



FRONTLINE TRAINING



FIRST IMPRESSIONS MATTER

IMPROVING VISITOR EXPERIENCE

In the tourism industry, first impressions matter. And much of the time, a visitor's first impression is their interaction with a frontline service worker, whether it's a lodging front desk clerk, a server at a local restaurant, a guide on a tour, or a volunteer greeting visitors at a local attraction.

We want to make sure those frontline experiences are positive, friendly, and helpful! The following guide outlines ways frontline workers can better serve a visitor and answer questions or direct them to information that will improve their experience in Baker.



DESTINATION BAKER

NEED A BRAND OVERVIEW?

Head to our industry webpage and download the “May Training” pdf for a more in-depth overview of the Destination Baker brand and strategic positioning.

This explains more of the why, who, and how of tourism marketing for Baker.

DestinationBaker.com/Industry-Partners



HOW FRONTLINE WORKERS CAN HELP

**Ensure staff are
knowledgeable and friendly.**

Answer visitor questions and direct them to activities,
attractions, and resources.



COMMON VISITOR QUESTIONS

“What is there to do around here?”

“Where should we eat?”

“We have an hour to kill. Any tips on what we should do?”

“Where can I find out more about _____?”

These are some common questions a visitor might ask of a local working at a lodging check-in counter, waitstaff, or shop manager.

What we don’t want a visitor to hear is:

“Nothing.”

“I don’t know.”

“Drive to Boise.”

Let’s take a closer look at how to answer each of these...



“What is there to do around here?”

**CONSIDER WHAT FURTHER
INFORMATION YOU NEED IN
ORDER TO PROVIDE A GOOD
ANSWER, AND WHAT THE
VISITOR NEEDS TO KNOW TO
HAVE A GOOD TIME:**

Interest - history & heritage - arts & culture - outdoors + (specific activities) + (skill level & difficulty)	Time - how long are they visiting for? - how long will it take to get somewhere or do something?
Season & Events - what is accessible and open? - what special things can you only do this time of year?	Personality - based on their personality, what do you think they would enjoy in Baker that might be off the beaten path?



“What is there to do around here?”

GET A CONVERSATION GOING,
AND **BE CURIOUS** ABOUT THEM!

Quite a bit, actually. Are you looking for something related to history, the arts, or the outdoors?

So much! How long are you staying?

I love to take an evening walk on the Leo Adler Parkway...but there's so many options. What's interesting to you?

This time of year is really fun because of [snow, foliage, events]. What are you interested in doing?

BASED ON THEIR RESPONSE,
PROVIDE MORE DETAILS...

LEAD WITH AN ATTRACTION:
“Do you know about the Dredge?
It's really strange and cool...”

LEAD WITH AN EXPERIENCE:
“A hike in the Elkhorns is really beautiful this time of year - and no bugs!”

LEAD WITH TIMING:
“If you have a few days, I'd do both scenic drives...”



“What is there to do around here?”

**ANOTHER HELPFUL THINK
TO ASK SOMEONE IS WHERE
THEY ARE HEADED TO AFTER
THEIR STOP IN BAKER. MAKE
RECOMMENDATIONS FOR
LOCAL ATTRACTIONS THEY
CAN STOP BY AS THEY DEPART.**

On your way out, consider...

East on I-84

*Pack a lunch and stop
at Farewell Bend for
a scenic meal break.*

West on I-84

*You should take US-30 to
North Powder. You can
stop at some local farms
and drive throug Haines
- stop by the museum
there and grab lunch...*

East on OR-7

*Stop for a quick hike
at Phillips Lake, and
drive into Sumpter -
just off the highway
to visit the Dredge.
There may be a train
running at the Sumpter
Valley Railroad, too.*

West on OR-86

*If you haven't already, stop at
NHOTIC. There are also some great
vistas and wildlife viewing along
the main road. Stop in Halfway,
and if you have time, drive up to
Cornucopia or down to the Hells
Canyon Dam. Just know those
detours can add a lot of time to
your trip, but they're well worth it!*



“What is there to do around here?”

If you have trouble answering these questions, get to know more!

Check out the website to understand the experiences and activities available across Destination Baker.

DestinationBaker.com/Experience

DestinationBaker.com/Activities



“We have an hour to kill. Any tips on what we should do?”

GET TO KNOW THEIR INTERESTS.

Are you looking for something close by? Where will you be in an hour?

What sounds interesting? Shopping? Just walking around? Visiting a museum?

You could take a river walk on the Leo Adler Parkway or step into Crossroads to see the current art exhibit. Do you want to move around or rest a bit?

CONSIDER TIMING.

HOW LONG WILL IT TAKE TO GET THERE?

WHAT’S OPEN RIGHT NOW?

WHAT ARE THEY DOING AFTERWARDS? SHOULD THEY STOP SOMEWHERE ON THEIR WAY TO THE NEXT THING?

DO THEY WANT TO BE ACTIVE OR DO SOMETHING RESTFUL?



“Where should we eat?”

A FEW THINGS YOU COULD ASK
TO GET MORE INFORMATION...

How much are you looking to spend?

**Any type of food that
you’re looking for?**

**Downtown has so many options, you
could head there and walk around
until you find something that sounds
good.**

**Mondays can be tough since a lot of
places are closed. But you have a few
options. Would you want Mexican or
something else?**

BASED ON THEIR RESPONSE,
PROVIDE MORE DETAILS...

LEAD WITH A FOOD ITEM:
“I really love the burgers at...”

LEAD WITH AN EXPERIENCE:
**“Haines Steakhouse is a classic
experience...”**

LEAD WITH WHAT’S AVAILABLE:
**“The Main Event is still open at this
hour...”**



“Where should we eat?”

If you have trouble answering these questions, get to know the dining scene in Baker yourself!

See the whole list on the website, and make it a goal to try something new regularly.

DestinationBaker.com/Dining

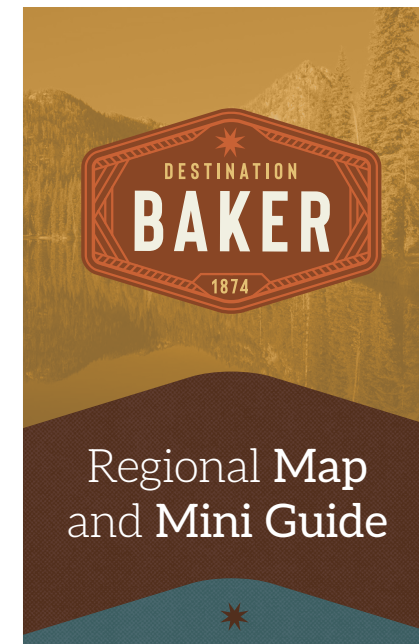


“Where can I find more about ____?”

We have printed maps, an events calendar, and a whole website with information.

If you don’t know how to answer someone’s question, always send them to the website.

DestinationBaker.com





GET IN TOUCH

DestinationBaker.com/Industry-Partners

FIND MORE RESOURCES AND WAYS TO ASK QUESTIONS.

