



P.O. Box 692359 v Quincy, MA 02269 v PHONE: 617-786-9096 v FAX: 617-786-1081
WEB SITE: venetocollaboratory.com v E-MAIL: joe@venetocollaboratory.com

HYPER-LOCAL FAST-TRACK

Hyper-Local Fast-Track:

To drive visitation and generate economic development for 2021, destinations, travel companies and their partners must focus on the Hyper-Local leisure market.

The Hyper-Local Fast-Track program is designed to provide destination marketing organizations and travel companies with the strategies, skills and tools to create compelling point-of-sale products and packages to drive visitation.

Veneto Collaboratory's turn-key process includes understanding and leveraging key consumer trends and market indicators to generate new business opportunities. In addition, a series of virtual presentations, product models and case studies along with the forms and templates provide the skills and tools to quickly build travel packages.

The Hyper-Local fast-track includes:

- A Hyper-Local Destination/ Organization scan to uncover new business and packaging opportunities tied to brand essence and themes.
- Four ninety minute Packaging workshops: Package Design, Pricing, Marketing & Operations and a Package Marketplace
- Packaging Tools and Templates
- Two consulting sessions with the sponsoring organization to drive the development and launch of new packages
- Guidance to build out packaging web pages

The goal of the fast-track program is for destinations and/or lodging companies to build market-ready packages in 30 days! Program pricing is based on the number of participants.

The following are session descriptions for the virtual ninety-minute webinars:

The Secrets of Package Development and Design:

Learn the secrets of the travel packaging process to design and develop compelling products that sell. Discover hyper-local consumer forces and traveler motivations. Uncover how to quickly create packages and incorporate package sizzle to convert potential customers to visitors.

Package Pricing:

Acquire the skills and tools to assemble and price your packages.

Learn to create a tiered pricing strategy, which will facilitate package partnerships.

Discover pricing formulas and calculations to get your packages to market fast.

Package Marketing and Operations:

Marketing and promotion are keys to the success of your packages. Discover how to best position your web site and promote your packages. Learn to leverage your marketing and social media strategies to convert customers.

In addition, understand the business systems and operational processes for seamless package delivery for both customers and with packaging partners.

Package Marketplace:

To fast-track packaging and partnership creation, a virtual Package Marketplace will provide attractions and local businesses an opportunity to showcase their offerings.

Each partner will provide participants with a profile sheet of available offerings and logistical information to fast-track package partnerships.

The sessions are done virtually via an on-line learning platform and run ninety minutes with time for Q&A.

This program is ideal for the following organizations:

- Destination Marketing Organizations looking to fast-track a Hyper-Local leisure strategy and drive visitation to their community
- Hotel Lodging Companies that want to drive demand and generate revenue from the Hyper-Local leisure market.
- Travel Attractions that want to create new Hyper-Local offerings, build business partnerships and generate new revenues.

For additional information on fast-track programs for your destination or organization, contact Joe Veneto, Chief Experience Officer of Veneto Collaboratory at joe@venetocollaboratory.com, (617) 786-9096 or www.venetocollaboratory.com.