



**Joe Veneto**  
**“THE OPPORTUNITY GUY”**

---

Joe Veneto is founder and principal of Opportunities Unlimited, a management consulting and training company. He collaborates with organizations in Tourism & Hospitality and Service-related industries to achieve results by creating new business opportunities.

He accomplishes this through management consulting services, custom designed seminars, results-oriented training programs and keynote addresses. His areas of specialty include sales development, innovative product development, destination marketing, customer experience and strategic planning.

Joe is a 25-year veteran of the tourism industry and an expert in the areas of sales and development of tour & travel products.

He has created the “Experience Formula,” a comprehensive process that enables DMOs, Travel Companies and Service-related organizations to engineer unforgettable customer experiences. The formula provides tools and techniques to engineer unique engaging and immersive experiences that turn customers into an organization’s brand ambassadors. The process has transformed visitor experiences in Philadelphia, PA; Columbus, OH; Virginia Beach, VA; Dutchess County, NY; Minneapolis, MN and others.

Joe is also a highly regarded thought leader and speaker on tourism trends, hospitality topics and customer experience. He presents programs annually at Industry Conventions, Governor’s Conferences, National Associations, Corporations and Regional Tourism Groups. His content-rich programs provide insights, as well as innovative ideas that make him one of the Industry's most-requested experts in Tourism product development.