

DISCOVER
Journey



DISCOVER
Surrey

VISITOR SERVICING & PARTNER UPDATE

VISITOR SERVICING UPDATE

What is Visitor Servicing

- Visitor Servicing focuses on getting information to the visitors and locals.
- It is the frontline of hospitality - ensuring all questions are answered.



Importance of Visitor Servicing

- It is the backbone of the tourism industry, resulting in:
 - Longer stays & higher spending
 - Positive word-of-mouth & online reviews
 - A stronger reputation for Surrey as a destination



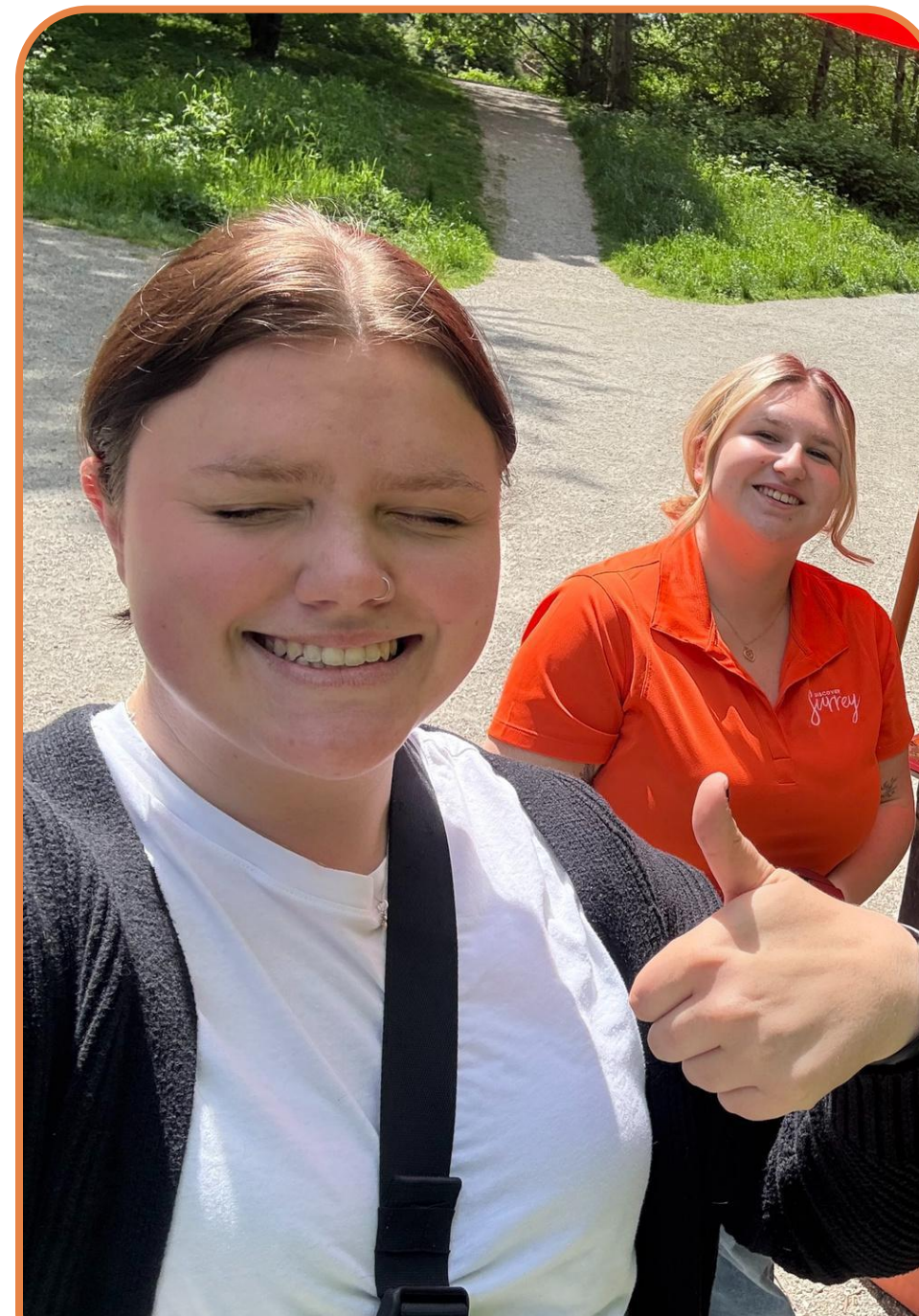
Our Current Model

- Discover Surrey uses a multi-channel approach to Visitor Servicing, including:
 - Mobile visitor servicing
 - Digital approach - through livechat, email, phones, tripadvisor, newsletter
 - Community training - frontline ambassadors through FAM tours



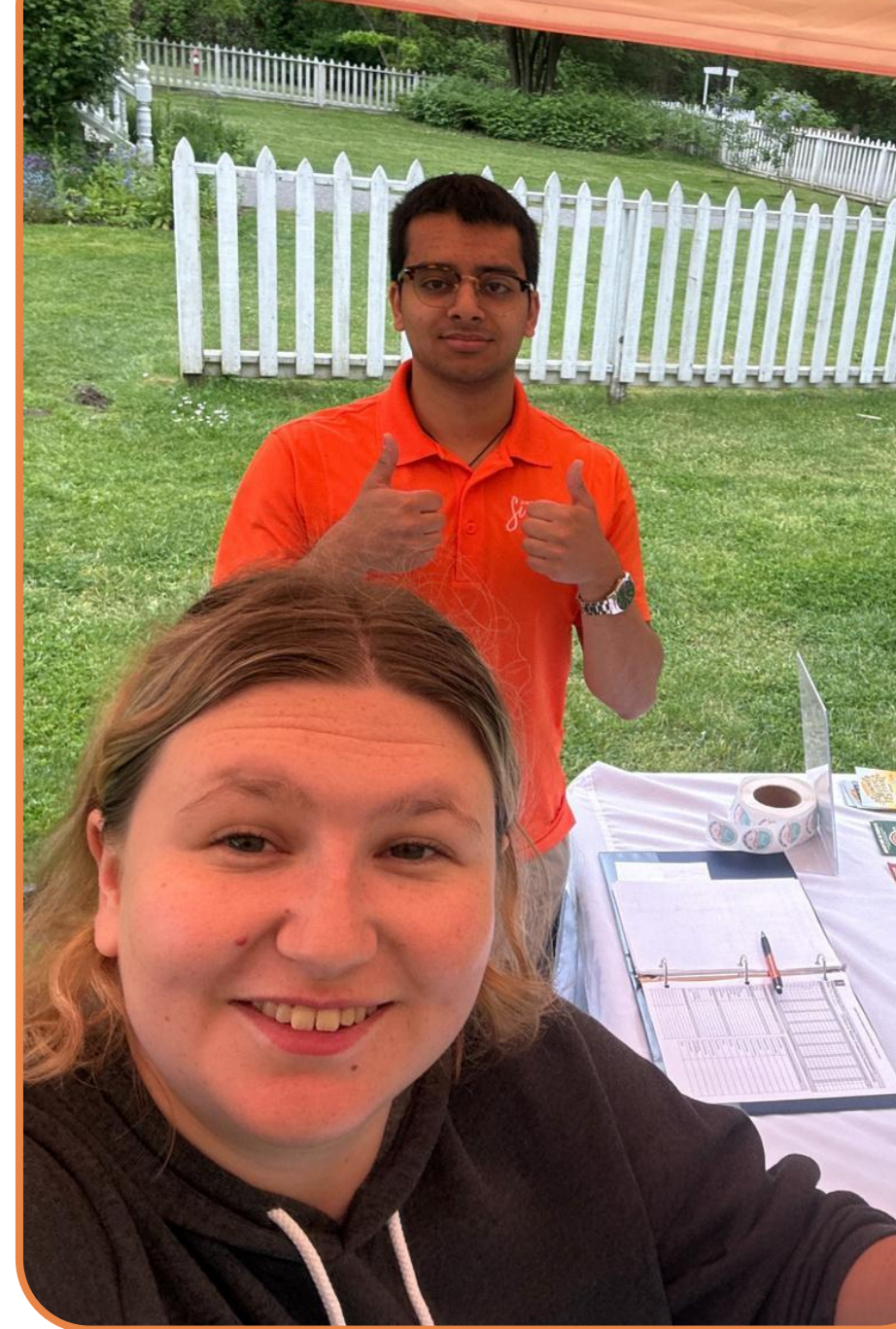
Impact of VS on businesses

- Every question we answer is an opportunity to promote local businesses.
- The more we know about your products, services, and stories; the more we can drive customers to you.



We're Developing the Program

- We're working on some exciting things to develop our Visitor Servicing Program!
 - Volunteer Ambassador Program
 - Incorporating AI in our model
 - Exploring options to expand our services
 - Increase in partnerships & popups
 - Mobile visitor servicing in shoulder seasons



How can you connect with us?



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PARTNER UPDATE

What we're upto

- Partner Meetings
- Stakeholder FAM Tour
- Hosting Partner Networking & Training Sessions
- Continued participation in partner-led conferences and events



EXPECT TO HEAR FROM ME



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