



***Tourism Strategies for a
Desperate Economy***

By

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For

the

***Hoosier Hospitality
Conference***

March 16, 2010

State Tourism Association Survey
Open Ended Questions and Results
Value Seekers Profile
Graphs of Results

<u>Name</u>			<u>Title</u>	<u>Date</u>		
HOW IMPORTANT?				PERFORMANCE EXPECTATION		
1 – Not Important				1 – Did Not Meet My Expectations		
2 – Somewhat Important				2 – Met My Expectations		
3 – Very Important				3 – Exceeded Expectations		
			<u>Marketing</u>			
1	2	3	Showcase Marketplace	1	2	3
1	2	3	State on the Move	na	na	na
1	2	3	State Showcase FAM	1	2	3
1	2	3	Joint Meeting Planners Trade Show	1	2	3
1	2	3	Bank Travel Exchange	1	2	3
			<u>Social/ Networking</u>			
1	2	3	Planners Tradeshow	1	2	3
1	2	3	Tourism Auction	1	2	3
1	2	3	Capital Days for Tourism	1	2	3
			<u>Educational</u>			
1	2	3	Professional Workshops	1	2	3
1	2	3	Capital Days for Tourism	1	2	3
1	2	3	STC Scholarship	1	2	3
1	2	3	Agri-tourism & Agri-State Group Tour Summit	1	2	3
1	2	3	STC Annual Meeting	na	na	na
			<u>Legislative</u>			
1	2	3	Capital Days for Tourism	1	2	3
1	2	3	Lobbyist	1	2	3
1	2	3	Weekly Legislative Reports	1	2	3

See page 2 for open questions.

Open Ended Questions & Results

I am a member of State Travel Association because:

I feel it is a valuable tool for my hotel to 1) Stay in touch with the State and what they do. 2) To acquire business from their hosted functions. 3) To grow as a sales person from the networking I have with my fellow board members.

I wanted to be a part of a team of people that cared about tourism in the State. As a member in a small town, I felt the need to bring our concerns to the table.

Importance of tourism to the state economic development.

Our Winery is committed to promoting tourism in the state and State Travel Association provides an excellent way for us to get experience and additional marketing opportunities.

I am a member because of the extensive opportunities STA provides for sales, networking, education, and legislative access.

Excellent opportunity for our business. Good PR and important to work with the state.

Legislative assistance and networking.

STA has allowed me to develop unbelievable relationships with many tourism based individuals in the State. The group has given me an so many resources to call upon in a difficult times, to bounce ideas off of, ask for marketing advice, opportunities to cross promote and increase my awareness of locations throughout the state, from very large communities to very small communities.

When I was hired, my employer was a member.

We believe that participation at a state level is a great foundation to stress the importance of tourism as well as continue educating ourselves through workshops and networking

The best thing about being part of the State Travel Association is:

The networking and feeling up to date on industry activities and trends

I have learned so much from the 8 years I have been involved it is hard to pin point what is the best. This has been a very valued tool for me personally and professionally.

Legislative assistance and networking.

Educational opportunities and networking.

Promoting tourism for the state.

The socialization you encounter with other owners, managers or CVB's to help you keep motivated about your state and possibilities for new tourism ideas. The relationships you build could help bring more tourism to your area through partnerships, friendships, and business endeavors.

Coordinating everyone in the state who brings tourism into the State.

It allows opportunity to network with other industry members.

The best thing is the networking opportunities with my peers.

The resources that it gives us to make tourism in State stronger and stronger.

Opportunities for the STA to be more effective are:

More workshops

Working more closely with the Division of Tourism and the Dept of Agriculture.

Develop more partnerships within the industry.

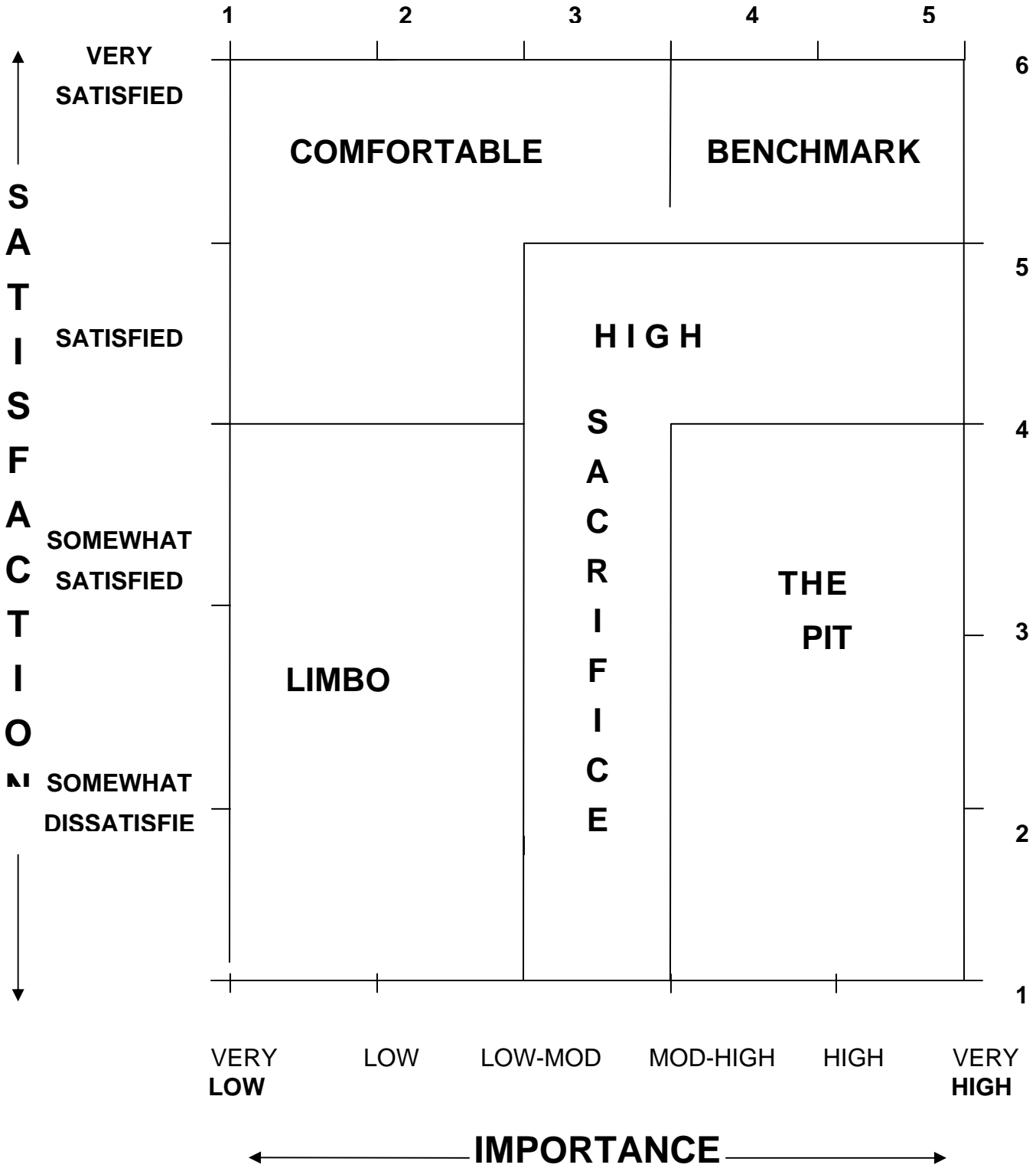
Possibly find more ways to market to the smaller businesses. We hold several workshops for bank travel, agri tourism, motor coach travel – but these workshops are very expensive for the small business to participate in unless they market with other businesses. I would love to see us put together some smaller workshops or “social encounters” to market these types of travel for the average business to participate in at a lower cost.

Improve the annual meeting.

Hosting or participating in regional meetings in order to increase current members perceived value as well as increasing membership by allowing current members to bring a potential member as a guest.

I'd like for us to try and figure out what the “next level” is for the organization and begin the strong foundation to get us there. Where is the Tourism industry heading and help our members get up to that forward thinking level.

VALUE SEEKERS PROFILE



ZONES OF THE CUSTOMER PROFILE

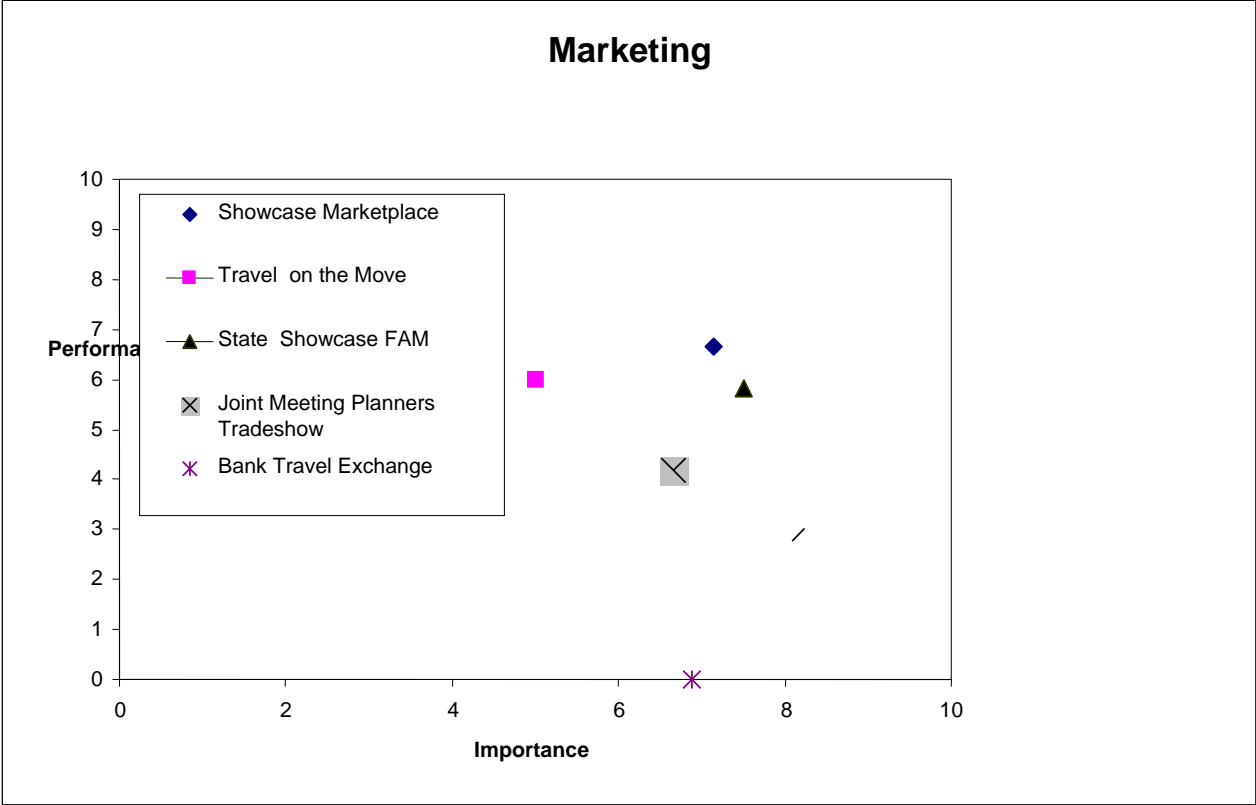
OVERVIEW

Each item falls into a zone on the Customer Profile. Each zone represents a different degree of urgency based on the Customer's needs and their level of satisfaction/sacrifice with you.

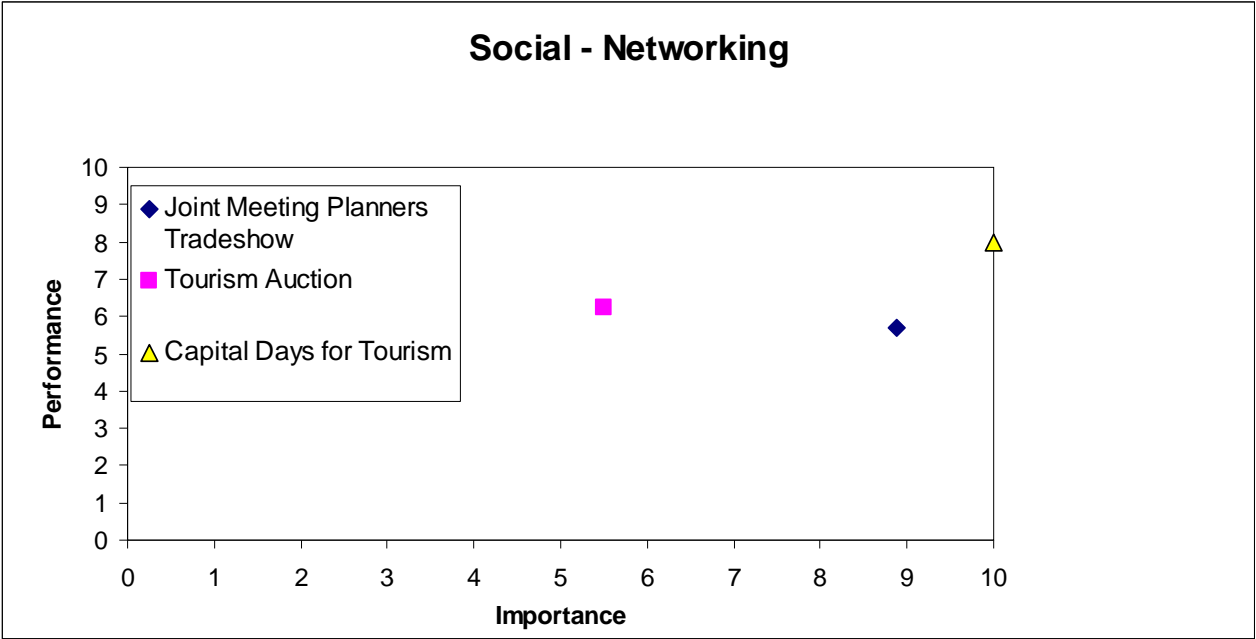
ZONE DESCRIPTIONS

- **BENCHMARK : Chartered Territory.** High Importance/High Satisfaction/No Sacrifice. These items represent the areas you handle best. They are important to Customers, and they are more than satisfied with your level of performance.
They are your benchmarks. **Learn from what you do well.**
- **HIGH SACRIFICE: Watch Out.** Moderate to High Importance/Moderate Satisfaction. These items are slightly less important to the Customer than those in The Pit. In this zone, customers are not "100% satisfied" about important items, or are dissatisfied about less important items. While there may not be an immediate concern, you will need to take action in the **near future.**
- **THE PIT: Attack.** High Importance/Low Satisfaction/ Very High Sacrifice. These are the items that Customers see as important but are dissatisfied with your performance. If not addressed immediately, major problems could arise. These items are both urgent and important. Therefore, they require **immediate action.**
- **LIMBO: No-Man's Land.** Low Importance/Low Satisfaction/Some Sacrifice. These items fall into a "limbo" category. Items are moderately important (at best), and Customers are only moderately satisfied. So where does that leave you? These are not major concerns now. Should they become more important, they could be **concerns in the future.**
- **COMFORT ZONE: Safe Passage.** Moderate Importance/High Satisfaction/Very Little Sacrifice. Items in the Comfort Zone are moderately important, and they are something you deal with effectively. These items are less urgent to your Customers.
Nevertheless, keep up the good work.

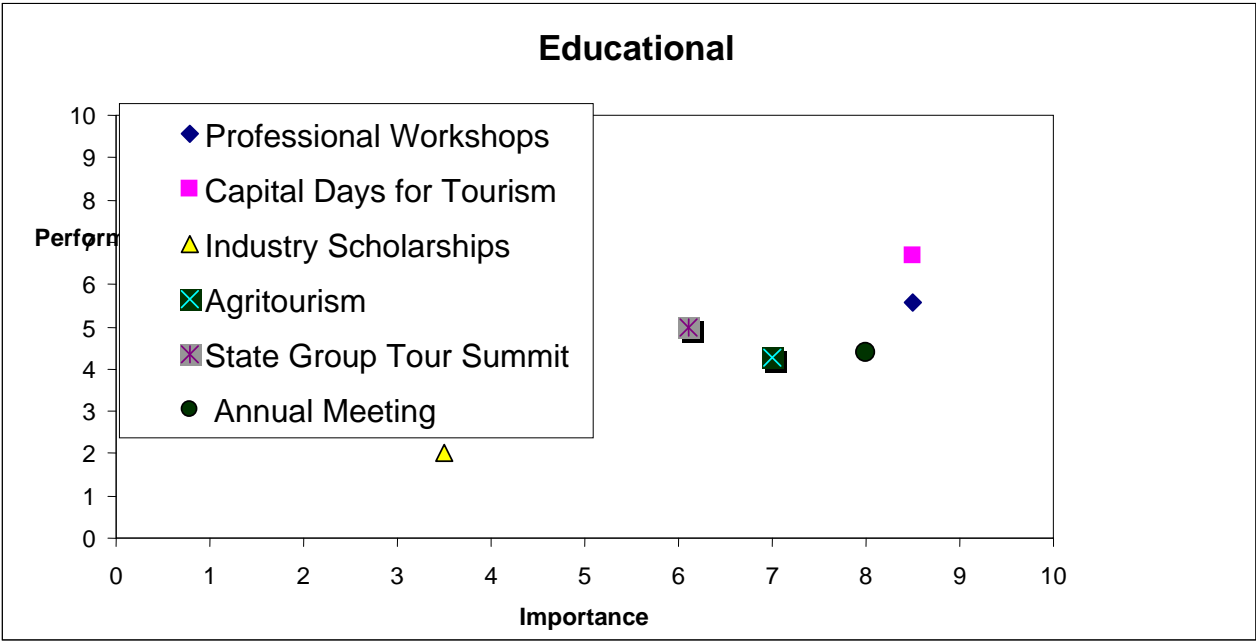
MARKETING



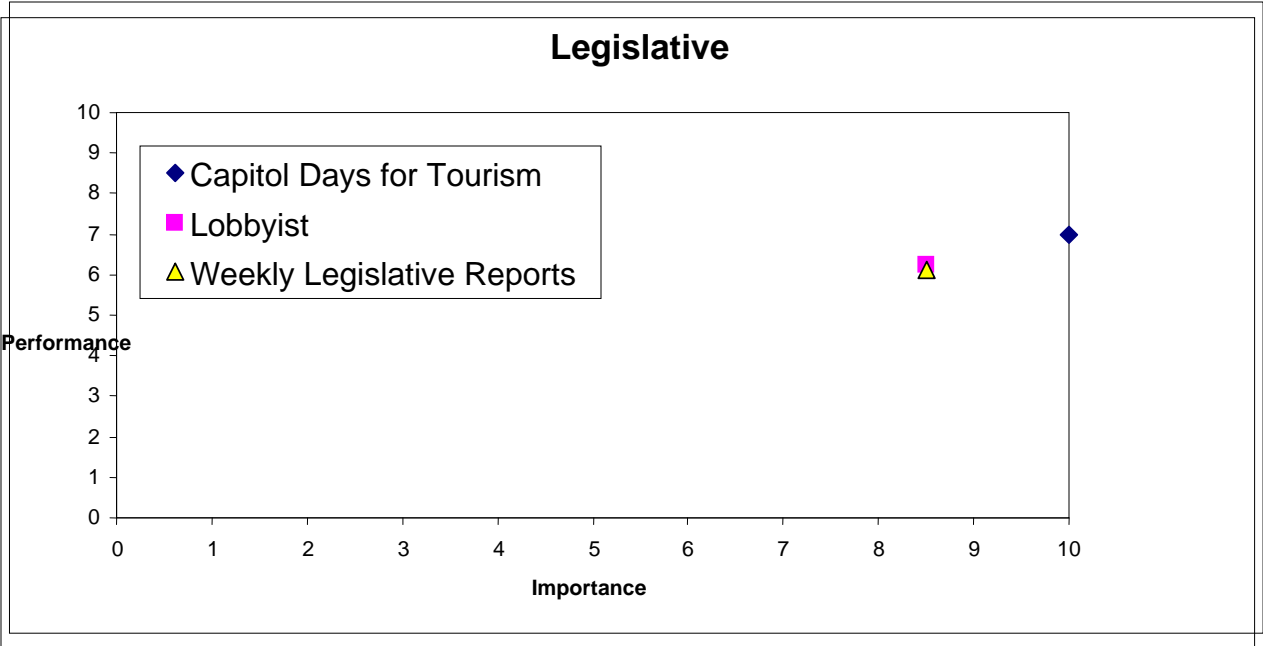
Networking



Educational



Legislative



Restaurant Survey
Sample Cover Letter
Count Sheet
Results in Percentages
Riley Center Meeting Venue

Date of Visit _____ Breakfast _____ Lunch/Dinner _____
Please check one

HOW IMPORTANT?
 1 – Not Important
 2 – Somewhat Important
 3 – Very Important

PERFORMANCE EXPECTATION
 1 – Did Not Meet My Expectations
 2 – Met My Expectations
 3 – Exceeded Expectations

			<u>Food</u>			
1	2	3	Quality	1	2	3
1	2	3	Taste	1	2	3
1	2	3	Presentation	1	2	3
1	2	3	Timely delivery	1	2	3
1	2	3	Hot food served hot	1	2	3
1	2	3	Cold food served cold	1	2	3
1	2	3	Selection/choice	1	2	3
1	2	3	Portion	1	2	3
1	2	3	Value	1	2	3
			<u>Menu choices</u>			
1	2	3	Breakfast	1	2	3
1	2	3	Lunch	1	2	3
1	2	3	Dinner	1	2	3
1	2	3	Healthy choices	1	2	3
			<u>Service</u>			
1	2	3	Overall quality	1	2	3
1	2	3	Problem/reported/handled	1	2	3
1	2	3	Course timing	1	2	3
			<u>Hospitality</u>			
1	2	3	Greeting/door/wait	1	2	3
1	2	3	Greeting/table/wait	1	2	3
1	2	3	Pleasant/natural	1	2	3
1	2	3	Specials offered	1	2	3
1	2	3	Use of your name	1	2	3
1	2	3	Thank you for coming	1	2	3
1	2	3	Invite back	1	2	3
1	2	3	Owner/ Manager visit	1	2	3
			<u>Atmosphere</u>			
1	2	3	Comfortable	1	2	3
1	2	3	Ambience	1	2	3
1	2	3	Noise level	1	2	3
			<u>Bathroom</u>			
1	2	3	Clean	1	2	3
1	2	3	Convenient	1	2	3
			<u>Overall</u>			
1	2	3	Clean	1	2	3
1	2	3	Value	1	2	3
1	2	3	Parking	1	2	3
1	2	3	Parking lot lighting	1	2	3
1	2	3	Property lighting	1	2	3

Thank You

Sample Cover Letter

To our valued Guest,

Thank you for spending time with us recently. I hope your experience was pleasurable and that you will return with more friends and family.

Chris' Pancake & Dining opened its doors November 2nd, 1987 with a vision of serving our friends and neighbors three meals a day seven days a week in a clean and friendly environment.

My mother's motto "cook good food, give plenty and they will come" has certainly held true.

We are proud of our staff of caring service professionals who enjoy seeing guests and providing them with the best service they can offer.

We are now asking for your help. We have embarked on a mission to make Chris' Pancake & Dining an even better place for you and for us. With your participation, together we can create a great place for all of us to enjoy.

Please take the time to answer the following questions to the best of your ability. The enclosed envelope will go to an independent consultant who is helping lead this effort for us.

Thank you for the time and interest to help us. We appreciate your past patronage and look forward to serving you.

Sincerely,

Menu Choices	Not	Somewhat	Very	Menu Choices	Did not meet	Met	Exceeded
Breakfast	2%	24%	74%	Breakfast	0%	46%	54%
Lunch	2%	31%	67%	Lunch	0%	51%	49%
Dinner	0%	18%	82%	Dinner	5%	47%	48%
Healthy Choices	9%	41%	50%	Healthy Choices	0%	63%	37%
Totals	3%	28%	69%	Totals	1%	52%	47%
	How Important				Performance Expectation		
Service	Not	Somewhat	Very	Service	Did not meet	Met	Exceeded
Overall Quality	0%	5%	95%	Overall Quality	0%	41%	59%
Problem/reported/ handle	2%	21%	77%	Problem/reported/ handle	2%	47%	51%
Course timing	2%	26%	72%	Course timing	2%	46%	53%
Totals	1%	17%	82%	Totals	1%	44%	55%



We thank you for trusting the MSU Riley Center as the host site of your conference event! You are a valued customer, and we would like your input. We opened in September 2006 with the goal of being the premiere destination to experience the performing arts, educational activities and conferences in Mississippi. Now, we are asking for your help to ensure we are meeting that goal.

The attached survey tool was developed with the help of an outside consultant to better understand what matters most to you, what we are doing well and what areas we need to improve upon as it relates to our conference facility and services. Your feedback will be used to help us create the optimal experience for you as a meeting professional and for your attendees alike.

The survey will only take a few minutes to complete. Below are three easy ways to return your responses:

- 1) Email: Phil@treatemright.com

- 2) Mail: Treat 'em Right
6786 China Lake Drive
St. Louis, MO 63129

- 3) Fax: 314-846-2183

Thank you for your time and interest in helping us with this endeavor. We appreciate your past patronage and look forward to working with you again in the future.

Penny Kemp
Marketing Director
MSU Riley Center for Education and Performing Arts



Please circle the number on either side of the item listed below that best corresponds with how important each factor was and whether your expectations were met at the MSU Riley Center.

Email, mail or fax your responses to:

Phil@treatemright.com • Treat 'em Right / 6786 China Lake Drive / St. Louis, MO 63129 • 314-846-2183

HOW IMPORTANT IS THIS?

- 1 – Not Important
- 2 – Somewhat Important
- 3 – Very Important

PERFORMANCE EXPECTATION

- a
2
- 1 - Did not meet expectations
 - 2 - Met expectations
 - 3 - Exceeded expectations

1	2	3		1	2	3
			<u>Pre Event Activity</u>			
1	2	3	Clarity of marketing materials	1	2	3
1	2	3	Quality of marketing materials	1	2	3
1	2	3	Ease of securing space	1	2	3
1	2	3	Timeliness of receiving quotes	1	2	3
1	2	3	Timeliness of returned calls/emails	1	2	3
1	2	3	Clarity of sales agreement	1	2	3
1	2	3	Clarity of details in event confirmation	1	2	3
1	2	3	Assistance with hotel rooms/bids	1	2	3
1	2	3	Assistance with local vendors	1	2	3
1	2	3	Assistance from local Tourism/CVB office	1	2	3
1	2	3	Delivering what was promised	1	2	3

1	2	3	<u>Meeting Experience</u>	1	2	3
1	2	3	Quality of meeting space	1	2	3
1	2	3	Appearance of meeting space	1	2	3
1	2	3	Comfort of meeting space	1	2	3
1	2	3	Audio/visual equipment	1	2	3
1	2	3	Helpfulness of on-site coordinator	1	2	3
1	2	3	Helpfulness of IT/technical staff	1	2	3
1	2	3	Overall customer service	1	2	3
1	2	3	Delivering what was promised	1	2	3

1	2	3	<u>Catering</u>	1	2	3
1	2	3	Menu options	1	2	3
1	2	3	Food quality	1	2	3
1	2	3	Presentation	1	2	3
1	2	3	Wait staff - servers	1	2	3
1	2	3	Price/value	1	2	3
1	2	3	Delivering what was promised	1	2	3

1	2	3	<u>Experience Outside Center</u>	1	2	3
1	2	3	Hotels	1	2	3
1	2	3	Parking	1	2	3
1	2	3	Shuttle service	1	2	3
1	2	3	Restaurants	1	2	3
1	2	3	Area attractions	1	2	3

1	2	3	<u>Post event</u>	1	2	3
1	2	3	Post -event survey / interview	1	2	3
1	2	3	Billing/invoicing process	1	2	3
1	2	3	Follow up by staff - future usage	1	2	3
1	2	3	Communication from center throughout year	1	2	3



—

Would you recommend the MSU Riley Center to others? (circle one) Yes No Maybe
Why or why not?

What recommendations do you have for enhancing your experience with the MSU Riley Center?

Was there a good surprise during your experience with us? (circle one) Yes No / If so, what?

Was there a bad surprise during your experience? (circle one) Yes No / If so, what?

What impact does the historic theater and/or historic nature of the center have on your experience?

(circle one) None Somewhat Significant

Comments -

How big of an attraction was the center's performing arts events or shows (concerts, dance, theater, etc.) to your considering the Riley Center? (circle one) None Somewhat Significant

Comments -

What impact does the center's affiliation with Mississippi State University have on your perception of the center and/or your decision to use the center? (circle one) None Somewhat Significant

Comments -

Any other comments?

Thank You!



Presenter – Phil Bruno

“I create experiences that inspire people to become more productive and take responsibility for their own happiness and success.”

Phil Bruno, national speaker, trainer and consultant, works with organizations to exceed internal and external customer expectations. He does this through engaging keynote speeches and training sessions. Bruno began his professional career in Corporate America looking for ways to meet the needs of his own organization, Anheuser-Busch, but his appreciation for excellent customer service began much earlier.

Bruno was raised on "The Hill," a famed Italian-American neighborhood in St. Louis known for its sense of community, hospitality, and great Italian restaurants. Bruno's first jobs included helping with his father's painting business and working as a bus boy for Cunetto's House of Pasta. Both were small family-owned businesses that survived purely upon quality of product and exceptional service.

In 1980, Bruno graduated from Parks College of St. Louis University with a B.A. in Travel, Tourism and Transportation, essentially a business degree with an emphasis on service. While in college, he developed a relationship with Anheuser-Busch and, for the next 17 years, applied what he had learned in a series of hospitality management positions with the Fortune 500 giant.

Since 1999 Phil has worked independently as a speaker, trainer and consultant throughout country, with hundreds of clients and thousands of audience members spread across all industries. **His most popular keynote presentation “Engaging the New Value Seekers” reflects his 20 years experience of studying generational issues, leading focus groups and researching industries for the latest success stories.**

Bruno says, “During this period of economic stress, consumerism has taken a major turn and the food chain has been shaken. Value Seekers are on the hunt. A new Value economy is upon us and if you don’t know what that means, you need to slap yourself and dial in before it’s too late...the market is going to the fleet of foot. If you are not exceeding value expectations, you’re just not in business anymore.

For a free survey consultation:

Call 314-846-9139 or e-mail Phil@treatemright.com