



LICENSE TO SERVE

The How-To Guide
For Creating Exceptional
Customer Service

By Doug Price & Joe Ilvento

What Is In It For Me?

Welcome to *License to Serve*, a program designed to boost your confidence as you serve the wide-ranging needs of visitors to your destination.

The training is based on the latest book, *License to Serve*, by Doug Price & Joe Ilvento. Currently IACVB's Senior Vice President of Professional Development, Price has more than 30 years of hospitality experience, including 18 years with Marriott Hotels.

License to Serve Your Destination

U.S. residents logged 1.7 billion person-trips* for leisure purposes in 2016.

You should be very proud to work as part of a multi-billion dollar industry. In the U.S. one out of every nine jobs is related to the travel industry.

Think about it – the travel industry is made up of transportation from airlines and buses to trains, taxi cabs, rental cars and cruise ships. Visitors stay in many types of hotels and campgrounds and eat in restaurants and stadiums.

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They tour museums and theme parks while enjoying beaches as well as mountains.

All of these businesses employ people like you to provide outstanding customer service and manage their operation. You can be proud to say that you are one of the millions of people who work in the vast travel industry.

What is a Convention & Visitors Bureau

Convention and visitor bureaus (CVBs) are not-for-profit organizations charged with representing a specific destination and helping the long-term development of communities through a travel and tourism strategy.

What is a Convention & Visitors Bureau

Convention and visitor bureaus are usually membership organizations bringing together businesses that rely on tourism and meetings for revenue.

For visitors, CVBs are like a key to the city. As an unbiased resource, CVBs serve as a broker or an official point of contact for media, convention and meeting planners, tour operators and visitors.

What is a Convention & Visitors Bureau

The CVB knows the resources in a community and how best to access them. They assist planners with meeting preparation and encourage business travelers and visitors alike to visit local historic, cultural and recreational sites.

Difference between CVBs & Chamber of Commerce

A chamber exists primarily to get businesses and people to move to town permanently.

A CVB wants people to come to town and then leave – but come back and visit again and again!

Value of CVB to Visitors, Business, Media & Planners

CVBs offer unbiased information about a destination's services and facilities.

CVBs save visitors time and energy, as they are a one-stop shop for local tourism interests.

CVBs provide the full range of information about a destination.

Most services provided by CVBs are FREE.

How CVBs are Funded & Make Money

For most services convention and visitor bureaus do not charge their clients—the visitor, the business traveler and the meeting planner.

Instead, most CVBs are funded through a combination of hotel occupancy taxes, membership dues and pay-to-play opportunities.

Why Meetings & Tourism Are important

Travel and tourism enhances the quality of life for a local community by providing jobs, bringing in tax dollars for improvement of services and infrastructure, and attracting facilities like restaurants, shops, festivals, and cultural and sporting venues that cater to both visitors and locals.

Travel and tourism is one of the world's largest service exports and employers.

Why Meetings & Tourism Are important

For example, in the United States travel and tourism is the third biggest retail sales sector. According to the Travel Industry of America, the industry contributes more than \$2.3 trillion to the nation's economy and generates \$157 billion in tax revenues (2016 data).

Indeed, travel and tourism form an economic engine and CVBs are the key drivers.