1. Jill Pope, Cheyenne, Wyoming – Section on website that lists all hospitality job postings.

2. Charlotte, Visit Spokane- Moved Visitor Center into Park. Made a lime scooter/ lime bike parking space to generate traffic to the new center.

3. Chris Lewis, Kelowna – Brand new Visitor center - they can’t communicate with everyone. Purchased a google next hub so that people can ask it questions to receive information. Can say Google... show me coffee shops nearby, etc. very successful.

4. Karin Aaron, Greater Newark CVB – wayfinding signs – activated the Waze app directing individuals to the visitor center and if you are directed that way you receive a free gift. Highly recommended.

5. Nancy, Banff, Alberta - mobile pop-up. They work with local SPCA – they take dogs on their walks with them to engage conversation; Training the team around story telling. Each team member devised their own story and they created a binder or folder of 25 stories they can share.

6. BC Canada – Pop Up Visitor Center- mobile popped up at an outlet mall every Friday for four hours and can pop up at the convention center.

7. Meredith, Visit Corpus Christi- Staff member covers the visitor the center. Meredith takes the team out to experience the city and takes them to lunch. Helps with staff engagement and reduces turnover.

8. Nicole Lido, Visit Huntington Beach – Meet partners and connect with frontline folks. Starbucks wants to host a coffee with our Ambassadors day.


10. Vicki, Visit Jacksonville – brochures designed around specific activities. For example, a brochure with locations, maps and other information for fishing locations. Also used in the mobile visitor center that they take around to events.

11. Kristi Gibson – visit South Walton- crowd riff using visitor photos to create the new visitor guide.

12. Anchorage - created a “lure brochure” to lure people in to ask them questions. Eight different styles

13. Laurie, Kansas (100 miles from KC, MO) Purchased a newspaper rack and had it wrapped to match the visitors guide. Guides are now available 24/7 increased guides by 20%.
14. Charlotte from Spokane- created the Heritage and Sculpture walk. Listed it in the Visitors guide and people are coming to ask about it.

15. Michele Hayes, Visit Omaha Visitors International closed Facebook group to communicate with visitor center staff.

16. Vicki with Visit Jacksonville – they are a stop for geocaching, creates tons of traffic.

17. Alicia, Travel Juno - end of the season volunteer survey in the past. This year had it ready a month prior to the season ending and provided hard copies it was very successful. Juno is very seasonal.

18. Michael, Minneapolis– address reviews and photos attached to the visitor’s centers. Can manage the CVB office and the visitors center on google. Check for accuracies.

19. Susan, Travel Portland – moved into a new facility an installed a water bottle filler into the Visitors Center. It’s green and great for sustainability. In two months over 500 bottles were saved.

20. Michelle, Visit Knoxville – a way to get people from Knoxville to Gatlinburg - created the Knox Smokey shuttle and the cost includes a pass.


22. Alexis Perrone, Experience Columbus – CHRIS works with acclimating new Americans to Columbus. Creating a family focused visitor guide in their native languages (new Americans help with the translations). Using this organization as way to get these individuals integrated into their entire community.

23. Lynn, Huntsville – selfie machine in visitors center with backdrops. Getting people out in the community and engaged is the Lucky Duck Scavenger Hunt; bronze ducks around town, local residents use it for family reunions, companies and visitors use it as well.

24. Chris from Kelowna – handwritten signs that say no public restrooms. Worked with the downtown partner association to create clings and a google map that directs folks to all public restrooms.

25. Shelly Grauberger, Springfield MO CVB – they provide postcards for visitors; visitors go to locations to get stamps that they bring back to the visitor’s center and get a t-shirt

26. Jill Pope, Visit Cheyenne – Started a “how to market your event” free class , shows businesses step by step how to post an event on Face Book. Usually do it at a hotel or library

27. Nani Almanza, Monterey County CVB- provide a gift of four post cards from the destination as incentive for the visitors to complete a survey. Internal communication with the team at the Visitors Center- encourages the team to go to a separate little page saved as a bookmark and they refresh the page to see member current events.
28. Sarah Wallin, Visit Napa Valley – wine bottle shaped sticker with details. A second sticker with #I do Napa Valley (for newlyweds); encourage visitors to post pictures on their UGC gallery page.

29. Michele Hayes, Visit Omaha- old school photo booth with props, warren buffet head and post the social media pics in the visitors enter.

30. Rudd, Seattle - Having a presence at Amazon and established a direct email. Amazon conducts quarterly job fairs, directs emails and messages that the marketing team at Visit Seattle creates for Amazon.

31. Scott from VisitPittsburgh - Individuals can hand write notes for children in the hospital; coffee tasting from a charity and the proceeds go back to the organization. # tags and handles on twitter to reach out to conferences. Reach out to meeting planners to ask them if they would like local gifts for attendees.

32. Cameron from Green Bay – Tournaments for girls and boys volleyball; students can share for team on the jumbotron. Encouraged visitors to do the same so that the attendees see a welcome from members and use a # tag that feeds into the visitors’ center.

33. Chris – Catch Des Moines – developed a Brew Moines App – local brewers. Once completed you get a t-shirt, helps with local relevancy. Because of the app individuals spent ten days in Des Moines.

34. Savannah, Visit Central Florida – Curate ambassador program. Encourage them to promote pass the training sessions to explore more.

35. Sue Porter, Visit Fairfax – works with the local taxi companies, provides visitor guides and show them apps. Visitors like the actual customer service and it has been helpful.

36. Karen Meirink, from St. Louis –Celebrity driven commercials that highlight what they love about St. Louis. It is marketed to local community.

37. Francesca Ayensu Yeboah, Greater Newark CVB Shop Newark to promote local businesses in the city. Distributes a shopping card and locals get a small rebate at the end of the year.

38. Charlotte from Spokane – staff at the Visitors Center has been made the trip advisor experts. Her job to get into Trip Advisor to provide correct responses to questions about the city.

39. Nancy with Banff - content creation as we get more engagement with people in the funnel, posts information as quickly as possible for relevancy.

40. Jodi LaPierre, Visit Ithaca – colleges in the community – parents’ weekend, alumni weekend reunions - uses it as an opportunity to connect with repeat visitors

41. Partnered with local rescue shelters to bring in kitten or puppies and the locals become ambassadors.
42. Chris Lewis, Kelowna - Water bottle filling station which is also a water fountain. Made cheap water bottles that are sold for $6 and thanks everyone for using the water bottle. Had 20 solar panels installed on the visitor center that highlights sustainability, i.e., how many trees are saved, etc. Mobile Visitors Services vehicle is now a hybrid.

43. Jessica Lawrence from Discover Flagstaff – created a referral card with a map of how to get to the Visitors Center and when the visitor comes in they get a gift. The partner who refers the most for each quarter gets lunch purchased for their front desk staff.

44. Cheryl Kaizuka, Bellingham Whatcom County Tourism – Farm team for the Mariners called the Bell. Wrap the busses in conjunction with the team. Two mobile kiosks. They were losing volunteers and created T FAM trips six times a year to keep the volunteer staff engaged. Also holds six volunteer meetings and it has decreased turnover for volunteers by two thirds.

45. Susan at Travel Portland depend on volunteers for the Visitor Center – introduced the annual volunteer yearbook. A compilation of all volunteers and fan books. Volunteers love it and use it as a resource.

46. Karin Aaron, Greater Newark CVB – Luncheon during National Travel and Tourism week. Recognize attraction partners. Created a binder with visitor information that includes frequently asked question and information on restaurants, etc. Can update the pages until they create a formal ambassador program.

47. Jill Pope, Cheyenne, Wyoming - Send out a weekly email in the winter; every day in the summer and still fax info specifically for the front desk staff regarding events going on that day/week.

48. Nancy- Banff- electric bikes to get around quicker, peak season to allow workers to work four days a week so that they have three days to explore. They also can be contracted for more money.