

BE A PATH TO BETTER VISITOR ENCOUNTERS



WITH THE OPENING OF A NEW CONVENTION CENTER, TOURISM LEADERS IN ALBANY, NY WERE BRACING FOR A SURGE IN VISITORS. YET AREA STAKEHOLDERS (DMO, HOTELIERS,

ATTRACTIONS, RESTUARANTS) COULDN'T FIND TIME TO DEVELOP TRAINING IN-HOUSE OR DIDN'T WANT TO PAY TO ATTEND OFF-SITE CLASSES. AND, WHEN THE STATE LEVEL COLLABORATION NEVER MATERIALIZED, A2D WAS THE ANSWER.

CHALLENGE:
AFFORDABLE TOURISM
TRAINING

DMO:
DISCOVER ALBANY

PROGRAM:
VISITOR JOURNEY A2D
ARRIVAL TO DEPARTURE



In Albany, like many communities, frontline training, while extremely important, is often put on the back burner. And available training programs are often customer service only with no product knowledge, not sustainable, and/or non-interactive.

A2D changes that by providing the DMO with tourism-focused training as a member/partner benefit, which improves the visitor experience while increasing the tourism spend.

Albany-specific content was developed to:

- ✓ Increase employee engagement
- ✓ Develop a knowledgeable workforce
- ✓ Improve service skills

FOR DISCOVER ALBANY, A2D WAS THE SOLUTION - A BLENDED ONLINE AND IN-PERSON TOURISM TRAINING PROGRAM THAT'S HIGHLY INTERACTIVE AND MET THEIR TRAINING NEEDS.

LET US DO THE SAME FOR YOU. (520) 664-7410 | THEEXPERIENCEINSTITUTE.ORG