

WELCOMING VISITORS BEFORE THEY ARRIVE



Welcoming visitors begins at touch points you have with consumers before they arrive. These are your opportunities to let people why to visit. Consider how you can incorporate content into your various channels

What are your touchpoints?

- Website
- Social media
- Review sites (google, trip advisor) - own these listings and reply to reviews
- Listings ([OntarioTravel.net](#), [TourismOxford.ca](#), [Ontariosouthwest.com](#))
- Advertisements
- Branded product you sell through other locations.
- Corporate vehicle
- Other _____

Do you provide the following on your website?

Do you provide the following on your website?

- Contact Info & Hours of Operation (easy to see/access when site is first loaded)
- Location and directions
- Rates for services (e.g. menu, cost of activities...)
- Who can visit: is it appointment only, age restrictions
- Visiting tips: Will knowing what to wear for a great experience help? E.g. Sturdy shoes recommended for our farm yard fun, You must be wearing close toed shoes for our factory tour.
- Book online. People are likely doing trip planning after hours, so offering the ability to book online (if booking is required) is a great customer service.
- Links to social media you are active on
- Option to subscribe to your email newsletter
- About us: a page celebrating your business story and what makes it notable
- Groups: If you can accommodate groups have a section on your website providing relevant details.

Review your other touch points with customers and consider what of this information would be helpful on these sites.

WELCOMING VISITORS BEFORE THEY ARRIVE



Make yourself part of the local story and trip worthy

Visitors are travelling several hours and need several hours to a full day of activities. Let them know about nearby complimentary activities such as attractions, retail, accommodation, dining.

- Link to www.tourismoxford.ca. Ask us about town pages and itineraries you can share.
- Connect with nearby businesses and share information so you can refer traffic to each other. Celebrate each other and engage on social media.
- Train your staff so they are aware of nearby businesses, their hours, and why people may want to visit.

Tell them why they should visit

On your home page, in a concise way, tell them what makes your location unique. This could be, your business story, a bit about the owner & family, history of the company, product you offer, your philosophy, what you want for customers, and a call to action.

Example: For over 30 years the Wheelhouse Restaurant has been serving up country comfort food with scratch ingredients. People travel miles for our smash burgers made with fresh local beef and our mile high apple pie. We offer a relaxing atmosphere and a large patio for you to socialize and savour local flavours in a rural setting. Reserve your table now.

Health & Safety During COVID-19

Consumers are more comfortable visiting locations they are familiar with and that they know have COVID-19 safety precautions in place. This includes actions of your staff and also expectations of visitors. [View our handout on 8 Smart Strategies to Rebuild Customer Confidence](#)

Want to learn more? Discover more resources on our [industry website](#) (help sheets, videos, workshops, newsletter..)



Questions? Please contact us:

Tourism Oxford

Our rural roots are showing

Prepared by Tourism Oxford

1-866-801-7368

519-539-9800 #3355

tourism@oxfordcounty.ca

OxfordCounty.ca/TourismPartners