

HELPFUL HINTS

- There are four basic “pillars” of tourism that are fundamental to helping the industry thrive. They always are listed in the same order, and include:
 - Attractions
 - Accommodations
 - Restaurants
 - Shopping
- Reasons someone may visit Connecticut
 - Family vacation
 - Business trip
 - Water activities
 - Fishing
 - Art or music festival
 - Museum exhibit
 - Historical interest
 - Weekend getaway
 - Honeymoon
 - Restaurants
 - Lodging and resorts
 - Casinos
 - Hiking and kayaking
- Who is “in” tourism?
 - Obvious – hotels, restaurants, shopping, attractions, conference centers, visitor centers, transportation
 - Not obvious – grocery stores, farmers, residents, hospitals, realtors, gas stations, educators, grocery store clerks, police officers, security guards, groundskeepers, doctors, nurses, EMTs.
- Travelers to Connecticut spend approximately \$15 Billion annually.
- Print Resources
 - Brochures
 - Maps and visitor guides
- Online resources
 - Visitor guides
 - CT Visit
 - Social media
 - Town Websites
 - Apps – Google maps
- Where to find restaurant ratings
 - TripAdvisor
 - Yelp
 - Facebook
- Google Maps is a great resource to find directions to a local attraction.
- Remember, one bad encounter can ruin a visitor’s **entire** trip!
- Three things to know that will help you give a little extra to your guests:
 - Know what’s **going on**
 - Know what’s **nearby**
 - Know what’s **unique – Just think – G.N.U**
- Helping an upset visitor (H.E.A.R.T.)
 - Hear
 - Emphasize
 - Apologize
 - Respond
 - Thank
- Things you should **always** say to a visitor.
 - Thank you!
 - You’re welcome!
 - Hello!
 - Come again!
- Create a Positive Visitor Experience!
 - Make a **connection** to show visitors they are welcome.
 - Find out what **interests** them before making suggestions.
 - Use your **resources** to provide correct information.
 - Give a **little extra** to surpass their expectations.
 - Treat them the way **you** would want to be treated.
- Tourism supports over 121,000 jobs.
- Travelers to Connecticut spend the most on recreation and entertainment. Recreational spending accounts for 34% of all traveler spending!
- Ways travel dollars support our economy
 - The methods that visitors use to travel here help subsidize our roads and highways.
 - Tourists help keep local restaurants and businesses open.
 - Visitors to our state support higher employment. The more customers a business has, the more employees they may need.
- There are 26 wineries and vineyards on the Connecticut Wine Trail.
- Some questions that may be helpful to ask a visitor who is looking for something to do.
 - What are some activities that you and your family enjoy doing?
 - Do you enjoy the outdoors more, or are you looking for more indoor activities?
 - What type of food does your family enjoy eating?
- Where to look for events in the area:
 - Online event calendars
 - Local newspapers
 - Social media pages of local shops, restaurants, and entertainment venues
- Benefits of being engaged with guests
 - You can make a difference in someone’s day.
 - You will get more enjoyment out of your workday activities.
 - You can create a happier environment for those around you.
 - You have the potential to earn larger gratuities, receive a raise and even a promotion.
 - You will build pride in your local area by showing it off.
 - You will increase your confidence in the area by answering questions about it.

