



ASVA

FOUNDED 1988

*'Supporting and inspiring Scottish
visitor attractions to deliver
sustainable, world class experiences'*

SUPPORT AND INSPIRATION

- ASVA Conference
 - National & International Speakers
 - Networking and information sharing
- ASVA Awards
- Visitor Trends Reports
- Development Programme
 - Emphasis on 'Visitor Experience'
 - Become a QA for a Day
 - Exceeding Visitor Expectations



WHY FOCUS ON VISITOR EXPERIENCE?

- ▣ It's what our members want... as it's what our members now need to deliver
- ▣ Modern visitors looking for 'Authentic, Unique and Personalised Experiences'.
- ▣ VisitScotland Quality Assurance Scheme for Visitor Attractions
 - Revised (toughened) scheme
 - Focus is entirety on visitor experience
 - Up to 10 scores assessing Hospitality & Friendliness and Service & Efficiency of ALL staff

EXCEEDING VISITOR EXPECTATIONS – What is it?

- ▣ **Identifying, meeting and exceeding visitor expectations**
 - Understanding your visitors and creating memorable experiences
- ▣ **Delivering high quality service**
 - Making a great first and lasting impression
- ▣ **Connecting with visitors**
 - Communicating successfully and understanding visitor needs
- ▣ **Engaging and inspiring visitors**
 - Going the extra mile and bringing your attraction to life
- ▣ **Resolving challenging situations**
 - Using visitor feedback positively and service recovery
- ▣ **Promoting your attraction**
 - Acting as an ambassador and encouraging repeat business

MODERN VISITOR EXPECTATIONS

From this...



- ❑ Unique, personal and memorable experiences
- ❑ Proactive and inspiring service delivery
- ❑ Information on a wide range of topics
- ❑ Something that you can't get from a guide book

To this...



EXCEEDING VISITOR EXPECTATIONS

▣ VisitScotland Guidelines –

- Warm and friendly welcome, eye contact and smile
- Pro-active and responsive behaviour, staff leading conversations
- Empathy and rapport. Staff members showing an interest in the visitor (personalising the service)
- Demonstrating enthusiasm for visitor engagement, with efforts made to ensure that the visitor gets the most out of their experience
- A positive ending!

EXCEEDING VISITOR EXPECTATIONS

- **EVE Course Tips**
 - **Observe your visitors behaviours and body language**
 - **Lead the conversation**
 - **Ask questions**
 - **Manage expectations – Information is power**
 - **Actively listen**
 - **Be aware of what you say, how you say and what your body is saying!**
 - **Know your product**
 - **Don't assume knowledge**
 - **Be a storyteller**