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# "DRIVING OPPORTUNITIES"

## *Creating Immediate Results within Driving Distance*

By: Joe Veneto, The Opportunity Guy

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*The current economic environment for Tourism demands an immediate shift in priorities and market segments to get results. Travel suppliers and destination-marketing organizations must capitalize on visitors in the local, in state and regional markets. Suppliers must create value-based products and services that are packaged, in order to motivate consumers.*

### **PROGRAM DESCRIPTION**

The "Driving Opportunities" program, delivered in seminar or workshop format, presents the knowledge and skills needed to develop products and services to impact **immediate** business results. The session covers the trends, tools and techniques driving the current economics and psychographics of consumers in the market.

The session also presents how to bring these factors together to create successful tourism packages for local, in state and regional markets. In addition, the session focuses on leveraging new and existing partnerships to create marketplace synergy for greater results.

Participants spend time working in small groups to create packages and new products for various market segments and industry niches. Participants leave the session with products in-hand ready to promote to "fast-track" their success and drive opportunities.

### **WHO SHOULD ATTEND**

This tactical program is designed for marketing and sales professionals within destination marketing organizations, tour operators and travel suppliers, such as hotels, attractions, cultural organizations, transportation companies, etc.

### **SESSION OBJECTIVES**

BY THE END OF THE SESSION PARTICIPANTS WILL:

- Understand key issues that impact regional markets, value based products and customer groups
- Possess new skills to create innovative products to meet market demands and consumer changes
- Have actionable packaged ideas for driving new business
- Possess a reusable template to create value added package products and the skills to develop them

### **SESSION OUTLINE**

1. Tourism trends & the current economic environment
2. Customer Psychographics
3. Geography and consumer markets
4. Package products and opportunities
5. Package components, themes and customer affinities
6. Distribution and customer groups
7. Partnerships, creating synergy and results
8. Package pricing and competitive analysis
9. Travel Industry package product models
10. Your value based packages



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"DRIVING OPPORTUNITIES" is available as a half-day seminar or a full-day workshop.

**FOR FURTHER INFORMATION CONTACT:** Joe Veneto, The Opportunity Guy  
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