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The Experiential Assessment for Destination Marketing Organizations

Understanding your visitors' actual experience will provide insights, strategies and opportunities to enhance existing offerings and create innovative new engaging and immersive experiences.

How to Get Started Engineering Unforgettable Experiences

An Experiential Assessment for DMOs is a short-term consulting engagement to uncover a clear picture of your customers' actual experience by an outside expert. Experiences are assessed and evaluated using the unique Experience Formula methodology created by Veneto Collaboratory. The project provides a strategic framework for DMOs to engage key stakeholders in order to develop new innovative

products that drive visitation, generate economic development and create a sustainable tourism base.

The findings will be documented in a report that includes innovative strategies, ideas and insights to re-engineer destination offerings into compelling experiences for multiple market segments. These segments include Conventions, Meetings, Group Travel, and Leisure consumers.

Assessment Benefits

- Provides an objective look from the customers' point of view.
- Uncovers the strengths, weaknesses, gaps and opportunities in destination product offerings
- Aligns tourism products and experiences to the destination's brand.
- Engages key stakeholders and partners in developing new products and experiences
- Increases revenue opportunities and creates competitive advantage for destinations.
- Expands product offerings into additional market segments.
- Demonstrates the importance of strategic investments in experiential product development for destinations and partners.

- Lays the framework for future product development work.
- Provides a budget friendly method for getting started

Experiential Assessments are completed in two to three trips depending on the size and scope of the project. During the trips, on site experiences are assessed and evaluated. Meetings and information gathering are completed with the DMO, key stakeholders and destination partners.

Once the assessment work is completed, a third on site visit will incorporate a presentation of key findings and recommendations from the Assessment Report. In addition, a presentation to key stakeholders and supplier partners entitled "Engineering Experiences — from Concept to Competitive Advantage" will be conducted to outline the experiential development process.

Assessment Outline

- Experience the destination as a visitor/customer
 - Assess the destination's current points of visitor entry
 - Meet with key members of DMO staff for a destination briefing and orientation overview
 - Review of Brand Attributes and mapping to Experiential offerings
 - Assessment of key attractions and must-see venues for visitors to the destination
 - Identify and meet with a select group of key travel supplier stakeholders
 - Market segment mapping to Experiential offerings
 - Review current destination research on branding, customer experience and visitor feedback.
 - Identify and recommend new offerings for destination development
 - Presentation to key stakeholders and partners on the experiential development process, titled "Engineering Experiences"
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Deliverables

- Two on site visits to evaluate and assess destination experiences
- Assessment report with key findings, recommendations and product development options
- Presentation of key findings, recommendations and options to the DMO
- Presentation for stakeholders and DMO staff "Engineering Experiences — from Concept to Competitive Advantage."

To schedule an Experiential Assessment for your destination, contact Joe Veneto, Chief Experience Officer at Veneto Collaboratory.