



KETCHIKAN

Our lifestyle, your reward

Ketchikan Best Practices

Southeast Conference

Annual Meeting

September 20, 2006

www.visit-ketchikan.com



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Just a note to say how much I enjoyed my visit to Ketchikan...

I found the people we met very friendly and informative, we also took several tours and the tour guide was excellent.

There is so much more to see,

I would return in a heartbeat.

Lily

Toronto



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Thanks for your information on Ketchikan, we had a real nice time in your town, what a great place to live. The mountains, eagles, scenery is indescribable. You all are so very fortunate to enjoy the surroundings. Fortunately for us we visited Ketchikan on a sunny day. See you all again some time.

Lynn

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I want you all to know, we LOVE Ketchikan. The tour guide was FANTASTIC. We loved the interaction he had with other citizens of Ketchikan and all the information he shared with us. THANK YOU for all being so nice to us nosy tourists. Some day we will come for a longer stay.

GOD BLESS,
The Ligon family

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Paid a visit to your beautiful City, last week. We were wishing we hadn't bothered to ride the ...bus. If you are expecting anything resembling a courteous driver, it's more enjoyable to walk.
John

...your representative's disinterest and impatience cost me the chance to see what I really wanted. By the time a friendly and helpful shop clerk explained it too me, I didn't have enough time to get there and back. Naturally, this colored my view of Ketchikan.

Pat



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Visitor Satisfaction Ratings

- **“Very Satisfied” Declined in 2005**

- Overall experience 69% to 45%
- Customer service 65% to 46%
- Community friendliness 70% to 55%
- Tours 70% to 64%
- Shopping 54% to 38%



KVB Board

2006 Directives:

- *Improve quality of our product*
- *Improve quality of our destination*

Develop a voluntary compliance program that encourages standards of excellence and recognition for members who commit to the program.



Purpose

- Ensure positive word of mouth endorsement by visitors
- Improve the level of customer service provided by businesses
- Enhance Ketchikan's reputation as a must see Alaska destination
- Foster positive economic growth in the tourism sector of the economy



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Principles of Best Practices

- Insure visitors are treated with courtesy and respect, and welcomed in such a way as to leave a positive impression on them.
- Accurately describe product/service, address limitations customers should be aware of; provide complete information on pricing to allow customers to make an informed purchasing decision.
- Recognize it is in our best interest to serve the needs/desires of the customer; if our product is not appropriate direct them to the service that best meets their needs.



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Principles of Best Practices

- Address comments/complaints in a timely manner; review business practices to insure policies and procedures reflect commitment to excellence, and respect for the customers we serve.
- Provide accurate visitor information, represent Ketchikan in a positive manner and work cooperatively with other businesses to provide the best possible visitor experience.
- Insure the visitor experience exceeds expectations; so they become our best sales staff in promoting our community
- Incorporate the values inherent in the KVB brand into our company operations and personnel training.



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Implementation

- **Voluntary Compliance**
 - Criteria to be met by members
- **Recognition**
 - Special logo that can be displayed at Business
 - Promotion thru web, visitor guide and in our visitor center



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