



First
IMPRESSIONS
Guest Service Training

FACT SHEET



First Impressions Guest Service Training is a free, tourism-focused customer service training program offered to communities across the state by the Arkansas Department of Parks and Tourism.



The Welcome to Arkansas program began in 2009 in response to research showing that Arkansas's front-line personnel were unable to provide activity recommendations to travelers passing through their areas. Subsequently, potential visitors would leave, resulting in fewer tourism expenditures supporting the local and state economies.



Today, more than 90 communities across Arkansas are receiving guest service training and tourism education specific to their locations through Welcome to Arkansas.



Training sessions are taught by a Welcome to Arkansas program coordinator and local guest service trainers.



Topics covered include: Who is Your Guest?, Serving Guests with Disabilities, Body Language, Giving Directions, Telephone and Email Etiquette, Positive Attitude and many more.



In addition to guest service training classes, educational training tips and videos are available on the Welcome to Arkansas Hospitality Hot Tips blog at WelcomeToArkansas.com.



Tourism is one of Arkansas's top industries, with more than 29 million travelers spending \$7.8 billion in Arkansas in 2017. The ultimate goal of the Welcome to Arkansas program is to lengthen visitor stays and encourage repeat visits.



WelcomeToArkansas.com