

# BUILDING THE VISITOR EXPERIENCE



## OBJECTIVE

- This dynamic and engaging half-day workshop is designed to provide managers and owners/operators with the guidelines and tools to create unique visitor experiences and achieve business success

## WHO SHOULD ATTEND

- Supervisors
- Managers
- Owners/Operators

## SESSION DETAILS

- Half-day session - 3.5 hrs
- Between 10-25 participants
- Interactive format

## BENEFITS TO BUSINESS

- Helps businesses and destinations develop unique brand experiences
- Creates customer loyalty by ensuring consistent standards and quality visitor experiences to generate positive word of mouth
- Receive tools to help build customized visitor experiences

## PROGRAM AT A GLANCE

Building the Visitor Experience provides participants with the tools and techniques to develop a consistent, memorable brand and deliver unique and unforgettable visitor experiences. In this interactive workshop, participants will learn how to design and package their destination or business elements to maximize customer experiences, and apply that knowledge to create positive long-lasting impressions, each and every day.

### Creating Visitor Experiences

- Identify and understand the importance of a visitor's experience
- Examine the difference between *Service* and *Experience*
- Discover the 3 stages of creating a positive, memorable experience
- Develop your own Visitor Experience Plan

### Branding

- Define branding in relation to experiences
- Explore the effect of the visitor experience on branding

### Social Media

- Analyze the impact of visitor experiences on social media
- Learn how to ensure social media generates positive word of mouth and increases ROI

### Leadership and Employee Engagement

- Explore the importance of employee engagement in the delivery of the brand promise and the impact of employee engagement on ROI
- Understand the importance of standards and employee engagement to the visitor experience
- Learn the importance of leadership and innovation

### Visitor Experience Cycle

- Learn how to connect with your visitor markets and remain competitive
- Acquire best practices to deliver a consistent, relevant and unique experience to all your visitors, through all channels
- Review visitor experience case studies