



ELEV8 Utah Product Development

Utah Elevates Visitor Experience with New "ELEV8 Utah" Product Development Program

The Utah Office of Tourism (UOT) has signed a business product development contract with Joseph C. Veneto of Veneto Collaboratory, marking a significant step forward in the state's commitment to enhancing its vibrant visitor economy. This partnership officially launches **ELEV8 Utah Product Development**, an 8-step product development process designed to cultivate and elevate unique visitor experiences in the state.

This initiative redefines "product development" as the strategic creation of distinctive and immersive visitor experiences, enhancing traditional tourism offerings. The ELEV8 Utah process, which begins with designing the experience, will guide the development of these experiences all the way through to taking them to a global audience.

This is a one-year renewable contract piloting the process in Iron, Kane and Sevier counties. Each county will have four new experiences at the end of this initial year. "We are incredibly excited to embark on this new chapter of innovation," said Natalie Randall, Managing Director of Tourism for the Utah Office of Tourism. "This contract empowers us to diversify and extend our capacity for creating world-class experiences, ultimately boosting the return on investment in our experience economy. By focusing on unique offerings, we not only enrich the visitor journey but also encourage travelers to explore a wider range of destinations.

In Year One of this transformative program, two dedicated state representatives from UOT and representatives from the three selected county Destination Marketing Organizations (DMO) will undergo intensive training and certification in this pioneering product development methodology. These representatives will gain invaluable hands-on experience by shadowing the product development consultant, actively executing the methodology. Local tourism-related businesses in the three selected counties will be invited to apply to participate in this exclusive program, receiving a year-long immersive coaching and mentorship to develop, refine and enhance their tourism product offerings.

The ELEV8 Utah process is poised to unlock new opportunities for local businesses and communities, fostering unprecedented economic growth and sustainable, vibrant tourism practices throughout the state. Area assessments are currently underway.

Stay tuned for additional information in upcoming issues of the "Partner Updates" monthly newsletter.