

Frontline Service Workshop

May 11, 2017

Welcome!

Dan O'Connell

President and CEO
Visit Fort Wayne

The face of
tourism in the
Fort Wayne



Mike Nutter

TinCaps Team President



**Welcome to
Fort Wayne!**

**Frontline
Service**

**Dennis Robinson
Visit Fort Wayne**

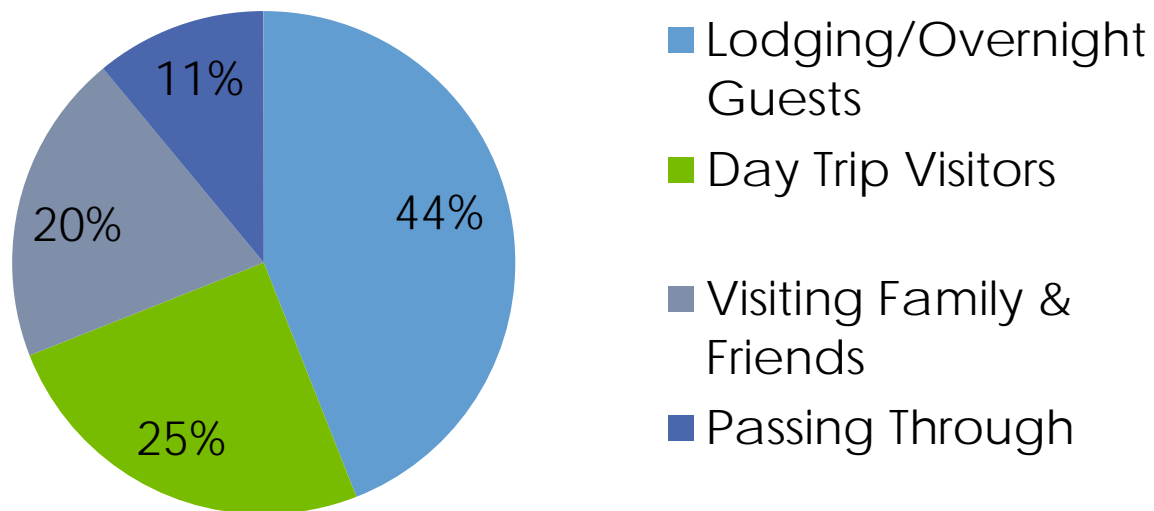


Visit Fort Wayne Mission

- Visit Fort Wayne wants people to stay in hotels, eat at restaurants, and go to attractions
- Visit Fort Wayne markets and promotes Fort Wayne as a destination for leisure and business travelers
- Visit Fort Wayne promotes the image of Fort Wayne to the outside world
- Visit Fort Wayne services visitors while they're here

Who are our visitors?

Visitors by Travel Type





How many people come to Fort Wayne each year?

- 5.8 million people visit Fort Wayne each year
- The average length of stay is 1.8 days
- Visitors spend over \$576 million dollars a year in Fort Wayne
- The most common expenditure is food and beverage –34% with 22% shopping
- Tourism sustains 10,500 jobs in Allen County – 9th largest employer!

**Welcome to
Fort Wayne!**

**Visitor
Hospitality**

**Jen Brown
Visit Fort Wayne**

Visitors love...

- **Everything!** Most visitor comments are positive – they're happy with what we have to offer.
- Locals tend to have a harder time finding good.
- Visitors are turned off when residents or frontline staff are negative about this place that they have chosen to visit: **Be positive**
- The best way to keep the conversation positive is to stay positive yourself – don't invite the negativity.

Asking Questions





Open and Closed Questions

- An open question does not ask for a yes/no answer, rather it invites the visitor to craft an individualized response.
- A closed question requires a yes or no answer, it is not a helpful question type to use when you are trying to get visitors to tell you about their interests.



Open Question

- Why ask open question?
 - People appreciate being treated as individuals. Be careful about making assumptions based on appearances.
 - You will get a more individualized response, which will in turn will help you respond to them in a more individualized manner.



Closed Questions

- Ask a Yes/No or single response question.
- Will provide limited information.
- Are useful follow-up questions to confirm details



Best Practices

- Rephrase and repetition show that you understand and are listening.
- Avoid general assumptions, they cause people to feel that you are not treating them as individuals.
- Make sure that you are aware of your audience, is the person alone or in a group? Who is part of the group?

Practice: Asking open questions





Learning objectives

- Be positive, smile and use pleasant tone
- Use Open and Closed ended question to uncover the needs and desires of the visitor
- Observe visual clues without making generic assumptions.
- Rephrase the provided information to confirm your accuracy

Making recommendations





Making Referrals with Hoosier Hospitality

- People don't always know what they want
- **Pay Attention** – Let them tell you what they want even if they're not saying it verbally
- Recommend – they're asking you for advice. Be their resource.



Referring restaurants is about knowing what people want

- Ask the right questions:
 - Do you have transportation?
 - What kind of food do you like?
 - What price range are you interested in?
- Read between the lines:
 - Keep them close
 - Determine local or chain
 - Be conscious of cost
- Think about what is in your area & use a Visitors Guide or restaurant map

Where is a good place to eat?

- How do you answer that question?



- Be honest – but tactful
 - “It’s very popular ...”, etc.
 - Or, “I love it, you should try the...”
 - Have a back up option ready
 - Know your visitors and your restaurants – recommending is about giving options

Discussion: What is there to do?

- What are your favorite things to do in Fort Wayne?



Fort Wayne Attractions: Standard and beyond...

- Zoo, Science Central, Botanical Conservatory are generally the most popular attractions
- Fort Wayne Museum of Art, Artlink, The Orchard Gallery, The Castle Gallery, Wunderkammer & Lotus Gallery are great for art lovers
- The History Center, the African/African-American Historical Museum, the Cathedral Museum, & the Firefighters Museum for the history lover
- Allen County Courthouse is a National Historic Landmark
- **Check out www.VisitFortWayne.com for current exhibits and information**

For the Kids

- Fort Wayne Children's Zoo
- Science Central
- UltraZone
- Crazy Pinz
- Lazer X
- Putt Putt
- SkyZone
- Parkview Field
- Splash Pads




All close to the sports venues!

Guests with Disabilities



- Turnstone has become a major driver of visitor traffic.
- ADA attraction recommendations?
- Are you prepared to help a guest who is blind? Deaf? In a wheelchair?
- Resources available – ask questions!



Don't forget to look outside the box – especially for long-term visitors

- Spend the day in Grabill – close, friendly, and unique!
- Sechler's Pickles – FREE tours, April-October
- Country Heritage & Two EE's – FREE tastings, year round – Three Rivers Distilling Company
- Zip Timber Lake in Huntington
- Satek Winery – FREE tastings, year round
- Auburn- Auburn Cord Duesenberg Automobile Museum !
- Visit neighboring county's Visitors Centers
- www.VisitIndiana.com is a great resource for the whole state!

How do I check the attractions out?

- Be A Tourist in Your Own Hometown
 - Sunday after Labor Day each year
 - Attractions in Fort Wayne open for free from 12-4pm
 - Your chance to see something you've never seen before – like the interior of the vintage bank vaults in the Lincoln Tower
 - Great way to get to see the city

Downtown Events

- TinCaps Games
- Festivals
- Lunch on the Plaza and Food Truck events
- Farmers Markets
- Rock the Plaza
- Riverfront Activities
- Arts and Entertainment





Unique Live Performances & the Great Outdoors

- The B Side, Tiger Room, Come to Go, and others
- Rock the Plaza, Friday Night Live, Living Fort Wayne events, and festivals
- Comedy Shows
- Trails – 90 miles and counting
- Fort Wayne Parks – including Taylor’s Dream and splash pads
- Rent a kayak from Fort Wayne Outfitters & explore the rivers
- Segway Tours and Pedal City
- Moose Lake Christian Craft Village – interesting and outdoors

How do you learn about all of these great activities?

- Check out the calendar of events on www.VisitFortWayne.com/events
- Read the blog at www.VisitFortWayne.com/blog
- Join any or all of our newsletter lists
- Use the Visitors Guides supplied at your property – or call for more!
- Do something – go out and see for yourself
- Check out community group programming

Partner Practice...what should these people do?





Learning objectives

- Know your major attractions
- Be curious and learn niche experiences
- Does the person has special needs (Children or disabilities)

Giving Directions — So, how do I get there?

- How do you give directions?
- Where is the most common place you're asked to give directions?
- What is the most important part of giving directions?





Directions Dos and Don'ts!

- Keep guests on major roads at all times
- Quickest route is not always the best
- Neighborhoods are not the best option
- Avoid shortcuts
- Use landmarks
- Use a map – Provided by Visit Fort Wayne
- Try not to get frustrated
- ***Use your resources – you represent the entire community***

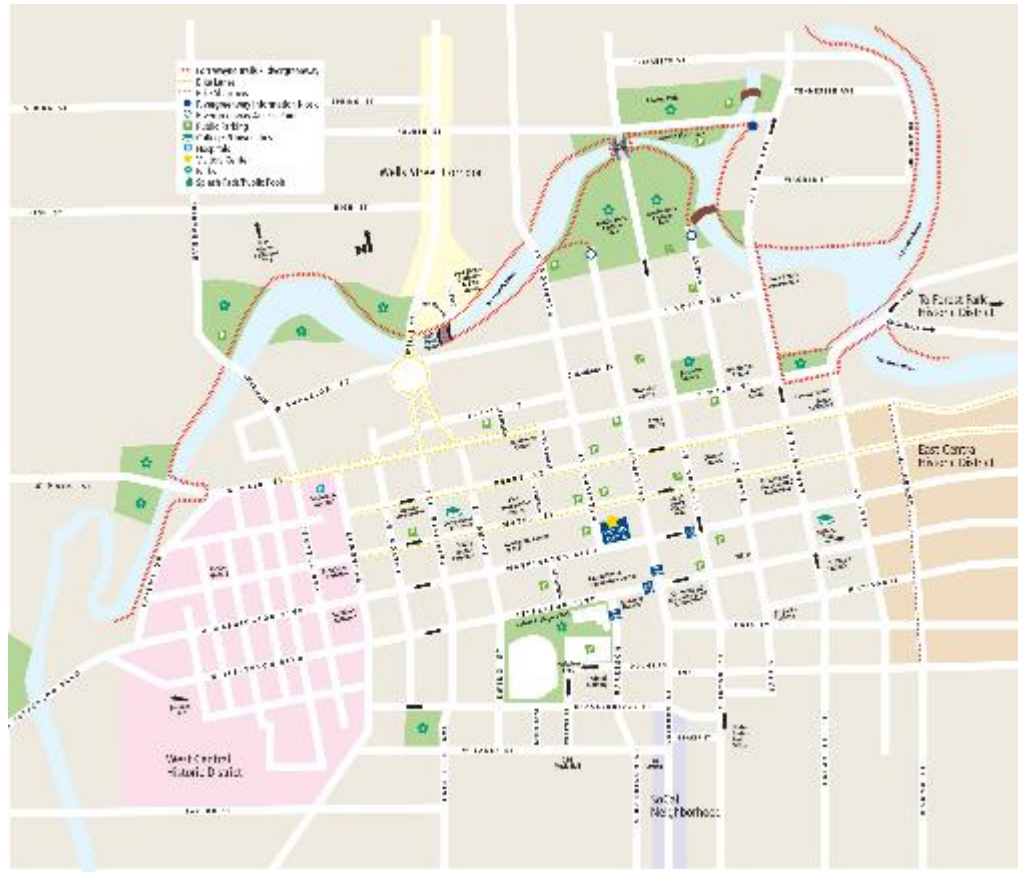
Discussion: So, how do I get there?

- Give the best Directions you can!
- How do you get from your property to...
 - The Fort Wayne Children's Zoo?
 - Spiece Fieldhouse?
 - Fort Wayne International Airport?
 - Downtown
 - The Highway (North vs. South)
- How do you get there staying on main roads?
- What landmarks do you use?

Resources Available To help with Directions:

- www.VisitFortWayne.com
- Fort Wayne Visitors Guides,
- Tour Maps, Restaurant Maps, Parking Maps
- Fort Wayne Visitors Center – we might not know, but we know where to find out

Partner Practice – How do I get to...?



Learning objectives

- Recognize people are different in the kind of directions they prefer
- Take the major routes-not the short cuts
- What landmarks should you use?
- Mark up a tear-off map



Connect with Visit Fort Wayne

- “Who’s in Town?” Weekly Email
- BEST Events Weekly Email
- *Visit Fort Wayne* Updates for Industry Partners
- Follow us on Social Media
 - [Facebook.com/FortWayneIN](https://www.facebook.com/FortWayneIN)
 - [Twitter.com/VisitFortWayne](https://twitter.com/VisitFortWayne)
 - [Instagram.com/VisitFortWayne](https://www.instagram.com/VisitFortWayne)
 - [YouTube.com/VisitFortWayne](https://www.youtube.com/VisitFortWayne)

“Who’s In Town?” Email

- Sent Monday mornings to help you know “Who’s in Town” – and welcome them on your outdoor signage, front desk, and in person!



Who's Visiting Fort Wayne This Week? VisitFortWayne

Below is a list of conventions, conferences, sports tournaments, trade shows and special events that are visiting Fort Wayne this week. For a complete list of calendar of events, [click here](#).

Who's Here This Week: May 4-10

disABILITIES Expo, May 9
Memorial Coliseum (1,200 attendees)
[Event info](#)

Gym Rats Basketball Association State Championship, May 9-10
Spiece Fieldhouse (3,750)
[Event info](#)

12 & Under Hoosier Classic Basketball Tournament, May 9-10
Ash Centre (300)
[Event info](#)

“BEST Events” Weekly Email / PDF

Here's what's going on this week in Fort Wayne:



BEST events of the week

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Phil Pops Series: Pixar in Concert
May 2
Embassy Theatre
The Fort Wayne Philharmonic presents Pixar in Concert, with visually stunning clips and memorable scores from each of Pixar's movies.
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Beer Go Local
May 2
JK O'Donnell's Irish Ale House
JK O'Donnell's is proud to host it's third annual beer festival, Beer Go Local (Said to "Lose of Beer"), featuring Midwest breweries plus many more.
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Putnam County Spelling Bee
May 1 - 3
Arts United Center
This musical tells a hilarious tale of six adolescent outsiders vying for the spelling championship.
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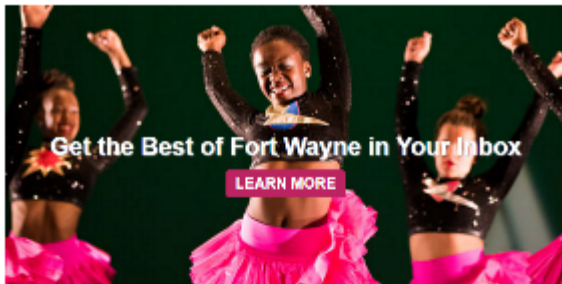
Miami Indian Heritage Days
May 2
Chief Richardville's House
Local artists, performers, and representatives from the Miami Indians and other Native American groups demonstrate aspects of their great heritage.
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Nunsense
May 1 - 3
First Presbyterian Theater
Nunsense is a wildly entertaining, hilarious musical spoof about the misadventures of four nuns trying to manage a talent show.

For more information (including prices, times and locations) for these events visit HostThemHere.com/events.
Access our full calendar, maps, trip ideas, coupons, and more at VisitFortWayne.com.

hostthemhere.com 

- Post the BEST EVENTS OF THE WEEK list at your front desk
- At your table, simply choose “BEST Events of the Week PDF” and we will send it to you!



We've got several great ways to connect to the Best of Fort Wayne!
Subscribe to these great resources today:

Best Events of the Weekend - Learn the "can't miss" events of each weekend,
delivered to your inbox weekly!

[SIGN UP](#)

Explore More



Winter Events

Explore our calendar of events.

[LEARN MORE](#)



Savor Fort Wayne

Discover delicious Fort Wayne meals and deals!

[LEARN MORE](#)



Trip Ideas

Plan a fun winter getaway!

[LEARN MORE](#)



VisitFortWayne
INDIANA

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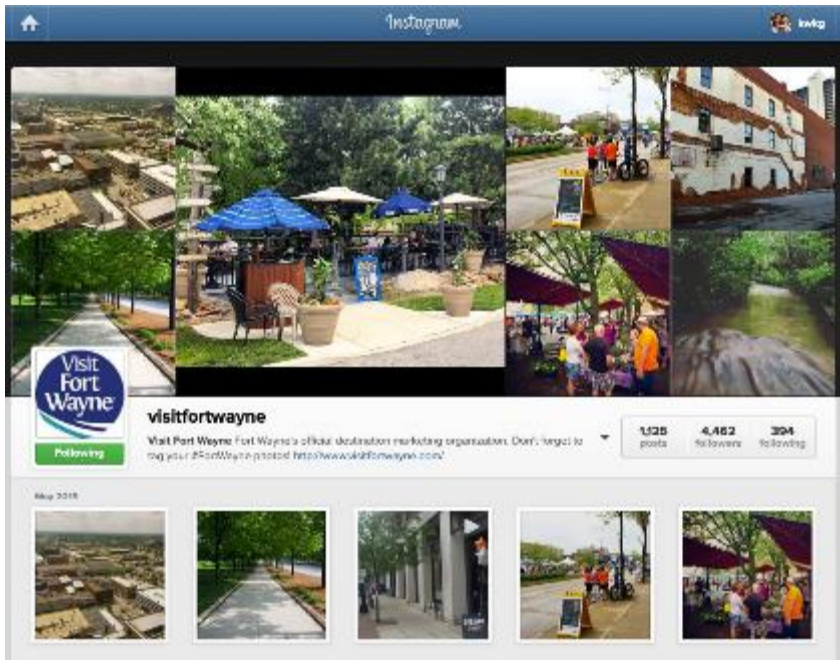
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Getaway Guide Email and Social Media

- Sign up for our Getaway email and follow us on social media to keep informed on Fort Wayne happenings!

Follow Visit Fort Wayne on Social Media





Be a life long learner

- Explore! Try out new attractions
- Be a Tourist in your own home town

Questions?



Have a great day!