

Visitor Centre Network Meeting
Reshaping the Network Session – Meeting Themes
December 2, 2014

Objectives of Session

- Introduce concepts and start dialogue.
- Qualitative feedback to input into process.
- Quantitative feedback to inform decisions.
- Provide direction for next step in consultation process.

Session #1 Community Interactions

Themes:

- Disconnect between visitor services and businesses in the local area.
- Disconnect between communities.
- Gaps in local knowledge building – with locals and counsellors.
- Gaps in community understanding and support of visitor services – role, value, and requirements.
- Need for community engagement and training.
- Need for better communications.
- Need for funding to support building community engagement and interactions.

Session #2 Tools & Systems

Themes:

- Training with multiple subject areas, social media top of list.
- How to run a mobile visitor services/community outreach program (visitor services outside the visitor centre), including guidelines, ambassadors, funding.
- Continued focus on signage, maps and brochures.

Session #3 Funding

Two funding models emerged from the input:

1. Base Funding
 - Based on multiple criteria. Some set criteria: “i”, stats, community-based visitor services (not just visitor centre).
 - Service based, not volume based.
 - Based on operating costs/model.
 - Based on available funding from other sources.
 - Ensure reliable, multi-year.

2. Special Projects
 - Based on unique community needs.
 - Application based.
 - Criteria for leveraging.

Session #4 Training & Skills Development

Themes:

- **WorldHost®** - service skills
- TVIC training - skills to do the job
- Social media - new visitor services channel
- Fams - product knowledge
- Attitude - right service attitude

In addition, one comment was for “Visitor Services Management and Coordination” training for community based training. This may elevate the knowledge and may provide skillsets to elevate the Network abilities.

Parting Thoughts

Throughout the sessions and input, “marketing visitor services” came up as a theme, as a role for Destination BC, the RDMOs, communities and businesses.

Next Steps

- Distribute Meeting Notes.
- Determine incorporation of Visitor Services activities within Remarkable. Experience programs, in particular community role.
- Community Consultation sessions and expanded stakeholder input.
- Potential of Advisory Groups to enable deeper discussion.