

Tacoma Regional Convention + Visitor Bureau

Local Businesses Experience Region through the Eyes of a Visitor, Organized by the Tacoma Regional Convention + Visitor Bureau

May 20, 2013—Tacoma, Wash.—As part of National Travel and Tourism Week, the Tacoma Regional Convention + Visitor Bureau [TRCVB] launched the beginning of a frontline training program May 10 for frontline customer service professionals in Pierce County. More than 30 participants ranging in hotel concierge to tour guides from Tacoma, Fife, Gig Harbor, Puyallup and Mount Rainier experienced the region through the eyes of a visitor.

The goal of the frontline training program is to enable Pierce County customer service professionals to become experts on the destination they are promoting, gaining first-hand experiences that they can then share with visitors.

The full-day adventure started at the Greater Tacoma Convention + Trade Center during TRCVB's Collaborate to Elevate educational event where local businesses shared best practices, particularly related to customer service and tourism. From there, participants took off on a tour bus to explore Tacoma and surrounding communities.

General Manager of the Courtyard by Marriott, Mike Gommi, found the opportunity too good to pass up. Gommi sent 10 of his frontline staff members on the tour.

The tour, lead by the TRCVB took participants to Chambers Bay, Point Defiance Park, Emerald Queen Casino, Tacoma Art Museum, Washington State History Museum, LeMay—America's Car Museum and Museum of Glass. Those aboard also got a sneak peek of visitor tours from I Heart Tacoma Tours, Karen Haas: Your Step on Guide, Art Bus Tours and Destiny Harbor Tours.

"A customer-first approach starts with vast knowledge of community resources, and the only way of having that knowledge is getting out and experiencing it yourself," said Marcus Carney, TRCVB Director of Visitor Experience.

After a full day of exploration, the day ended with sips and bites from 21 Cellars, Wingman Brewers, 7 Seas Brewing, Heritage Distillery and Adriatic Grill.

"We plan to offer additional visual awareness tours in the near future, as part of an ongoing effort to create brand ambassadors amongst our customer service professionals, especially in preparation for the 2015 U.S. Open," Carney said. "Future trainings will involve more businesses and communities throughout Pierce County."

Visit TravelTacoma.com/Fearless to learn more.

Media Files

Courtesy of Tacoma Regional CVB

- Visual Awareness Tour at Chambers Bay:
<http://www.traveltacoma.com/files/gallery/original/b98f3e85f58743b7.jpg>
- Visual Awareness Tour at LeMay—America's Car Museum:
<http://www.traveltacoma.com/files/gallery/original/0835f0b7296ab4a8.jpg>

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The Tacoma Regional Convention + Visitor Bureau is the official destination marketing organization for Tacoma + Pierce County, Wash. Accredited by Destination Marketing Association International. For more information, visit traveltacoma.com.

For More Information Contact:

Bridget Baeth
Director of Marketing + Communications
bridget@traveltacoma.com
[253] 284-3267 work

[Facebook.com/TravelTacoma](https://www.facebook.com/TravelTacoma)
[Twitter.com/TravelTacoma](https://twitter.com/TravelTacoma)
[YouTube.com/TravelTacoma](https://www.youtube.com/TravelTacoma)
where ART + NATURE meet

1119 Pacific Ave., Suite 1400
Tacoma, WA 98402
T [253] 627-2836
F [253] 627-8783
traveltacoma.com

