

## **The Value of Repeat Business**

Generating new customers is important to the growth of any business, regardless of industry. But just as critical to the health and success of a business is the repeat customer, and RACVB is no exception.

The benefits of repeat business are obvious. First there is the cost factor. There's no doubt it takes more time and costs money to seek out and develop new relationships. How many leads and prospects does it take to develop one new customer? Imagine what would happen if many of your repeat customers left, and you had to replace them with new business. Marketing and sales expenses would sky-rocket. A repeat customer is already familiar with your products and services, so it's a matter of closing the deal.

Repeat customers can also be your best advertising. A satisfied customer will spread the word to friends and colleagues, and because they're a trusted source, their message will have a bigger impact. Best of all, it's free.

## **Customer Service is Key**

The only way to ensure a customer becomes a repeat client is through customer service. RACVB has established five core values that guide our service standards:

- Assertively Friendly – Relentless respect for the culture, emotions and abilities of every person.
- Wow! Encounters – Awesome encounters for every person, every time.
- Innovative Efficiency – Do it faster, better and for less.
- Synergistic Networks - Discover hot resources to build effective results.
- Absolute Integrity – A steadfast adherence to a strong ethical character.

These values shape and influence how we interact with customers, as well as partner organizations and businesses.

At RACVB we recognize our success is closely tied to the success of our customers. If events and tournaments run smoothly and attendees enjoy the experience, event organizers are more likely to return to the Rockford Region, and their event attendance is more likely to grow. This generates more business for our industry partners and helps strengthen the local economy.

## **Creating a Base for Growth**

RACVB still actively and aggressively seeks new customers that choose to visit our region. This is how we grow, and that's an important part of what we do. But we understand our current customers are the base from which we grow, and they contribute greatly to our success and the health of the tourism industry.

For example, the Illinois Youth Soccer Association (IYSA) returns to the region for a tenth time this year with its state cup tournament. The six-weekend event held at Sportscore One draws approximately 45,600 people annually, or 7,600 each weekend. The tournament series will produce an estimated \$1.4 million for area businesses this year.

Illinois Kid's Wrestling Federation (IKWF) has held their state tournament in Rockford for eight consecutive years. The organization recently agreed to remain in the region through 2014. Roughly 900 wrestlers

compete in the championship tournament. The event draws nearly 2,000 spectators, who spend an estimated \$140,000 while in town.

The Girls and Boys Watermelon Soccer Tournament returns for the 17<sup>th</sup> consecutive year in 2010. The tournament has agreed to stay in the Rockford Region through 2012. This year's event takes place June 12-13 and is expected to draw 3,100 players and coaches and an additional 7,800 fans. This will produce an estimated \$356,400 for area businesses.

#### **A Note of Thanks**

Unfortunately, we don't have the space to mention all of our repeat customers, but we recognize that each of them plays an important role at the RACVB and in Rockford's visitor industry. We sincerely thank them for their loyalty and promise we will continue to work to exceed their expectations.

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