Exceeding Customer Expectations to Drive Tourism and New Dollars

Presenter: Rebecca Williams
Learn ideas about how to touch those who just stopped for a quick bite to eat to be sure they come back again and again.

Pass-thru travelers can become regular visitors if given the right experience.

For Tourism professionals and Small business owners, and those who wish to help grow the type of hospitality that earns great community reviews on Trip Advisor!
Ideas to capture pass through visitors

- Brochures in restaurants, gas stations
- Creating an online asset list
- Kiosks in key areas to relay attractions, information and direct visitors
- Table Tents in restaurants Quarterly with Events
- Ambassador Program
  - Business Owner
  - Employees
- Other ideas?
The Value of a Visitor?

Leisure
3.8 days
3 persons
$655

Source: AOT 2013 Survey
Using AOT’s Leisure number $655 visiting once a year

5 years=$3,275
10 years=$6,550
15 years=$9,825
The Value a Loyal Repeat Customer

$180  Pretty Patty Lou’s
$100  Simply Sarah’s
$40   Mexican Food
$50   Other Favorite Restaurants
$100  Facial-From Serenity Room
$200  Massage for 2 massages
$50   Golf
$200  For 2 Room Nights

$920 Subtotal
$86   Taxes

$1006 Total per visit
$2012 For 2 visits per year

$16,096
Spent in the last 8 years in our community
$1,237 in taxes in the last 8 years.
Why do we want repeat/loyal visitors?

• Costs more to get new ones
• They will tell others
• They relocate to your town creating more revenue for everyone
• Exceeding Customer Expectations + Building Customer Loyalty=Revenue for all
## Customer Expectations

<table>
<thead>
<tr>
<th>Grade</th>
<th>Customer</th>
<th>Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Dazzled!</td>
<td>Knocks their socks off!</td>
</tr>
<tr>
<td>B</td>
<td>Pleased!</td>
<td>Exceeds Expectations</td>
</tr>
<tr>
<td>C</td>
<td>Neutral</td>
<td>Meets Expectations</td>
</tr>
<tr>
<td>D</td>
<td>Annoyed</td>
<td>Fails, Customer Not Dependent</td>
</tr>
<tr>
<td></td>
<td>Or</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Upset</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>Victimized</td>
<td>Fails, Customer Dependent</td>
</tr>
</tbody>
</table>
## Customer Reactions

<table>
<thead>
<tr>
<th>Grade</th>
<th>Customer</th>
<th>Reaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Dazzled!</td>
<td>Writing Trip Advisor</td>
</tr>
<tr>
<td>B</td>
<td>Pleased!</td>
<td>Telling Friends</td>
</tr>
<tr>
<td>C</td>
<td>Neutral</td>
<td>None</td>
</tr>
<tr>
<td>D</td>
<td>Annoyed Or Upset</td>
<td>Telling Friends</td>
</tr>
<tr>
<td>F</td>
<td>Victimized</td>
<td>Writing Trip Advisor</td>
</tr>
</tbody>
</table>
Deliver

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Your “Go to Rural Town” for a Staycation in Arizona?
tripadvisor®

Friend or Foe?
Once a busy river port sending military supplies shipped from California to forts and camps in the Southwest to fight the Apache wars, today Yuma is a winter retreat for thousands of visitors craving its warm, dry and sunny climate. With warm weather comes golf, and the city has several excellent courses. Bird watchers will enjoy the Imperial National Wildlife Refuge.

Read more

See all friend activity

See what travelers are saying

Laguna Mountains-Yuma

by fletcherstt

See all travel guides
Things to do in Yuma

Yuma Territorial Prison State Historic Park
Ranked #1 of 28 in Yuma
287 reviews
"Yuma’s must stop!" 07/31/2014
"Great Historic information of Pris..." 07/30/2014
Category: Historic Sites, State Parks, History Museums
Owner description: Only remnants remain of this historic prison built in 1876, where you can see photographs of some of the prisoners who served... more »
Visitor photos (199)

Castle Dome Mines Museum & Ghost Town
Ranked #2 of 28 in Yuma
86 reviews
"Castle Dome Mine/Museum/Ghost Town" 07/31/2014
"You’ve gotta visit!" 07/31/2014

Map of Yuma
Search by address or point of interest
Things to do in Yuma

Desert Hills Municipal Golf Course
 Ranked #1 of 9 Sports in Yuma

"BEAUTIFUL COURSE!" 07/30/2014
"For a Novice or an expert this cou..." 12/28/2013
Category: Golf Courses
Owner description: Amenable to virtually all types of players, this par-72 layout offers an exceptional golf experience at a very reasonable... more »

Sprague's Sports Indoor Range
 Ranked #2 of 9 Sports in Yuma

"Friendly place for shooting pract..." 04/21/2014
"Indoor Shooting Range" 03/06/2014

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Trip Advisor Advice

• Take ownership of your business/attraction restaurant or destination
• Get Pictures
• Ask your A’s to post reviews
• Respond to all reviews
• Especially respond to negative reviews or specific negative comments
Exceeding Customer Expectations + Building Customer Loyalty = Revenue for all
Comments/Questions?