

Visit
iTHACA

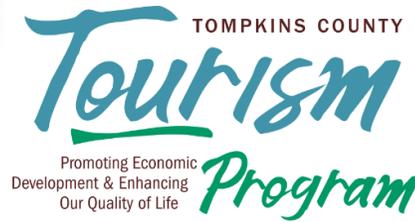
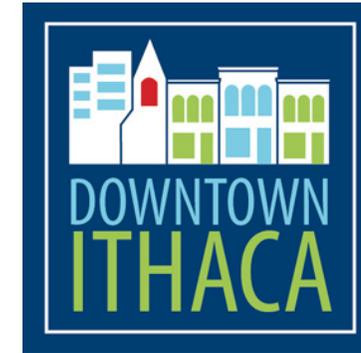
Tompkins
**Workforce
New York**
Put us to work for you

Jodi LaPierre,
Director of Visitor
Experience

Julia Mattick,
Executive Director

Peggy Coleman,
VP, Tourism &
Community Relations

History of Tourism Training



Improvement Opportunities:

Needed a Year-Round Program

One Session per year that was consistently at capacity

Capped at 25 attendees per session

Need to communicate on an ongoing basis

Continued Networking

Destination Asset Training



Process

Researched Options

Integrated Program

Customer Service

Destination Assets

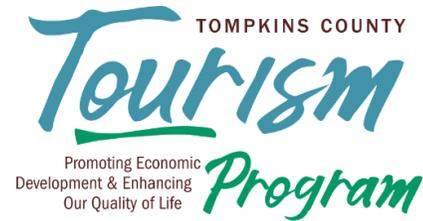
Visitor Engagement

Goals for New Program:

- ✓ Year Round Accessibility
- ✓ Interactive
- ✓ Customer Service
- ✓ Ambassadorship
- ✓ Visitor Engagement
- ✓ Showcase Resources
- ✓ Networking
- ✓ Destination Asset Component
- ✓ Ongoing Training



Partnerships & Funding





Ithaca/Tompkins County Visitor Champion **A2D**TM



	Getting Started
Online Course	
	A2D Course Overview
	Module 1 - Why Tourism Matters
	Module 2 - What Visitors Want & Where to Find It
	Module 3 - Get Them Where They Want to Go
	Module 4 - Find Out What Interests Them
	Module 5 - Give Them More Than They Expect
	Module 6 - Engage Them Every Chance You Get
	Module 7 - We All Make a Difference to Them
	A2D Conclusion & Final Quiz



Questions?
Contact Visit Ithaca
jodi@visitithaca.com
607-272-1313

Slide Title

- Module 1
- How Much Do You Know
- What's the Big Deal
- Bob & Sue Matter
- Why People Travel
- How Tourism Works
- What Is a DMO
- What We Lose
- Where The Money Goes
- Who Is In Tourism
- Quiz Question #2
- Class Assignment #1



Speaker icon | CC | TOC

Ithaca/Tompkins County Visitor Journey A₂D™



Module 4 Find Out What Interests Them



Close

Ithaca/Tompkins County - Visitor Journe...

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Slide Title

- Module 4
- What is There to Do?
- What Can We Do?
- Scenario #4 - Ask Bob & Sue
- You Are the Expert
- Keep it Positive
- Quiz Question #5
- Quiz Question #6
- Class Assignment #4
- Resources
- Module End



What Would You Ask Them?

Have you looked through our Travel Guide?

What do you like to do?

Goals for 2019



- Train 100 A2D Champions in the first year
- Host at least one Live Class monthly
- 100% CVB & Chamber Staff become A2D Champions in first year
- Introduce program to Ithaca College, Cornell University & Tompkins Cortland Community College
- Offer 1 Familiarization Tour
- Provide 1 Networking Event
- Conduct a Benchmark survey to determine a baseline

2019 Successes

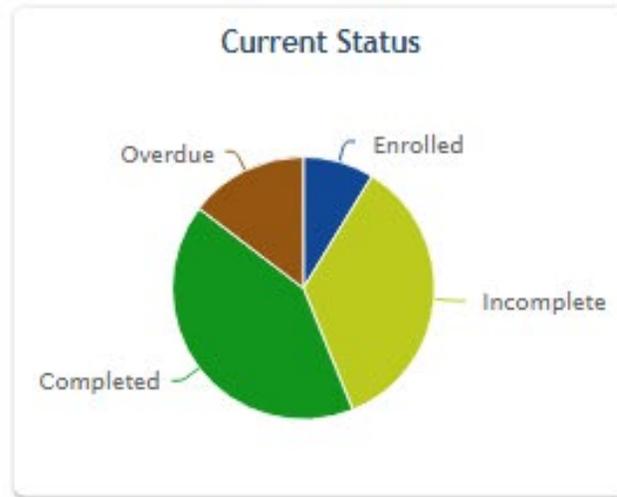


- ✓ Trained 71 A2D Champions since December 2018
- ✓ Held 7 classes to date with an additional 7 scheduled and 3-4 more in the works
- ✓ 12 Chamber/CVB Team Members are A2D Champions
- ✓ Trained 15 people in the education sector
- ✓ Held a class on Ithaca College campus, currently coordinating with TC3
- ✓ Cornell Conference Services office has had team members at the last two live classes
- ✓ Continued talks with Ithaca College, Cornell University & Tompkins Cortland Community College
- ✓ Parking Garage attendants have taken online modules
- ✓ 1 FAM Tour schedule for 6/20 (tomorrow)

June 2019 Stats



Ithaca/Tompkins County NY A2D



Feedback

“The A2D course that was both efficient and effective. The material was specifically tailored to Ithaca and it provided great background information and valuable tips that Nancy and I have already used in the running of our B&B (our guests ask ... where should we go to dinner ... and now we answer ... what types of food do you like? ... to focus on their needs/wants instead of simply providing a response shaped by our limited experience/knowledge). We thought that the online scenarios were well crafted and succinct. All in all a very good online experience ... nicely done.”

--RICH & NANCY BELISLE, THOMAS FARM B&B

Feedback

“A2D provided an excellent opportunity to learn about Ithaca and Tompkins County and reinforced customer service skills. Myself and staff enjoyed the flexibility to work at our own pace with the online course followed-up with classroom learning. I highly recommend this program to others interested in creating a memorable visitor experience.”

BARBARA ROMANO, CORNELL CONFERENCE SERVICES

Feedback

“I was very happy that the team went through the program, the results speak for themselves; the staff are more engaged, looking for more ways to connect the hotel with what’s going on in town, which helps our guests, and team overall become more involved. The online training makes it super easy, well worth the time.”

– Mohamed Abdelrehim, *General Manager, CHA, Homewood Suites by Hilton Ithaca, NY*



Future Plans



Targeted Recruitment:

Youth Employment Services

Lodging: Hotels, Motels, B&Bs, Camping, AirBnb

Parking Attendants

Taxi Companies/Lyft/Uber

Downtown Merchants

Trumansburg

Ithaca College Tour Guides

Cornell University Welcome Center

Cornell University Business School Veteran's Group

Realtors

Human Resource Organizations

Tompkins Cortland Community College: Admissions, Recruitment, Enrollment, Tour Guides, Hotel & Restaurant Management Program, Wine Marketing Program

FAM Tours

Networking Events

Facebook Group



How YOU Can Support A2D!

- ✓ Become an advocate of the program
- ✓ Require your team to become A2D Champions!
- ✓ Each of you share A2D with 2 business leaders about A2D
- ✓ Require all staff of all grantees to become A2D Champions!
- ✓ Create a community of A2D Champions!



Become an A2D Champion!

Ithaca/Tompkins County Visitor Journey A₂D™

Welcome to the Ithaca/Tompkins County - Visitor Journey A2D Learning Center!

Please Login or Register for a new account to get started.

Log In

Email:

Password:

Keep me logged in.

[Forgot your password?](#)

▶ Submit

Options

[New User? Sign up here.](#)



Questions?