

VISIT SALT LAKE
CUSTOMER ADVISORY BOARD

Recommendations and Action Items Follow Up (from April 2016)

For Hosting ASAE:

--Roll out the red carpet, starting with the moment of arrival at the airport and using educated destination ambassadors to engage with attendees throughout the meeting.

Trained, uniformed ambassadors from the Salt Lake hospitality community welcomed attendees at the airport, in hotel lobbies, convention center, and key venues. The ambassadors, including members of VLS's executive committee personally thanked attendees as they departed at the airport.

Additionally, upscale leather bags full of unique Utah products, food and (alcoholic) beverage were placed in the hotel rooms of VSL's top 80 clients.

--Create face-to-face connections between decision makers and the CAB members.

Several CAB members (and moderator David Kliman) met with select ASAE attendees to share their impressions about Salt Lake and VSL.

--Create 'Meet Up' spaces outside regular meetings spaces which offer curated and facilitated experiences; could use 'cool locations' like the Capital Theater.

We attempted this, but discovered clients preferred a more casual, somewhat organic interaction site. So, most of the 'meet ups' occurred at the VSL booth, or exhibit hall dining area.

--Reach out to first time attendees.

The VSL sales staff contacted as many first time (and repeat) attendees as possible prior to the event. The attendees were thanked in advance for visiting Salt Lake, and answered their pre-trip questions.

--Provide an 'elevator speech' with key details and consistent message for Salt Lake ambassadors.

This was a key component of the general training for the volunteer ambassadors.

--Brand hotels as was done at the Super Bowl with floor clings, inside elevators; create a 'complete attendee branded experience'.

Although VSL very much liked this idea, we could not implement it due to budgetary constraints.

--Share the message that in Salt Lake, the price per gallon of coffee (at the convention center) is \$39.

This was done, and it is now part of our sales presentations and bids.

--Use the photos in the Instagram book and promote the photos as 'real' Instagram pictures; not manufactured.

VSL is making a strong effort to use only 'real' ('non-staged') images in all our communication, marketing and sales material.

--Provide welcome desk with TNTD information.

The 'randomizer' and other TNTD material were shared at the airport, in hotel lobbies, and from the VSL tradeshow booth.

--Recognize the top 150 clients.

To ensure a focus on quality versus quantity, we opted to recognize the top 80 clients with a very high caliber in-room amenity. These clients also received VIP admission and seating at the ASAE Foundation event and the closing party concert.

--Delta inflight announcement on inbound and outbound flights.

Delta pilots gladly welcomed passengers on the in-bound flights, and thanked them during departure flights.

--SLC airport welcome banners and branding.

Signage was implemented at both airport terminals, and in hotel lobbies.

--Use urban language and images to promote the city.

This is now being incorporated into all aspects of Visit Salt Lake's messaging.

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--Offer a Social Media Help Desk as part of a group's incentive package.

The VSL Services Department is exploring this possibility.

--Attract younger planners to the Advisory Board.

Efforts are being made to broaden the diversity of VSL's advisory board in regards to age, ethnicity, gender, and market segment.

--Promote fact the TNTD randomizer feed photos for ASAE are actual Instagram pictures.

This is being done, and clients are impressed with the authenticity.

--Send Visit Salt Lake's quarterly newsletter from a known and trusted sales contact, not from the generic domain.

We are currently working on the technical aspects to accomplish this great idea.