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Experiential Tourism

What is Experiential Tourism?

Experiential Tourism is the development of experiences that actively engage and immerse visitors by providing a deeper, richer, and unforgettable destination or attraction experience. The experiences created produce a “lasting impression” on visitors’ emotional bank accounts.

Why is Experiential Tourism important for destinations and their travel supplier partners?

Today’s discerning visitors, regardless of market segment, are experience junkies. They want unique, local, and authentic experiences that connect to the heart, soul, and people in places where they travel. Visitors want to go behind the scenes, get hands-on experiences, meet experts, and obtain bragging rights.

In addition, to stay competitive and top-of-mind with consumers, destinations and travel suppliers must constantly enhance and innovate their tourism landscape. Experiential development delivers product development expertise and innovation with an outside eye to design, craft, script and stage unforgettable experiences.

What can Experiential Tourism Development do for a destination and travel partners?

- Experiential development provides a proven turnkey process to innovate a tourism landscape, grow a destination’s brand, and create new offerings.
- Leverages existing tourism assets into new product experiences.
- Revitalizes and enhances current experiences.
- Creates new experiential offerings and revenue streams for attraction partners.
- Generates social proof and customer reviews to drive social media buzz with consumers.
- Converts visitors into destination brand ambassadors.

What are the benefits of Experiential Development?

- Creates new, richer, engaging and immersive experiential products for visitors.
- Transforms brand attributes into tangible point-of-sale offerings.
- Leverages existing assets into new revenue streams for attraction partners.
- Provides competitive advantage in key market segments (conventions, meetings, group travel [tours, reunion, weddings], leisure, and local groups).
- Extends visitor length of stay, increases spending, and drives repeat visits.
- Provides tourism partners with access to a product-development process and expertise.
- Gives partners an ongoing innovation formula for future development.

Sample Experiential Destinations

Baltimore, MD	Minneapolis, MN
Columbus, OH	Paducah, KY
Deadwood, SD	Philadelphia, PA
Dutchess County, NY	Shreveport, LA
Eau Claire, WI	St. Paul, MN
Green Bay, WI	Tuscarawas, OH
Hilton Head, SC	Virginia Beach, VA
Madison, WI	Wichita, KS
Mall of America, MN	

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Veneto Collaboratory Experiential Offerings

- Experiential Assessments for destination and attraction partners
- Experiential development projects
- Keynote addresses: “Engineering Experiences from Concept to Competitive Advantage”
- Experiential Seminars & Workshops
 - Nurturing your Narrative — The Power of Stories
 - Designing and Scripting Experiences — Storyboarding
 - Marketing Experiences
 - Selling Experiences
 - Best Practices for Delivering Unforgettable Experiences (docents, guides, and front line).

For further information contact Joe Veneto, Chief Experience Officer at
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