

# VISITOR SERVICES DEPARTMENT

## 2010-2011 PLAN

Prepared by:

Director of Visitor Services

**GOAL: Provide exceptional Visitor Services to 15,000 walk-in customers at 106 E. Jefferson Street and Tallahassee Regional Airport, combined.**

### STRATEGIES:

Review trends for airport traffic and schedule volunteers to work those hours in order to capture airport visitor activity.

Continue efforts with the Greater Tallahassee Chamber and Economic Development Council to improve the visibility, appearance and services offered at the airport location.

Work with the Department of Transportation to attempt to get highway signage directing visitors to the Visitor Information Center at 106 East Jefferson Street.

Include visitor's traffic in the monthly electronic newsletter.

Continue to recruit volunteers through Leon County Volunteer Program and other local agencies.

Continue to implement a volunteer and employee work schedule to provide coverage for 8 hours per day, five days a week.

Continue to train volunteer staff on customer service procedures in order to service walk-in visitors more efficiently and effectively.

**GOAL: Coordinate with lodging industry partners to better assist them in meeting their needs for visitor information. Provide group visitor hospitality services to 200 groups.**

**STRATEGIES:**

Contact hotels and coordinate with their upcoming events and number of anticipated visitors.

Ensure that hotels have adequate supply of visitor information and any other promotional items for upcoming events.

Prepare welcome bags and coordinate other services as needed.

Continue to direct and monitor current contracted distribution service to ensure timely delivery of Tallahassee Visitor Guides as soon as they are available.

**GOAL: Increase total Gift Shop sales by 11% within one year. (Current sales for Visit Tallahassee as of March 31, 2010 are approximately \$2,390.87 - average \$341.55 per month).**

**STRATEGIES:**

Analyze past sales history from sales reports and research/purchase items that fit within the Visit Tallahassee branding image.

Clearance/Closeout sale of old items and purchase new items in accordance with County purchasing guidelines.

Work with industry partners to implement offering Visit Tallahassee products for sale in their place of business. One strategy would be to purchase “showcase box” to place in the hotels with a variety of products on display.

**GOAL: Manage promotional items and collateral materials, and maintain accurate inventory in order to effectively meet visitors and guest service requests.**

**STRATEGIES:**

Review current inventory and update on a monthly basis.

Request that collateral materials be submitted, at partners' expense, as needed.

**GOAL: Fulfill 25,000 reader response inquiries annually.**

**STRATEGIES:**

Process and mail Visitor Guides / Rack Card within 72 hours of receipt of inquiry.

Determine and manage the current number and cost of mailing Visitor Guides and collateral materials to meet guest services requests

Distribute self-mailing rack card

Encourage online viewing of the VG and increase online visitor traffic by directing phone requester to go to website for immediate response.