

Discover tools to promote tourism. Identify traveler needs. Appreciate hidden treasures.



***Red Carpet Service on-line
combines traditional customer service
with needs of travelers and tourists.***

This self-paced, interactive on-line training is set up in 8 modules along a learning trail. It's fun, practical and research-based and tailor-made for staff and management of local attractions, convenience stores, service stations, restaurants, retail shops, lodging and more.



**RED
CARPET**

Service

on-line

**Roll out your community's hospitality
and bring in tourism dollars.**

An average summer tourist group of **two or three people** spends about **\$464** from just **one two-night stay**. This same group **visiting just one attraction** will stay an extra half-day and **spend an additional \$107**.

-Nebraska Department of Travel and Tourism

Here's what some participants have said:

"Bravo! Every community should be aware of this program."

"I love the interactive portions. And I love that you can do it one module at a time. That makes it much more manageable."

"This is a great way for businesses — even those that aren't 'touristy' — to attract people and their dollars."



RED CARPET

Service

What it is:

Education that helps front-line employees:

- discover tools to promote tourism
- identify traveler needs
- appreciate hidden treasures

How it works:

- There are eight learning modules – each can be completed in about 15-30 minutes.
- Modules are self-paced. Participants can stop and then return at any time, completing one or more modules at a time.
- Potential learners include business owners and managers, front-line employees, chamber of commerce and visitor bureau directors, high school students, community volunteers – anyone who meets travelers and tourists face-to-face.
- Instructors – University of Nebraska–Lincoln faculty

A community organization — such as chamber of commerce, convention and visitor bureau or economic development board — subscribes to Red Carpet Service on-line. They are then assigned an access code which allows anyone in their area access to the program.

The program uses a variety of teaching formats, including activities to test your skill along the way, multiple choice questions, and internet links to explore for more information. The video format is designed to be fast-paced and fun at the same time teaching

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important skills to improve the level of service provided to guests in a community.

What are the benefits?

- Increased understanding of the contributions tourists make to the local economy.
- Renewed appreciation for the important role of front-line employees.
- Improved customer service skills (giving directions, making recommendations, knowing where to find tourism information, etc.)
- Increased knowledge of local attractions and hidden treasures.
- Continued availability of a “ready-to-use” program that includes teaching outlines, handouts and teaching tools initially customized for the community, PowerPoint presentations for each session, post-then-pre evaluation forms, mystery shopper evaluation forms, promotion materials.

University evaluations show participants increase their knowledge, understanding and ability to provide customers with tourism information in 11 areas surveyed. On average, respondents showed a 34.8 percent increase, mainly in the knowledge and ability to share information about main attractions and hidden treasures in the area and location of additional tourism resources.

The value and importance of front-line hourly employees to help generate tourism cannot be overestimated. Help individuals gain knowledge to ensure tourism dollars flow into your community!



Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska–Lincoln cooperating with the Counties and the United States Department of Agriculture.

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