



DESTINATION  
BRITISH COLUMBIA®

## Essential Strategies to Innovate Visitor Experiences Provided by Joe Veneto, Veneto Collaboratory

Your Experience Action Plan to Innovate your Visitor Experiences for a Hyper-Local and Provincial Recovery. Done is better than perfect!

Assess your current offerings to determine where they fall on the Experience Matrix. Then brainstorm what you can do to create more engaging and/or immersive new experiences.

Your Offerings	Show & Tell	Engage	Immerse

Your destination's essence: to uncover potential new experiences for development, look at the unique elements, attributes or stories that connect to your destination's essence. Use these as a basis for building new experiences.

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Your Experience Action Plan: here is a quick list of follow up items to begin your development process.

- ✓ Identify your essence/uniqueness to create new experiences and innovate your offerings.
- ✓ Assess your current offerings to move to more engaging and immersive experiences.
- ✓ Evaluate and enhance your Customer Connections to see where you can add impact.
- ✓ What impactful stories can you incorporate into your experiences?
- ✓ Find the Feelings, are you connecting to what's most important to your customers?
- ✓ Then, test and rework your offerings for the Hyper-Local and provincial market.