

# **VISITOR AND GUEST SERVICES DEPARTMENT FY 2010 PLAN**

**Prepared by: Raymond James  
Visitor Services Manager**

## **Visitor Services Plan**

### **GOAL:**

**Provide exceptional Visitor Services to 22,800 walk-in customers at, 106 E. Jefferson Street and Tallahassee Regional Airport, combined.**

### **STRATEGIES:**

Request volunteers through Volunteer Leon to provide coverage for the Visitor Centers

Develop and implement a Volunteer work schedule to provide coverage for 8 hours per day, five days and 4 hours per day on Saturday.

Train Volunteer staff on customer service procedures.

### **GOAL:**

**Coordinate with meeting planners to better assist them in meeting their needs for visitor information. Provide group visitor hospitality services to 196 groups/18,001 visitors.**

### **STRATEGIES:**

Proactively contact planners who have booked meetings in Leon County or work closely with the meetings department to determine level of services needed

Contact hotels and get a listing of 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

### **GOAL:**

**Develop and streamline a Visitor Guide distribution system that is cost effective and meets the goals and budget of the TDC.**

**STRATEGIES:**

Design distribution plan that will allow Visitor Guide distribution based on quadrant delivery.

Utilize the County's Courier service to make deliveries.

Organize a one-time delivery of updated Visitor's Guide to hoteliers and partners, based upon number of rooms and average guests for 6 months.

**GOAL:**

**Increase total Gift Shop sales by 15% within one year. (Current sales for the TACVB as of July 31, 2009 are approximately \$5,347 - average \$763 per month).**

**STRATEGIES:**

Analyze past sales history from TACVB sales reports.

Research 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.

Utilize online marketing and sales of Visit Tallahassee products. Currently, online purchasing is made available through Awards4U at no cost, with the exception of purchasing of products. Meet with vendor to inquire about continuation of utilizing this program.

Work with Hoteliers 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. Offer customers the option of buying online and/or visiting the Visitor Center.

**GOAL:**

**Increase promotional items inventory by 100% with Visit Tallahassee branding and manage the distribution to encompass the mission of TDC.**

**STRATEGIES:**

Review current inventory based on the asset transfer from the TACVB.

Redesign a distribution form for promotional items requests.

Implement online request for promotional items.

Tailor promotional items to program areas and Hotel partners and purchase items for their specific needs during certain times of the year.

**GOAL:**

**Reduce postage cost for mailing Visitor Guides by 25% over the next year.**

**STRATEGIES:**

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

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

**GOAL:**

**Update and increase collateral materials from partners to ensure adequate information for visitors.**

**STRATEGIES:**

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

**VISITOR AND GUEST SERVICES DEPARTMENT  
BUDGET SUMMARY  
FY 2009/10**

Promotional Items	\$ 25,000
Postage for Visitor Guide Mailouts/Other	17,500
Uniforms	<u>1,500</u>
TOTAL	\$ 44,000