

Chapter 1 Outline

The Value of Service
The Leisure Visitor
 Recommend versus Refer
 Service upon Arrival
The Meeting/Convention Planner
 On-Site Assistance
 Around the Town
The Sports Event Planner
The Motor Coach Planner
Industry Partners
 In the Lead Position
The Competitive Edge

Competencies

1. Explain why it is important for CVBs to provide excellent service. (pp. 3–4)
2. Describe the ways in which CVBs can serve leisure visitors. (pp. 4–7)
3. Describe the ways in which CVBs can serve meeting and convention planners. (pp. 7–10)
4. Describe the ways in which CVBs can serve sports event planners, and identify how their needs are similar to and different from those of meeting planners. (pp. 10–11)
5. Describe the ways in which CVBs can serve motor coach planners, and identify how their needs differ from those of meeting planners. (p. 11)
6. Describe the ways in which CVBs can serve community businesses and industry partners. (pp. 11–14)
7. Describe lead generation and its costs and benefits. (pp. 12–13)