



Visitors are coming. Are you ready?

The John Day River Territory has lots to offer visitors.

The Promise



There's more to being a successful host or hostess than serving great food or providing a comfortable mattress.

When you sell a product or service, you make a promise to your customer. How you fulfill or exceed that promise determines how long you stay in business and impacts other businesses in your community and region.

*The *higher* the ticket price, the *greater* their expectations.

Make a positive impression...



from the first thing they see, to the food and activities they enjoy...

...you have a role in their vacation memories.

Curb Appeal – what will they see first when arriving at your farm or ranch?



Who *wouldn't* want to stay here!

Take a fresh look at your surroundings and try to view them from the eyes of a visitor. You may have become jaded to what you see every day.

Get creative with “collections”



Flowers and careful arrangement can turn old farm equipment into an attractive decorative item.

Keep weeds controlled in areas visitors frequent.

In addition to improving your curb appeal, removing old boards, tools and equipment reduces the risk of injuries.

Accessibility

Can people with limited mobility experience what you have to offer? Are there adaptations you can make that will allow more people to enjoy the pleasures of country life? Consider:

- Smoother walking surfaces in lawn and barnyard.
- Arrangement of furniture to accommodate wheelchairs.
- Gates and doors that are wide and easy to open and close.
- Ramps instead of or in addition to steps
- Level thresholds
- Grab bars in guest Bathrooms

For everyone's safety, look for and remove exposed nails, broken steps, protruding boards or wire hidden in the grass.



Clear the path and clean up the logical backdrop for your obvious photo subjects. Postings on Instagram and Facebook are great ways to reach new customers.



Make sure your favorite “heeler” doesn’t try to herd the guests.

How will they find you?

Check with Oregon Travel Experience (OTE) to see if your business qualifies for a **Tourist Oriented Directional (TOD)** sign. OTE manages the blue travel signs and logo signs on the freeways and state highways.

www.ortravelexperience.com/for-businesses/sign-programs/

Make sure the signs at the entrance to your farm or ranch include the name you are using for your tourism business.

Provide clear driving directions on your reservation confirmation letter or email and your brochure.

Talk to your neighbors and businesses in town about what you are doing. They may be asked for directions and can also refer customers your way. Leave them a supply of your business cards or rack card to distribute and do the same for them.

Check Google Maps to see if the directions they provide are accurate and logical.

Signs

When guests are on your property, will they benefit from signs or symbols that direct them to points of interest, inform of off-limits areas or guide them back to the guest facilities?

Make sure it is clearly marked and inform guests about where and where ***not*** to park.



Be true to your character, but remember,
not everyone shares the same sense of humor!



Keep it positive!

When you have to post or state a warning, humor is fun, but make sure they know the risks are real.





Quick Quiz

There are three ways in which a message is communicated.
What percentage do you think each method of communication contributes to the total message?

Verbal:	the actual words you use
Vocal:	how you say it - tone, volume, emphasis
Non-Verbal:	your body language and eye contact

Quick Quiz

There are three ways in which a message is communicated.
What percentage do you think each method of communication contributes to the total message?

Verbal: 10%	the words you use
Vocal: 30%	how you say it - tone, volume, emphasis
Non-Verbal: 60%	your body language and eye contact

Again - Keep it positive!

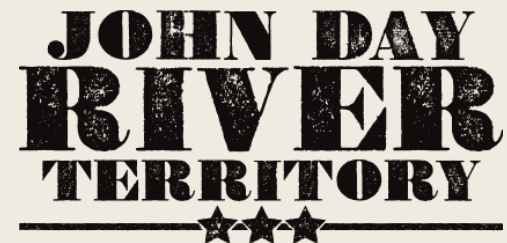
If controversial topics arise in conversation, keep the discussion honest but friendly. You probably won't change their mind when you disagree, but they might gain some knowledge and you might benefit from hearing their point of view.

Good hospitality starts with a great attitude

- Smile! In person, a genuine smile says, “You are welcome here!” When talking on the phone, a smile on your face can be heard in your voice.
- Every encounter is an opportunity to enhance the visitor’s experience.
- Word-of-mouth referrals are our most effective marketing tool. Helping ensure visitors have a quality experience makes it more likely they will recommend your business to others and will encourage visits to Eastern Oregon.
- People who are enjoying themselves spend more money than those who aren’t. Each visitor represents a boost to our economy.

Customer Service

1. *A genuine smile goes a long distance.*
2. *Be a good listener. Use what you hear to provide better service.*
3. *Identify and anticipate needs.*
4. *Make customers feel important and appreciated.*
5. *Help customers understand your procedures.*
6. *Appreciate the power of saying "Yes."*
7. *Know how to apologize.*
8. *Give more than expected.*
9. *Get regular feedback.*
10. *Treat employees well.*



Arm yourself with knowledge.



- Be the local expert visitors are seeking
- Perfect your “elevator speech”
- Know the basics about your fellow attractions and events
- Go the extra mile for your tourism partners – they will do the same for you

VISITORS WANT TO KNOW...

- Where to eat
- Where to stay
- What to see and do
- Tidbits of history
- Local services
- Directions



Answer a question with a question.

When asked a question, sometimes the best response is another question. If you are asked, “Where is a good place to eat?” a good response is, “What are you hungry for?”

By identifying their preferences you can make better suggestions.

Here's a tip...

Visitors often want personal referrals. Where do ***you*** like to eat? Where do ***you*** go for a fun activity or entertainment?

Keep a cheat sheet of answers (with directions) to the questions you hear most frequently so you are ready to give a quick response. Have extra copies they can take. They will appreciate the extra attention.

Be informed. Be curious.

- Know the answers to questions visitors frequently ask.
- Know your resources. You aren't expected to know all the answers - just where to find them.

Important websites

www.johndayriverterritory.com

www.visiteasternoregon.com

www.traveloregon.com

Visitor Centers

Condon Chamber of Commerce

Port of Arlington, Arlington

Oregon Paleo Lands Institute, Fossil

Sherman County Museum, Moro

Grant County Chamber of Commerce, John Day

INTERNATIONAL VISITORS

Oregon and eastern Oregon tourism officials are working hard to attract more international visitors. Are you ready to greet and assist them when they arrive? Cultural and individual differences can lead to misunderstandings. Here are some tips for making them feel welcome.

Be respectful. Many cultures are more formal than ours here in the rural West.

Speak clearly and calmly; don't shout.

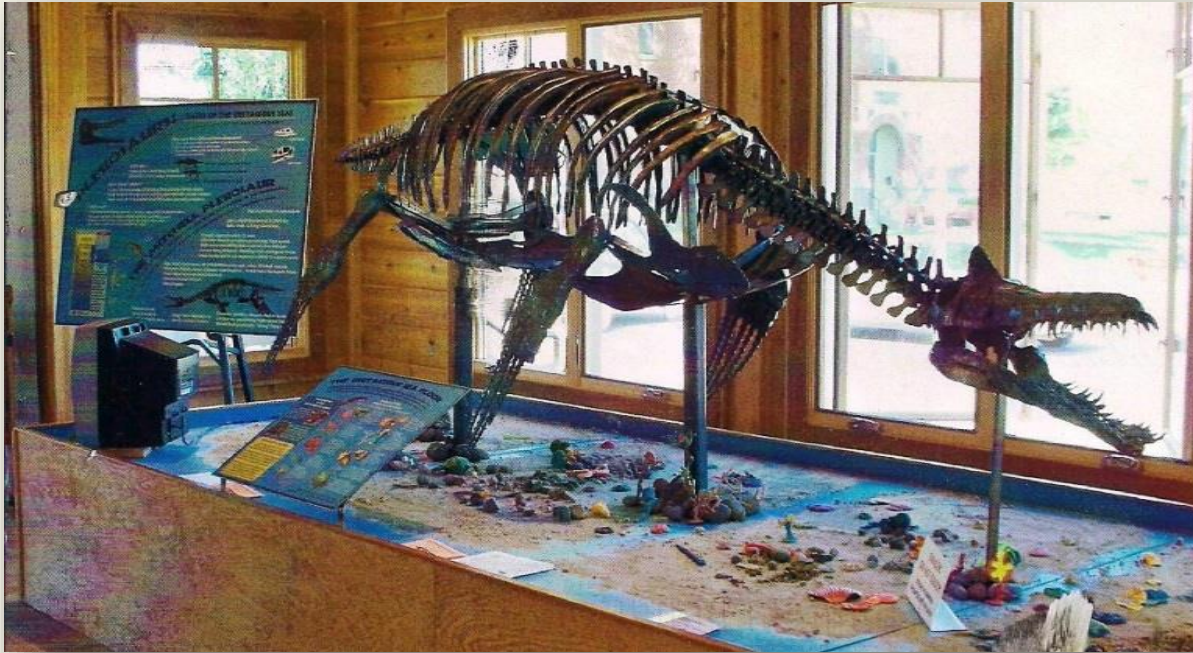
Avoid using slang and keep gestures to a minimum - words and gestures have different meanings from one culture to another and can be unintentionally insulting.

Don't ask personal questions. Follow the guest's lead in topics of conversation.

Tipping traditions vary from country to country. In many foreign cultures, tips are only given when service has been truly above and beyond the expected. Don't be insulted when you provide good service but a tip is not given.

Go the extra mile and learn greetings in other languages.

Sell down – Sell out



- If you have done your job well, visitors will leave wanting more. Send them to other experiences.
- Start with your anchor attractions, then tell them about the “best kept secrets.”
- The neighboring community or attraction is not your biggest competition – *it's your best ally*

What You Can Do Today

- Confirm your basic business information with John Day River Territory and Travel Oregon
- Talk to your employees about customer service
- Start online Guest Customer Service Training program
- Get a website and/or Facebook page
- Learn more about attractions and businesses in this region
- Get involved with the JDRT
- Participate in the Taste of Oregon's Old West

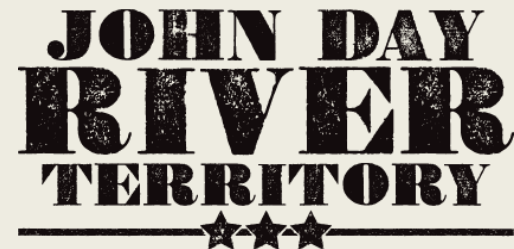
Readiness Checklist:

- ___ Visitor areas and entrances are clearly marked
- ___ Junk and salvage equipment are out-of-sight
- ___ Visitor rest rooms are cleaned regularly and stocked
- ___ Visitors can easily determine restricted areas of the farm
- ___ Hours and days of operation are indicated at the entrance
- ___ Accept credit cards or make cash/check commerce easy
- ___ Parking areas are clearly marked and safe for visitors
- ___ Barriers for people with disabilities are minimized
- ___ Promotional materials give accurate image of the farm
- ___ Staff is well-informed about the area and trained to provide great hospitality and customer service.

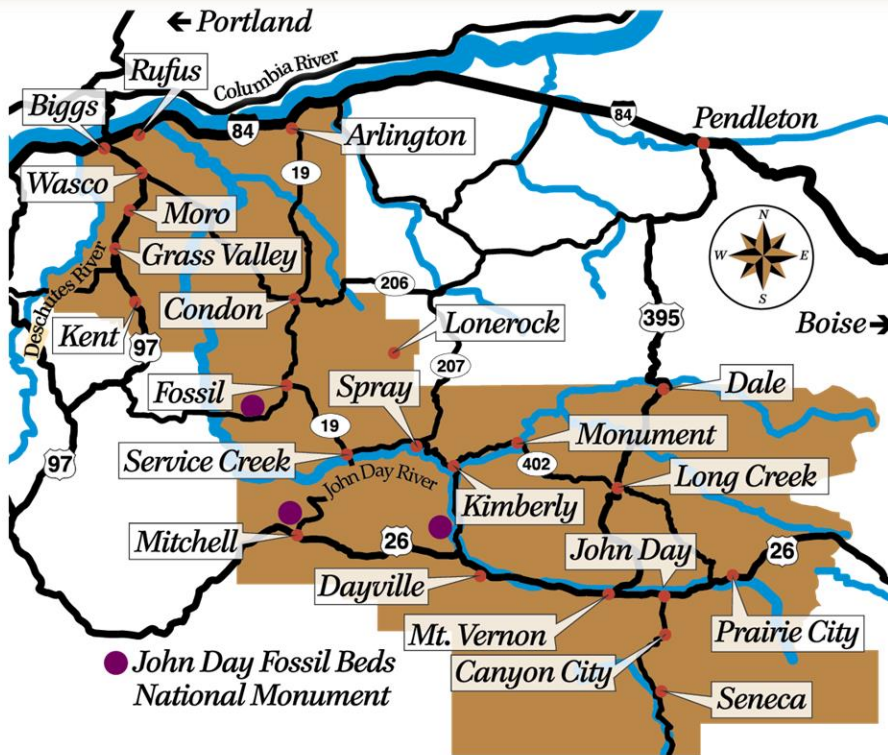
Business Support Resources

– Tourism Training

- Travel Oregon and the Oregon Restaurant & Lodging Association are partnering with the American Hotel & Lodging Education Institute to offer the AHLEI's customer service training and certification program, Guest Service Gold and Certified Guest Service Professional.
 - Available online and in the classroom
 - Chambers of Commerce provide local and regional focus
- Travel Oregon 101
 - Free 2-hour training
 - Online or in-person
- Industry blog and newsletter



We're here to help!



The John Day River Territory, Eastern Oregon Visitors Association and Travel Oregon have marketing opportunities, tools and training to help you make your business a success. Learn more by talking to your local representative.