SALT LAKE VISITOR EXPERIENCE DEVELOPMENT GRANT

# Experience Concept

Visit Salt Lake
America's Mountain City™

**Template 1 of 3.** Describe the experience you want to build: what guests do, who it's for and what makes it uniquely Salt Lake.

**Got an idea visitors will love? Tell us about it.** Type right into the boxes, then save this as a PDF and upload it with your Experience Funding Breakdown and Experience Launch Plan in the grant application form.

**ONE EXPERIENCE PER APPLICATION**

Every experience needs its own application: a separate Experience Concept, Experience Funding Breakdown, Experience Launch Plan and grant application form.

| | | | |
|---|---|---|---|
| **Business or organization** | | **Experience name** | |

## 01 THE ONE-LINER

Your experience in one sentence.

**THE EXPERIENCE FORMULA**

Visitors can **[do what]** at **[where]** with **[who or what]**, and leave with **[takeaway]**.

***For example**: Visitors can paint the sunset on the shore of the Great Salt Lake with a local artist, and leave with their own canvas and a story to hang on the wall.*

## 02 NEW OR EXISTING

Check all that apply.

☐ A brand-new experience ☐ An existing experience we're improving ☐ A collaboration with another business or creative

| | |
|---|---|
| **If it already exists**<br>What will the grant change? | |

## 03 GUEST WALKTHROUGH

From the guest's point of view.

| | |
|---|---|
| **Arrive**<br>Where they show up | |
| **Do**<br>What happens, step by step | |
| **Leave with**<br>A skill, a keepsake, a story | |

## 04 THE DETAILS

| | | | |
|---|---|---|---|
| **Location** | | **Length** | |
| **Price per person** | | **Group size**<br>Minimum and maximum | |
| **Days offered**<br>Days guests can attend | | **Setting** | ☐ Indoor ☐ Outdoor ☐ Both |
| **Time of day** | ☐ Morning ☐ Afternoon ☐ Evening ☐ Late night ☐ Flexible | | |
| **Season** | ☐ Spring ☐ Summer ☐ Fall ☐ Winter ☐ Year-round | | |

## 05 WHO IT'S FOR

Check your best fits, then describe your ideal guest in a sentence.

☐ Couples
☐ Families with kids
☐ Friend groups
☐ Solo travelers
☐ Convention and meeting attendees
☐ Outdoor and adventure travelers
☐ Food and drink lovers
☐ Arts and culture fans
☐ Locals

## 06 WHAT MAKES IT UNIQUELY SALT LAKE

Why could this only happen here? Think places, people, flavors, stories and landscapes.

## 07 YOUR TEAM

| | |
|---|---|
| **Who runs it**<br>Names, roles, relevant experience | |
| **Years in operation**<br>Brand new is fine | |
| **Collaborators**<br>Who brings what. Skip if you're solo. | |

## 08 BOOKING How guests reserve a spot.

**Guests book by** ☐ My website ☐ Booking software ☐ Phone or email ☐ Walk-in only ☐ Not bookable yet

**Already listed on** ☐ Viator ☐ GetYourGuide ☐ Another OTA ☐ Not yet

**GOOD TO KNOW: GETTING LISTED**

As part of the grant, Visit Salt Lake helps recipients list their experience with an online travel agency (OTA) such as Viator or GetYourGuide. That listing is what makes it bookable on visitsaltlake.com. You don't have to be listed on an OTA before you apply. OTAs keep a commission on each booking, often 20 to 30 percent, so **build that into your price**. Grant funds can also cover OTA commission fees, up to 8 percent of your grant request.

## 09 ACCESSIBILITY AND LANGUAGES Check what applies today.

☐ Wheelchair accessible ☐ Step-free or low-walking option ☐ Good for all ages

☐ Service animals welcome ☐ 21 and over only ☐ Offered in other languages

| **Other** | |
|---|---|

## 10 ANYTHING ELSE Optional. Share anything else you'd like us to know.

**That's it.** Save this as a PDF and upload it with your Experience Funding Breakdown and Experience Launch Plan in the grant application form. Have a question or want to talk through your idea? Email Jenevieve Witham at jwitham@visitsaltlake.com.