UTAH HOSPITALITY TRAINING PROGRAM CAFETERIA PLAN

WHAT IS THE UTAH HOSPITALITY TRAINING PROGRAM CAFETERIA PLAN?

The Utah Hospitality Training Program, or Visitor Journey A2D™, is a new tourism awareness training offered by the Visitor Engagement Academy that helps everyone in your destination create positive visitor experiences from their Arrival to Departure, or from A2D™!

The Visitor Journey A2D™ program was designed to increase awareness of how all of the tourism sectors fit together to build the visitor's total experience. And how one person's actions can create a snowball effect of negative – or positive – encounters.

Highly customized for your area, this course helps your entire community learn more about the richness of what you offer visitors. Modules cover how tourism works, discovering your attractions, using resources, answering visitor questions, how to best help upset customers, and much more.

Visitor Journey A2D™ is a blended-learning program. Participants first complete a 75-90 minute online course filled with videos, activities and quizzes about your area and helping visitors. Next, participants attend a one-hour live class to discuss their answers from the course exercises, share what they know, and learn from others in your community.

Once they've successfully completed both parts, they achieve their Visitor A2D Champion™ certificate!

Offering a local Visitor Journey A2D™ program will build upon the statewide Live Elevated Champion program to increase visitors' positive recommendations and repeat visits by aligning Utah communities to the importance of tourism, enhance overall product knowledge of the state's tourism assets, increase cross-promotional strategies across tourism regions and drive the brand through exceptional experiences, everywhere, every time.

*** NOTE:** Prices reflect partner contribution amount, not total program cost

OPT-IN PERIOD: JUNE 2016 – AUGUST 19, 2016

WHO'S ELIGIBLE?

Cities, counties, non-profit destination marketing organizations (DMO's), and similar public entities that have existed for a minimum of one year, in which the primary goal is to attract and retain additional visitors for Utah through tourism promotion.

FOR MORE INFORMATION OR TO OPT-IN, PLEASE CONTACT:

Cicily Kind | *ckind@utah.gov*

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CUSTOMIZED LOCAL HOSPITALITY PROGRAM:

- Complete customized local training build out
- 5 years of annual licensing (program updates and system reports)

* **NOTE:** Program is limited to 5 DMOs during current opt-in period

$5,455

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