



## ABOUT US



### Joe Veneto

Joe Veneto, "The Opportunity Guy" is a management consultant, speaker and trainer. His company, Opportunities Unlimited, is dedicated to collaborating with organizations in Tourism, Hospitality and Service-related industries to achieve results by creating new business opportunities. Joe is a 20-year veteran of the tourism industry and an expert in the areas of planning, development, marketing and distribution of package tourism products.

### Management Consultant/Facilitator:

Joe consults with Travel Suppliers industry wide to create results and new business opportunities. Organizations include government tourism agencies, convention and visitors bureaus, hotels, historic and cultural attractions, tour operators and restaurants. His areas of specialty include Sales Development, Destination Marketing, Innovative Product Development and Customer Service. He also facilitates focus groups and strategic planning sessions.

### National Speaker:

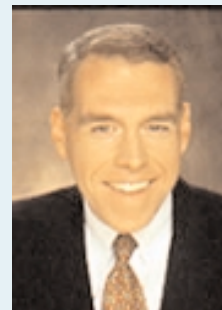
Joe presents programs annually to Convention & Visitors Bureaus, Regional Tourism Groups, Industry-wide Conferences and National Associations. Sample topics include Packaging, Sales & Marketing, Tourism Product Development, Cultural Tourism and Customer Service. His high-energy programs serve as keynotes, educational seminars or training workshops.

### Seminar Topics:

- Get Turned ON in the Off Season
- The Power of Packaging
- Cultural Tourism: Building Bridges for Tourism with Cultural Connections
- UFEs, UFOs & U-The Customer Connection
- Taking Your Show On the Road - Savvy Sales & Memorable Marketing Techniques

### Clients Include...

- VISIT FLORIDA
- American Bus Association
- Texas Association of CVBs
- Historic Hotels of America
- The Virginia Tourism Corporation
- Alaska Travel Industry Assoc.
- New Brunswick Economic Development & Tourism
- Iowa Tourism
- New England Innkeepers
- Washington's Mount Vernon
- Colonial Williamsburg Foundation



### Customer Comments:

"You helped make our annual meeting truly unforgettable! Your colorful style engaged our members to create and develop new products for their off season."

**Thierry Roch,  
Exec. Director  
Historic Hotels  
of America**

"Your extensive knowledge of our industry, dynamic personality and involvement with the audience created a program that had real sizzle!"

**Susan Logan,  
New Hampshire  
Tourism Network**

"His ideas are fresh, strategic and creative; his energy is contagious; and his ability to sell and communicate new concepts and ideas is invaluable."

**Charlene Duryea,  
Mt. Vernon Estate  
& Gardens**