unsuspecting

# Content that Inspires

Atlanta is a city that doesn't just **invite exploration**—it **demands it**. Beneath its **gleaming skyline** lies a playground of **unexpected adventures**, where history, culture, and nature **collide in thrilling ways**. Paddle through **hidden waterways** at the Chattahoochee River National Recreation Area, or **unearth the city's** complex past at the storied Auburn Avenue. **Let the hum of** a guitar lead you into an intimate music venue, or lose yourself in **labyrinthine neighborhoods** brimming with eccentric shops and **offbeat treasures**. Whether you're chasing history, adventure, or the **pulse of the city's creative soul**, Atlanta is a place where every turn **promises the extraordinary**.

# Content Checklist

Ask yourself:

Does your audience learn something new?

Does it showcase your communities unlikely culture?

Does it inspire curiosity for your audience to want to explore more?

Does it make your audience laugh?

Is it weird, quirky, or unusual?



# Evoked an Emotional Connection

# 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?



# Michigan: *Pure Michigan*

## *Emotion:*

Nostalgia, tranquility, peace, a longing for simpler moments.

## *Why It Works:*

It feels like a warm childhood memory, making travelers want to recreate that sense of comfort.





# Australia: *Come and Say G'Day"*

## *Emotion:*

Wonder, adventure, whimsy, excitement, curiosity

## *Why It Works:*

It turns the country into a magical, must-visit destination



# Visit Iceland: *Looks Like You Need to Let It Out*

## *Emotion:*

Relief, joy, humor, sense of freedom

## *Why It Works:*

It connects travel with emotional well-being, making Iceland feel like an escape from daily stress.



# U.S National Parks: *Find Your Park*

## *Emotion:*

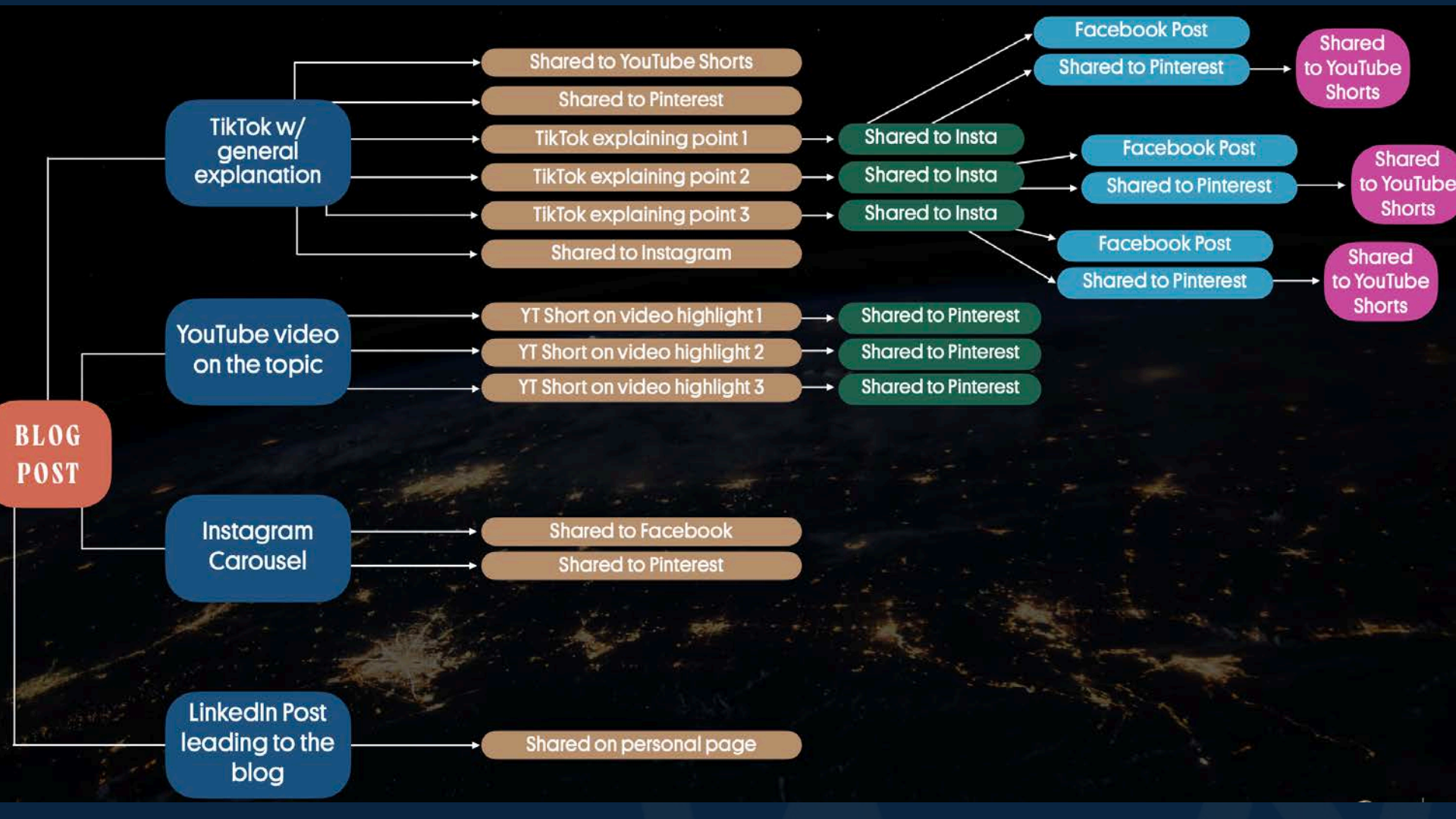
Inspiration, belonging, and personal connection.

## *Why It Works:*

It makes parks feel deeply personal rather than just scenic spots.



# Expand Your Stories by Platforms



# Key Takeaways:

- Think about what inspires your travel
- Update the language in your content
- Consider using the *Wonder Filter*
- Evoke an emotional connection
- Expand your content distribution profile
- Showcase what makes your destination special

THE LUCKY RABBIT

L U C K Y

OPEN CLOSED

QUESTIONS?

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TELEPHONE

GENERAL SYSTEM



THE LUCKY RABBIT

# THANK YOU!

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**Atlas Obscura**

Jacquelyn Blackwell

Director of Tourism Brand Partnerships



An aerial photograph of Fort Mifflin, a large, multi-story brick fortification situated on a small island in the middle of a body of water. The fort has a complex, irregular shape with many windows and battlements. In the foreground, a white ferry boat with a red stripe is moving across the water, leaving a white wake. To the left of the ferry, there is a long pier with many wooden pilings. The water is a deep blue-green color. The sky is not visible. The text "GAME TIME!" is overlaid in large, white, serif capital letters across the center of the image.

GAME TIME!



**Atlas Obscura**

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**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. Missouri
- C. West Virginia
- D. Alabama







# Flatwoods Monster Museum *Sutton, West Virginia*

# 📍 Where On Earth?



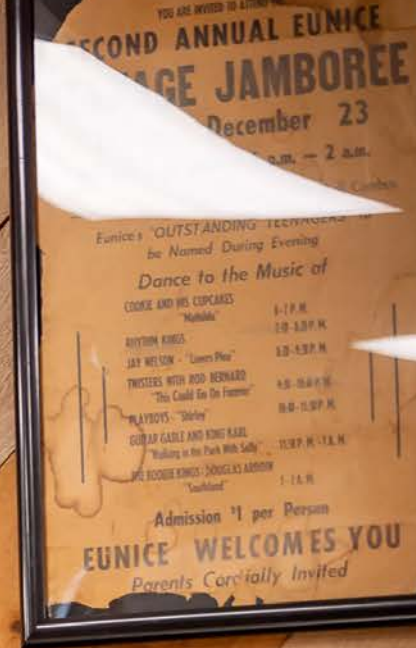
A museum within a former  
train depot that tells the true  
story of a distinct musical  
genre

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# Where On Earth?



- A. Louisiana
- B. Mississippi
- C. West Virginia
- D. Missouri





# Swamp Pop Museum Ville Platte, Louisiana



# 📍 Where On Earth?



The largest cemetery in the  
American southeast

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Where On  
Earth?



- A. Idaho
- B. Missouri
- 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

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





A photograph of the Cathedral of Junk in Austin, Texas. The structure is a tall, narrow tower built from a dense collection of discarded metal and plastic items, including car parts, tools, and household objects. It is surrounded by lush green trees and a clear blue sky. A large, colorful, abstract sculpture is visible to the right of the tower. The text "Cathedral of Junk" and "Austin, Texas" is overlaid in white on the bottom left of the image.

# Cathedral of Junk

*Austin, Texas*

# 📍 Where On Earth?



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

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# 📍 Where On Earth?



- A. Georgia
- B. Missouri
- C. West Virginia
- D. Texas







Please help  
your local economy  
happy endings

AMERICAN EXPRESS  
MasterCard  
Discover  
VISA



1.00  
0.50  
0.25  
0.10  
0.05  
0.01

Berdoll Pecan  
CANDY & GIFT COMPANY  
*Pecans Grown, Shelled and Shipped by The Berdoll Family*

LOVE PECANS  
24-7

Pecan Pie Vending Machine  
Cedar Creek, Texas



# 📍 Where On Earth?



This mosaic covered bar is  
brimming with curated curios





# Where On

# Earth?



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







**Venice Cafe**  
***St. Louis, Missouri***

# 📍 Where On Earth?



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

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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

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# 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

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Where On  
Earth?



- A. Missouri
- B. Arizona
- C. Georgia
- D. Nebraska







# Happy Jack Chalk Mine

## *Scotia, Nebraska*



# 📍 Where On Earth?



400+ wreaths and more than  
2,000 pieces of jewelry made  
out of human hair.

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Where On  
Earth?

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







**Leila's Hair Museum**  
*Independence, MO*