

Fort Wayne, Indiana

VisitFortWayne®
INDIANA

FRONTLINE TRAINING



SERVICE EXCELLENCE

Alanna Olah

Considerations

- Guest Service Essentials
- Service Mindset
- Creating Guests for Life



Guest Service Essentials

- Attitudes & behaviors create feelings and impressions for the guest.
- Smile! When you greet a guest, even when you answer the phone!
- Make eye contact. When you are within 10 feet, and acknowledge them when about 3 feet away. A simple and cheerful “good morning!” sets the tone.
- Think about what has made you the most upset or most delighted from a service experience.
- It typically comes down to the way we are treated with attitude and behaviors.
- Treat guests nicely all the time.

Service Failures

- Service failures will happen! The important part is how it is acknowledged and recovered from.
- Don't wait for a guest to express their displeasure if you know a failure happened.
- Express empathy and make it right.
- Follow-up to ensure satisfaction.
- Thank guests for telling you.
- Compensation should match the service failure, but know your company policies.
- Open communication with your manager is a must! This will help you know when to escalate, vs. solving on your own.
- Own your mistakes. Be honest with your manager if you made a mistake. But bring a solution to them, so you know how to manage it moving forward.

Service Mindset

- Having a service mindset means that we always consider service in everything that we do.
- From little things like seeing a piece of trash while working. Do you pick it up when no one is watching? (Hint: YES!)
- To big things like going above and beyond to make things right for guests.
- We serve each other as employees as well!
- We have a choice every day to be of service to ALL those around us.

Creating Guests for Life

- Throughout an experience we have tiny moments where we can impact the guests perceptions of their experience. These are commonly called “Moments of Truth.”
- They can make or break the guest’s perceptions of the experience or even a destination. Recognize that to a guest, we represent both our business, AND the overall destination.
- Why does it matter?
- What is GAP theory?



Bringing it all together

- Guests will collect information from experiences from all over our city and formulate overall feelings of our destination.
- Their **intent to return** is tied directly to this if they are traveling for leisure.
- People who exert influence over choosing a destination for business are also weighing each experience carefully in order to develop intent to return or to choose elsewhere next year.
- Treat each and every interaction as valuable for your business, and for Fort Wayne!

Interested in pursuing a bachelors degree in Hospitality Management? Reach out to me!

Alanna Olah, MS

Clinical Associate Professor & Department Chair
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PURDUE UNIVERSITY.
FORT WAYNE

Fort Wayne, Indiana

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WELCOME!

Welcome!

Presenters Include:

- Dan O'Connell- President/CEO - Visit Fort Wayne
- Alanna Olah, MS- Clinical Associate Professor & Department Chair Hospitality and Tourism Management - Purdue Fort Wayne
- Emily Stuck- Director of Visitor and Partner Services- Visit Fort Wayne

Group Introductions

WHAT WE DO



Mission Statement

Visit Fort Wayne promotes the community as an exceptional destination and advocates for the growth and development of its visitor industry.

OVERVIEW

- Mission – To attract and serve visitors to improve our economy and quality of life
- Organization – NFP with 20+ board civic leaders, 12 professional staff, over 300 industry partners - YOU!
- Helping Visitors - and you, our partners

WHO COMES TO FORT WAYNE?

People come to Fort Wayne for all kinds of reasons!

- To do business
- Interview for a job
- Visit friends and family - Weddings, graduations, funerals, etc.
- Attend conventions and meetings
- Play in a sports tournaments
- Leisure activities like taking their kids to the Children's Zoo or Science Central
- Attend a concert, festival, night out or shopping
- Just passing through

Visitors are your customers and our city's guests

ECONOMIC IMPACT

Economic Impact of Visitors to Fort Wayne/Allen County, IN

- **6.5 million people** visit Fort Wayne each year
- **\$741 million dollars** spent by visitors
- **14,198 jobs** supported by visitor spending



Guest Presenter:

Alanna Olah, MS

Clinical Associate Professor & Department Chair

Hospitality and Tourism Management- Purdue Fort Wayne

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EXERCISE

QUESTION: WHAT IS THERE TO DO IN FORT WAYNE?

How should you answer this question?

How should they be different for each scenario?

- Scenario 1: A Family For a Weekend Trip

- Scenario 2: Business Traveler Alone

EXERCISE

QUESTION: WHAT IS THERE TO DO IN FORT WAYNE?

How Should You Answer That Question?

- Answer the Question with a Question
 - What do you like to do?
 - How much time do you have?
 - For you? For the kids?
- Listen to them – guests will help tell you what they like
- Make several recommendations. Give options.
- Recommend they use VisitFortWayne.com from their phone

Dos and (Don'ts) of Giving Directions to Visitors

- Speak slowly. Be brief, succinct.
- Keep them on well signed, major roads
- (Quickest route is not always the best)
- (Avoid using too many local streets)
- (Avoid shortcuts – “I’d go this way, its shorter”)
- Identify large, obvious landmarks to guide
- Estimate the time and distance it will take
- Provide a map- like Visit Fort Wayne’s Tear off Map! Highlight route if possible

GET TO KNOW YOUR COMMUNITY

How do I learn more about our city?

- Follow Us on Social Media: Facebook, Instagram, Twitter give you ideas DAILY
- Participate in “Be A Tourist in Your Own Hometown”
 - Sunday, September 12th from 12PM-5PM
 - Visit 16+ Museums and Attractions for FREE
 - Great way to get to see your city’s museums
- Take advantage of “Savor Fort Wayne” each January
 - Annual Restaurant Week that highlights the many local restaurants we have in our community - 12 days long and offers 3-course menu deals!



Be A Tourist In Your
Own Hometown!



UTILIZE THE VISITORS CENTER

Visitors Center

Staffed resource available by phone or email
260-424-3700 or info@visitfortwayne.com

- In 2020: The Visitors Center
 - Answered 819 Visitor Calls (341 in 2019)
 - Spoke with 2,378 Walk-Ins (5,011 in 2019)
- In 2021: The Visitors Center to Date
 - Answered 580 Visitor Calls
 - Spoken with 1,443 Walk-Ins



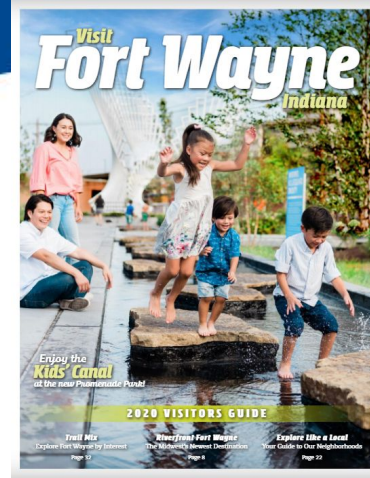
RESOURCES AVAILABLE

Visitors Center

We distribute 80,000+ Visitors Guides Annually

Information and Store

- We have a lot of great community information for visitors and locals like our Dining & Mural Map
- We can create a binder of resources for you!
- The Visitors Center sells local items and souvenirs
- We offer curbside pickup and shipping: [VisitFortWayne.com/Store](https://www.visitfortwayne.com/Store)



Fort Wayne's Downtown Restaurants

1. 1st Bar & Biscuits	10. Luscious Ice Cream	20. Pizzeria
2. Aki's Ramen & Sake	11. Conroy's Kitchen + Bar	21. Henry's Restaurant
3. Big Fish Tuba	12. Conroy's Trattoria	22. The Grumpy Kitchen
4. Bubbly's	13. Copper Spoon/The Sidescar	23. High River Brewing Co.
5. Bubbly's	14. D'Arco's	24. J.C. Osterman's Irish Pub House
6. The Brasserie	15. The Daily	25. The Deck
7. The Brasserie	16. The Daily	26. O'Reilly's Irish Pub & Restaurant
8. The Brasserie	17. The Daily	27. O'Reilly's
9. Cask & Co.	18. Features of the Wilder	28. O'Reilly's
		29. Pizzeria
		30. Pizzeria Bakery & Cafe
		31. Pizzeria
		32. Remy's Wine, Chocolate and Cigars
		33. Remy's Wine, Chocolate and Cigars
		34. Remy's Wine, Chocolate and Cigars
		35. Remy's Wine, Chocolate and Cigars
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		40. Remy's Wine, Chocolate and Cigars



Fort Wayne Public Art

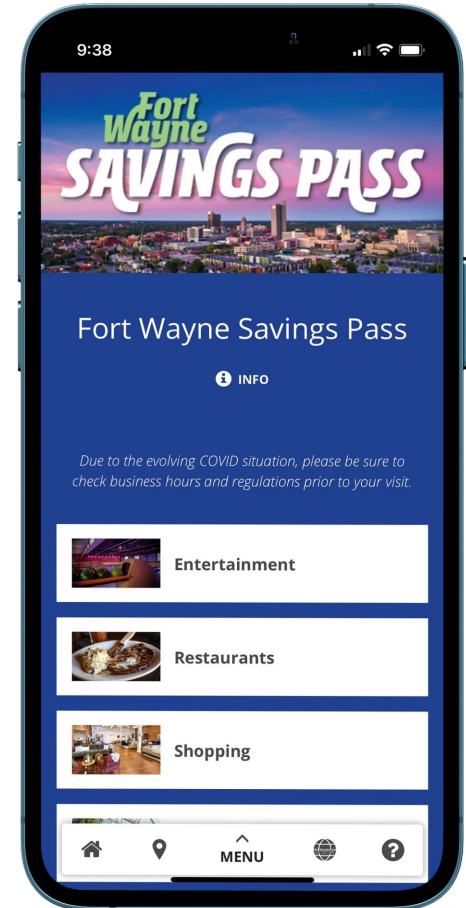
Fort Wayne is exploding with new art and is quickly becoming a hub for creative expression. Enjoy murals that span whole alleys, and new innovative sculptures that are truly making this city a premiere art destination. Here are a few examples of the public art around Fort Wayne, but make sure to visit them all! If you visit any of these masterpieces, share it with us on social media with #MyFortWayne!



NEW TOOL FOR YOU TO USE

VisitFortWayne.com/SavingsPass

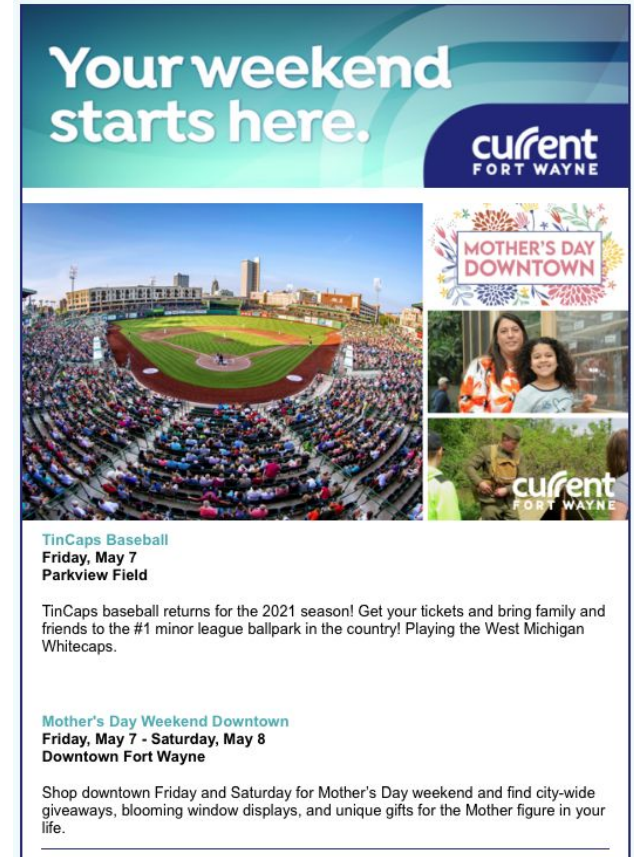
- Over 40 restaurants, shopping and entertainment discounts throughout Fort Wayne
- FREE to use - access on your mobile device
- Do you need signage or handouts to promote to your guests? We have posters, business card size handouts, and more. If you would like promo materials, please put your name and email in the chat and we will follow up with you!



TOOLS FOR YOU TO USE

Current Events of the Week

- Features five events of the weekend for you to share with your guests
- Emailed weekly
- We can also send you a PDF that you can print and post
- If you don't already receive this weekly, **please put your email in the chat** and we will send this to you every Monday!



The graphic is a vertical rectangle with a teal-to-white gradient background. At the top, it says 'Your weekend starts here.' in white text. Below this is the 'current FORT WAYNE' logo. The main body of the graphic is divided into two columns. The left column features a large, high-angle photograph of a baseball stadium filled with spectators during a game. The right column contains two smaller images: the top one is a decorative graphic for 'MOTHER'S DAY DOWNTOWN' with floral patterns, and the bottom one is a photograph of two women smiling. Below the images, there are two event listings. The first is for 'TinCaps Baseball' on Friday, May 7 at Parkview Field, with a short paragraph of text. The second is for 'Mother's Day Weekend Downtown' on Friday, May 7 and Saturday, May 8, with another short paragraph of text.

Your weekend starts here.

current
FORT WAYNE

TinCaps Baseball
Friday, May 7
Parkview Field

TinCaps baseball returns for the 2021 season! Get your tickets and bring family and friends to the #1 minor league ballpark in the country! Playing the West Michigan Whitecaps.

Mother's Day Weekend Downtown
Friday, May 7 - Saturday, May 8
Downtown Fort Wayne

Shop downtown Friday and Saturday for Mother's Day weekend and find city-wide giveaways, blooming window displays, and unique gifts for the Mother figure in your life.

THANK YOU

Thanks for being our Fort Wayne Ambassadors!

