Tourism Destinations, Facility Destinations

Presented by:

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Portions of this presentation adapted from the original First Impressions Training and Orientation template developed by Professor Andy Lewis. This webinar was made possible through a partnership grant from the North East Center for Rural Development.
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Today’s Agenda

- Program Adaptations
  - Tourism
  - Small Towns
- Discussion and Q&A
Upcoming Webinars in this Series

- Thursday, July 23: 10-11:30 am EST
  Adaptations of the First Impressions Program: Engaging Youth and Millennials, Urban Neighborhoods

- Wed, August 19: 10-11:30 am EST
  Evaluating the Effectiveness of the First Impressions Program in the Northeast: A Discussion of Scholarship
Tourism First Impressions

- West Virginia
  - Destination
  - Facility

- Wisconsin
  - State parks (1995)
  - Heritage tourism (1995)
  - Resort (1997)

- Ohio State
  - Tourism byways
The First Impressions Program aims to help communities learn about *existing strengths and weaknesses* as seen through the eyes of the first-time visitor.

The results of the First Impressions Program can form the basis for future development.
Program Objectives

Awareness ➔ Dialogue ➔ Community Action
WVU RURAL Tourism First Impressions

- Designed to serve as an initial engagement in community-based tourism development support
- Destination version pilot with 2 communities and 2 State Parks in fall of 2011
- Tourism facility pilot at a County Park in spring 2013
- Main Street/ONTRAC Conference 2014 & 2015
- Fairs and Festivals version
WVU Tourism FI Process

- Engage destination leadership
- Determine scope of assessment
- Identify costs associated with assessment
- Discuss funding options
- Develop assessment team
- Introduce assessors to manual
- Conduct visit
- Compile data
- Present findings/report
- Follow-up
Destination Competitiveness Model

Figure 1: Destination Competitiveness and sustainability model (Crouch and Ritchie, 2003)
WVU Tourism Fl Manual Sections

**Destination**
1. Visitor Demographics
2. Prior to Your Visit
3. Initial Impression
4. Community Information
5. Visitor Motives
6. Attribute Performance Evaluation
7. Residential Areas
8. Assets Visited
9. Lasting Impressions
10. After Your trip
11. Main Downtown Business Area

**Facility**
1. Visitor Demographics
2. Prior to Your Visit
3. Initial Impression
4. Transportation
5. Visitor Information
6. Hospitality
7. Facilities
8. Natural Environment
9. Food and Beverage
10. Tourism Attractions/Activities
11. Using your “senses”
12. Lasting Impressions
13. After Your Trip
Visitor Demographics

1. Name:

2. Destination:

3. Where do you live?

4. What is your gender?
   - Male
   - Female

5. What is your age?
   - 18-32
   - 33-48
   - 49-67
   - 68+

6. In which season are you visiting?
   - Spring
   - Summer
   - Fall
   - Winter

7. How often do you travel for leisure?
   - 1-5 trips/yr.
   - 6-10 trips/yr.
   - 11-15 trips/yr.
   - 16-20 trips/yr.
   - 21+ trips/yr.

8. How many miles per trip do you typically travel on leisure?
   - 0-49
   - 50-100
   - 101-200
   - 201-300
   - 301-400
   - 401-500
   - 501-800
   - 801-1000
   - 1000+

9. Which type of trips do you take most often?
   - Day
   - Overnight

10. When you stay overnight, typically, how many nights do you spend at a single destination?
Visitor Demographics

1. Name:
2. Destination:
3. Where do you live?
4. What is your gender?
   □ Male
   □ Female
5. What is your age?
   □ 18-32
   □ 33-48
   □ 49-67
   □ 68+
6. In which season are you visiting?
   □ Spring
   □ Summer
   □ Fall
   □ Winter
7. How often do you travel for leisure?
   □ 0-5 trips/yr.
   □ 6-10 trips/yr.
   □ 11-15 trips/yr.
   □ 16-20 trips/yr.
   □ 21+ trips/yr.
8. How many miles per trip do you typically travel on leisure?
   □ 0-49
   □ 50-100
   □ 101-300
   □ 301-500
   □ 501-800
   □ 801-1000
   □ 1001-3000
9. What type of trips do you take most often?
   □ Day
   □ Overnight
10. When you stay overnight, typically, how many nights do you spend at a single destination?
    □ 1-2
    □ 3-4
    □ 5-7
    □ 7+
Assessor tips
Manual updates & additions

- Situation: Today’s traveler has become tech-savvy, using online research to plan trips to destinations.

- Additions are needed to bring the process up to date and fully evaluate a visitor’s experience in a community or tourism destination.
The Facts

- Travelers report 86.1% of their travel planning is done on a computer, smartphone or tablet computer BEFORE a trip.

- 74.4% of travel planning is done on these devices DURING a trip.

Q: What percentage of your travel planning is typically done using each of the following before you leave for your trip?

- Laptop or Desktop Computer: 69.9%
- Table: 25.4%
- Smartphone: 21.3%
- Printed Materials: 13.2%

Q: What percentage of your travel planning is done using each of the following while on your trips?

- Laptop or Desktop Computer: 13.7%
- Table: 8.0%
- Smartphone: 8.2%
- Printed Materials: 39.9%

The State of the American Traveler, Destination Analysts, Volume 17, January 2015
Pre-visit

Updates based in part on a study of municipal websites.

- Accessibility
- Speed
- Navigability
- Content
- Visual appeal

1. Use a search engine (like Google.com) to search for the destination.

- What’s listed first, second, third?
- Could you find info?
- What was helpful?
2. Visit a specific website

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Somewhat Disagree</th>
<th>Somewhat Agree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>It was easy to find information on the website.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Information was where I expected to find it on the website.</td>
<td>☐</td>
<td>☐</td>
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</tr>
<tr>
<td>Menus helped me find information on the website.</td>
<td>☐</td>
<td>☐</td>
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</tr>
<tr>
<td>Web pages loaded without much delay.</td>
<td>☐</td>
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</tbody>
</table>

Accessibility, Navigability, Speed
<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Somewhat Disagree</th>
<th>Somewhat Agree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The information was well presented.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>We pages were visually appealing.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
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<td>☐</td>
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<tr>
<td>I noticed typographical errors.</td>
<td>☐</td>
<td>☐</td>
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<td>☐</td>
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<td>☐</td>
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<tr>
<td>The information was useful.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>More information is needed on this site.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

**Content, Visual appeal**
Pre-Visit

3. Social media
Do you use? Which ones?
Open-ended question about social media use to plan visit.
4. Mobile Device Use

Do you use a mobile device?

Did you use it to plan the visit?

Please describe.
Post-Visit

Did your online research prior to the trip help with the visit?

Did the information accessed online match what you found when you arrived?

Did you access the Internet to search for information during your visit? Please describe.

Did you use social media during your visit?
  - If yes, which social media sites did you use?
  - Please describe.
## Destination Attribute Performance Evaluation

Please rate the destination’s attributes on a scale of poor to excellent.

<table>
<thead>
<tr>
<th>Tourism Performance Evaluation</th>
<th>Poor</th>
<th>OK</th>
<th>Neutral</th>
<th>Good</th>
<th>Excellent</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Hospitality and friendliness of residents</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>2. Customer service</td>
<td></td>
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<tr>
<td>3. Dedicated tourism attractions</td>
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<tr>
<td>4. Safety and security</td>
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<tr>
<td>5. Cleanliness</td>
<td></td>
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<td></td>
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<tr>
<td>6. Conveniently located</td>
<td></td>
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<tr>
<td>7. Accessibility of destination</td>
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<tr>
<td>8. Visitor accessibility to attractions</td>
<td></td>
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<tr>
<td>9. Variety of activities to do</td>
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<tr>
<td>10. Activities for children</td>
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<tr>
<td>11. Directional signage</td>
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<tr>
<td>12. Well marked roads/attractions</td>
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<tr>
<td>13. Road conditions</td>
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<tr>
<td>14. Local transportation efficiency</td>
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<tr>
<td>15. Shopping facilities</td>
<td></td>
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<tr>
<td>16. Weather/climate</td>
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<tr>
<td>17. Value for money in tourism experiences</td>
<td></td>
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<tr>
<td>18. Variety and quality of accommodations</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>19. Variety and quality of restaurants</td>
<td></td>
<td></td>
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<tr>
<td>20. Variety and quality of shopping options</td>
<td></td>
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<tr>
<td>21. Nature-based activities</td>
<td></td>
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<tr>
<td>22. Adventure-based activities</td>
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<tr>
<td>23. Historic/heritage attractions</td>
<td></td>
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<tr>
<td>24. Interesting architecture</td>
<td></td>
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<td></td>
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<tr>
<td>25. Cultural attractions</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
Destination Manual

Lasting Impressions

1. What was your most positive experience?

2. What was your most negative experience?

3. What are the destinations strengths?

4. What are the biggest challenges facing the destination?

5. What would you change about the destination?

6. From your perspective, what additional activities/facilities/services would you suggest to be offered in this destination?

7. What one statement best describes the destination?

8. State two items that should appear on a graphic/visual logo for the destination.

9. What will you remember most about the destination six months from now?

On a scale from poor to excellent please "X" the box that best represents your answer.

<table>
<thead>
<tr>
<th>Lasting Impressions:</th>
<th>Poor</th>
<th>Fair</th>
<th>Good</th>
<th>Very Good</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>10. What is your overall rating of this location as a tourism destination</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Comments:

Do you agree or disagree with the following statements? For each statement please "X" the box that best represents your answer.

<table>
<thead>
<tr>
<th>I would recommend the</th>
<th>Never</th>
<th>Most unlikely</th>
<th>Unlikely</th>
<th>Neutral</th>
<th>Likely</th>
<th>Most Likely</th>
<th>Definitely</th>
</tr>
</thead>
</table>
Hospitality

What to look for:

1. Were you treated with dignity and respect at all times during your visit?
2. Were the employees friendly?
3. Did the employees communicate effectively?
4. Were your needs met promptly?
5. Were any problems that arose dealt with effectively?
6. Are the local residents friendly to visitors?
7. Are visitors encouraged to provide feedback on their experience?

Considering the above indicators, please describe any aspects of hospitality that you observed and would rate as good to excellent in this destination:

Considering the above indicators, please describe any aspects of hospitality that you observed and would rate as fair to poor in this destination:
The Visit
First Impressions Report
May 23, 2013
## Quantitative results

<table>
<thead>
<tr>
<th>Perception</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Somewhat Disagree</th>
<th>Somewhat Agree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directions (GPS, web, print, map) are accurate</td>
<td>18.2% (2)</td>
<td>0.0% (0)</td>
<td>9.1% (1)</td>
<td>27.3% (3)</td>
<td>27.3% (3)</td>
<td>18.2% (2)</td>
</tr>
<tr>
<td>Welcome signs are readable</td>
<td>0.0% (0)</td>
<td>0.0% (0)</td>
<td>25.0% (3)</td>
<td>8.3% (1)</td>
<td>33.3% (4)</td>
<td>33.3% (4)</td>
</tr>
<tr>
<td>There is a gateway point to enter/leave the facility (piece of art, mural, sign, etc.)</td>
<td>0.0% (0)</td>
<td>9.1% (1)</td>
<td>0.0% (0)</td>
<td>27.3% (3)</td>
<td>18.2% (2)</td>
<td>45.5% (5)</td>
</tr>
<tr>
<td>Directional signs are properly located to get you to points of interest</td>
<td>0.0% (0)</td>
<td>16.7% (2)</td>
<td>16.7% (2)</td>
<td>25.0% (3)</td>
<td>41.7% (5)</td>
<td>0.0% (0)</td>
</tr>
<tr>
<td>Hospitality towards visitors was evident upon arrival</td>
<td>0.0% (0)</td>
<td>0.0% (0)</td>
<td>18.2% (2)</td>
<td>9.1% (1)</td>
<td>36.4% (4)</td>
<td>36.4% (4)</td>
</tr>
<tr>
<td>Check-in was handled well</td>
<td>0.0% (0)</td>
<td>0.0% (0)</td>
<td>33.3% (3)</td>
<td>22.2% (2)</td>
<td>22.2% (2)</td>
<td>22.2% (2)</td>
</tr>
<tr>
<td>I would feel compelled to stop if I were randomly passing by</td>
<td>16.7% (2)</td>
<td>33.3% (4)</td>
<td>25.0% (3)</td>
<td>8.3% (1)</td>
<td>16.7% (2)</td>
<td>0.0% (0)</td>
</tr>
</tbody>
</table>
## Qualitative results

<table>
<thead>
<tr>
<th>Positives</th>
<th>Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Brochure provides good information and has a nice look/feel</td>
<td>• Not enough quality information on website to see what you are all about.</td>
</tr>
<tr>
<td>• Phone representative was friendly and informative. World-class natural resources (forests and National River)</td>
<td>• Stark contrast between the strip mall development on bypass and the historic downtown with local shops and restaurants.</td>
</tr>
<tr>
<td>• An outdoor recreation mecca</td>
<td>• Minimal signage directing travelers to the historic downtown and local shops and restaurants.</td>
</tr>
<tr>
<td>• Fall is beautiful!</td>
<td>• Locals and employees of service providers could be more knowledgeable of the regions tourism assets.</td>
</tr>
<tr>
<td>• National River and Bridge are tremendous assets.</td>
<td>• Would like to see more local arts and crafts displayed and available for purchase as souvenirs.</td>
</tr>
<tr>
<td>• Well maintained roads</td>
<td>• Lack of recycling opportunities.</td>
</tr>
<tr>
<td>• Friendly people</td>
<td>• Downtown could be more walkable/bikeable.</td>
</tr>
<tr>
<td>• Locals seem to be happily involved in and supportive of tourism</td>
<td>• Seems you’d almost have to know a local to find the really cool spots.</td>
</tr>
<tr>
<td>• Resorts offer great trips and excellent customer service</td>
<td>• Some of the billboards are extremely unsightly.</td>
</tr>
<tr>
<td>• A significant number of day trippers</td>
<td></td>
</tr>
<tr>
<td>• Downtown has potential</td>
<td></td>
</tr>
</tbody>
</table>
A picture is worth 1,000 words!

A few guests found the signage overwhelming upon entrance to the facility.
The Report - Qualtrics data export

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. What is your gender?</td>
<td>Male</td>
<td>4</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>15</td>
<td>79%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>19</td>
<td>100%</td>
</tr>
<tr>
<td>4. What is your age?</td>
<td>18-32</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>33-48</td>
<td>6</td>
<td>32%</td>
</tr>
<tr>
<td></td>
<td>49-67</td>
<td>11</td>
<td>58%</td>
</tr>
<tr>
<td></td>
<td>68+</td>
<td>2</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>19</td>
<td>100%</td>
</tr>
<tr>
<td>5. How often do you travel for leisure?</td>
<td>1-5 trips/yr.</td>
<td>12</td>
<td>67%</td>
</tr>
<tr>
<td></td>
<td>6-10 trips/yr.</td>
<td>2</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>11-15 trips/yr.</td>
<td>1</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>16-20 trips/yr.</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>21+ trips/yr.</td>
<td>3</td>
<td>17%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>18</td>
<td>100%</td>
</tr>
<tr>
<td>6. How many miles do you typically travel for leisure?</td>
<td>0-49</td>
<td>6</td>
<td>33%</td>
</tr>
<tr>
<td></td>
<td>50-100</td>
<td>2</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>101-200</td>
<td>4</td>
<td>22%</td>
</tr>
<tr>
<td></td>
<td>201-300</td>
<td>2</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>301-400</td>
<td>2</td>
<td>11%</td>
</tr>
<tr>
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</tr>
<tr>
<td></td>
<td>801-1000</td>
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<td>0%</td>
</tr>
</tbody>
</table>
Highlights of Comments from Nicholas County, WV
Tourism First Impressions Assessments in Fall, 2011

- Commercial development along Rt. 19 is focused on commercial and strip mall development ("anywhere usa") and gives the impression that the destination doesn’t have anything authentic to offer.
- What do you want your image to be? Do you want to target travelers passing through and just needing a pit stop on Rt. 19 with the chain and sprawl-like development or target the traveler seeking an authentic experience on the lake or river with local, authentic lodging and food and drink options?
- Some authentic, local shops and restaurants but they are not easy to find.
- Employees of service providers are not very knowledgeable of tourism assets.
- Locally made souvenirs were difficult to find.
- World-class natural and heritage resources (lake, river, and Carnifex Ferry).
- Most tourists looking for the authentic shops and restaurants they expect to find in a small town go to Fayetteville to eat and drink.
- Nice campgrounds.
- Could do more with festivals and events.
- Fall is beautiful.
- Speed trap doesn’t necessarily entice travelers to stop and stay a while.
- Downtown has potential but sprawl on Rt. 19 dominates.
- Plenty of signage for sprawl on Rt. 19 but little directing travelers to historic downtown.
- NRA and State Parks are tremendous assets.
- Lack of recycling opportunities is disappointing to tourists.
- Nearly all of the rafting companies on the Gauley River are based in Fayette County so their visitors come to raft the river then return to Fayette County for lodging, food, drink, or shopping.
- The area offers a nice mix of overnight lodging options (campground, cabin, hotel).
- A significant number of day trippers.
- Seems you’d almost have to know a local to find the really cool spots.
- Many shops and restaurants are closed on Sunday when tourists want to shop and eat.
- Some of the billboards and adult video store are extremely unsightly.
- Well maintained roads.
- Fairly pristine environment.
- Friendly people.
## Pilot Program Evaluation

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Rating Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>The program had a beneficial impact on my destination/facility</td>
<td>0.0% (0)</td>
<td>0.0% (0)</td>
<td>0.0% (0)</td>
<td>20.0% (1)</td>
<td>80.0% (4)</td>
<td>5</td>
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<tr>
<td>I was satisfied with the return on my investment (whether complimentary or financial) for the program</td>
<td>0.0% (0)</td>
<td>0.0% (0)</td>
<td>0.0% (0)</td>
<td>20.0% (1)</td>
<td>80.0% (4)</td>
<td>5</td>
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<tr>
<td>The program provided me information I found useful for managing my destination/facility</td>
<td>0.0% (0)</td>
<td>0.0% (0)</td>
<td>0.0% (0)</td>
<td>20.0% (1)</td>
<td>80.0% (4)</td>
<td>5</td>
</tr>
<tr>
<td>I would recommend the program to another destination/facility</td>
<td>0.0% (0)</td>
<td>0.0% (0)</td>
<td>0.0% (0)</td>
<td>20.0% (1)</td>
<td>80.0% (4)</td>
<td>5</td>
</tr>
</tbody>
</table>
What are the most significant insights the program revealed to you?

• Park is not promoting the community
• Rail trail is not connected to downtown.
• Pit stop or destination...? This is an issue.
• How do you fight sprawl?
• Need to educate/train hospitality employees
• Billboard ugliness
• Lack of recycling
Can you specify any short term improvements that you were able to implement?

- Local restaurant menus in each cabin
- Have begun a recycling program
- More trail signage
- Hosted a hospitality training
- Improvements in visual impact of entrance road
Can you specify any long-term improvements that you plan to implement?

- More & diversified lodging options
- Continued website improvements. Mobile app
- Film sessions on restaurants, shopping, trails etc. for businesses to use during orientation programs
- Striving to make other areas “cool”
- Signage, signage, signage
Barriers that are preventing you from implementing recommendations

- Getting businesses to understand the need for hospitality training for their employees as well as education about the area.

- Unable to directly control or impact local development and housing along access roads leading to the park.

- Money is always an issue!

- Money (prioritizing expenses with the Board). Through this program the Board has been much more involved with a strategic plan for the park.
Additional comments

- Schedule a possible follow up or at least figure out a way to see if the changes we did make an impact.

- Great program. I believe it gave me insight as to where I needed to try and make improvements.

- Has led us to cooperative improvements projects with Community Resources and Economic Development.
Follow-up after report presentation

- Engagement with Leadership
- Focus Groups
- Resident and Visitor Surveys
- Tourism Action Plan
- Hospitality Training
Tourism FI Challenges

- Cost
- Time to conduct thorough assessment
- The right assessors/tourists (experts, peers, multi-generational, niche markets)
- Developing a brief but thorough manual
Tourism is like a fire...

It can cook your food, or

It can burn your house down
Tourism First Impressions in Minnesota

CYNTHIA MESSER
EXTENSION PROFESSOR
UNIVERSITY OF MINNESOTA TOURISM CENTER
cmesser@umn.edu
- 2013 Pilot with 5 communities in a statewide project

- Part of larger Tourism Assessment Program

- Modeled after WI and WV programs

- Initially print booklet, now moving to electronic too (Qualtrics)
Small Community & Neighborhood Impressions

- Developed & piloted in 2014
- Smaller scope of questions intended for communities or neighborhoods walkable in three hours

Access the Neighborhood/Small Town Impressions Tool PDF for no charge online at
Tourism questions

Community Version

Neighborhood Version

Tourism
What features or populations make this neighborhood unique?

Is the community well known for an attraction or event or other characteristic?

What have you seen that could be developed into a tourist attraction (natural or man-made)?

What local restaurant, specialty shop, or attraction would bring you back to this neighborhood in the near future?

Grade and comment on the quality and appearance of existing tourist attractions.
Do you consider any of the attractions in the neighborhood to be underdeveloped?
A B C D F

Grade and comment on the availability and selection of overnight accommodations in the neighborhood (hotels, motels, campgrounds, B&Bs).
A B C D F

Consider taking a photo about this topic.

Community First Impressions

What natural, ecological, or environmentally related tourist attractions or accommodations exist in the community?

Grade and comment on the quality and appearance of existing tourist attractions.
A B C D F

Grade the availability and selection of overnight accommodations (hotels, motels, B&Bs):
A B C D F

Grade and comment on the customer service of front desk and concierge staff.
A B C D F

Grade and comment on the availability and adequacy of facilities to accommodate a conference, wedding, or a large number of visitors.
A B C D F

Consider taking a photo about this topic.
Small Community & Neighborhood Impressions

- Learn more about the neighborhood impressions program during the July 23 webinar:

- Thursday, July 23: 10-11:30 am/eastern Adaptations of the First Impressions Program for unique audiences: Engaging youth and millennials, Urban neighborhoods and Main streets
Resources

- Webinar resources
  - http://cred.ext.wvu.edu/community-design/first_impressions/webinar-series

- WVU CRED Tourism website
  - http://cred.ext.wvu.edu/tourism

- Wisconsin First Impressions website
  - http://cced.ces.uwex.edu/2012/08/04/first-impressions-program-2/

- Minnesota Tourism Assessment Program
  - http://www.extension.umn.edu/community/tourism-development/
Upcoming Webinars in this Series

- Thursday, July 23: 10-11:30 am EST
  Adaptations of the First Impressions Program for unique audiences: Engaging youth and millennials

- Wed, August 19: 10-11:30 am EST
  Evaluating the Effectiveness of the First Impressions Program in the Northeast: A Discussion of Scholarship
Contact us

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