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## The Experiential Development Process

Experiences are the currency of twenty-first century consumers. As a result, destinations, travel attractions, cultural organizations, culinary venues, retail stores, etc. must design, develop and deliver unforgettable customer experiences.

Veneto Collaboratory has developed a unique Experiential product development process for destinations, travel attractions and retail venues to transform their customers' experience and create competitive advantage. **The Experience Formula** provides destinations and their travel suppliers with the strategies and tools to revitalize existing offerings as well as to engineer new, engaging and immersive experiences.

Following Veneto Collaboratory's unique experiential development methodology, destinations and their travel suppliers collaborate to design, craft, script and stage UFEs (Unforgettable Experiences).

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### Benefits of Experiential Development

- Creates new, richer, immersive, experiential products that drive visitation.
- Drives visitor length of stay, spending and generates repeat business.
- Transforms brand attributes into tangible, point-of-sale products.
- Provides new revenue streams for travel partners.
- Updates existing product in a compelling way.
- Ensures new product moves from concept to market.
- Adds new offerings in key market segments (tour and travel, meetings, conferences/conventions, and leisure consumers).
- Gives attractions, small businesses, cultural and non-profit partners access to product development expertise they cannot underwrite on their own.
- Provides partners with a repeatable on-going product development process.
- Develops sales skills in partners to promote and market their products.
- Implements a tracking program to demonstrate results and measure ROI.

Experiential Development projects typically involve a group of selected travel partners by a sponsoring destination who collaborate for a designated period of time. During the project, travel suppliers implement the Experiential Development Process within their organizations with the assistance of Veneto Collaboratory associates and Joe Veneto.

### The Experiential Development Process includes:

- Implementation of the Experiential Development process with travel attraction partners
- Monthly on site consulting work with travel partners to design, craft, script and stage experiences
- Five high content workshops for partners:
  - Possibilities and Stories for Unforgettable Experiences
  - Designing and Scripting Unforgettable Experiences
  - Marketing Unforgettable Experiences
  - Selling Unforgettable Experiences
  - Best practices for Delivering Unforgettable Experiences
- Monthly notes on Next Steps and Action Items to ensure accountability
- Assistance with pricing, marketing development and web navigation to market and promote new experiences
- Implementation of a tracking program to measure R.O.I.

Most projects are sponsored by a Destination Marketing Organization to innovate their tourism landscape and drive new product development. The project requires executive level commitment from the DMO host along with participating organizations.

Supplier Partners include cultural organizations, arts groups, museums, historic sites, large and small attractions, breweries/wineries, restaurants and culinary venues, galleries, state and national parks, retail stores and others.

Projects runs from six to nine months, depending on the scope, number of partners and the desired outcomes. The experiences are designed to drive

visitation in the Conventions, Meetings, Group Tour & Travel and Leisure Consumer market segments.

Sample destinations include: Philadelphia, PA; Columbus, OH; Virginia Beach, VA; Minneapolis and St. Paul, MN; Baltimore, MD; Shreveport, LA; The Mall of America, MN; Hilton Head, SC; Paducah, KY; Wichita, KS; Deadwood, SD and others.

**To discuss how the Experiential Development process will transform your visitors' experience, contact Joe Veneto, Principal, Veneto Collaboratory.**

For further information contact Joe Veneto, Chief Experience Officer at  
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