





Welcome to Arkansas
is a partnership
between the Arkansas
Parks and Tourism
Department and the
Arkansas Hospitality
Association.



Tourist Trends

- **Americans will have less money and time to spend on travel.**
- **Travelers are expecting more from their destinations.**
- **Their travels are scheduled on loose or without agenda.**
- **Looking for attractions of local origin, to be immersed in the culture.**
- **People want personal growth, education, an opportunity to learn.**

Attractions

- **Parks, Celebrity Sites, Historical Buildings and Landmarks, Museums, Lakes, Rivers, Wildlife Watching, Festivals, Old Grave Yards, Haunts, Food Culture, Agritourism.**

OBJECTIVES

- **Better inform industry personnel regarding local and state attractions.**
- **Improve customer service.**
- **Increase customers' satisfaction with an Arkansas Vacation**



WELCOME TO

Arkansas
THE NATURAL STATE

Goals:

- **Stay longer.**
- **Spend more money.**
- **Plan a return visit.**
- **Spread positive word of mouth marketing on our behalf.**

Tools



Welcome to Berryville

Located in scenic Northwest Arkansas, only 12 miles from Eureka Springs, Berryville balances peaceful, small-town living with exciting outdoors and family-fun attractions. A short drive to Table Rock, Beaver and Bull Shoals lakes, Berryville is known for its excellent camping, fishing, hiking and boating. Canoeing and kayaking are also popular in these parts.

Attractions

BERRYVILLE HISTORIC SQUARE – Shop for antiques and collectibles. Enjoy fine dining and browse local arts. Several festivals and events are held on the public square including an annual Ice Cream Social, Flower and Garden Show and musical gatherings throughout the summer and fall.

CARROLL COUNTY HERITAGE CENTER AND MUSEUM – Artifacts from Berryville and Carroll County are housed in the old 1880 courthouse. Tour a moonshine still, funeral parlor, one-room school and genealogy library. 870-423-6312.

COSMIC CAVERN – Features two bottomless lakes, home to the extremely rare Ozark Blind Cave Salamanders. Guided tours available, including an off-trail Wild Cave Tour. Gift shop on-site. 870-749-2298. www.cosmiccavern.com.

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INSERT AND REMOVE



Customer Service Training

- **Develop relation building skills.**
- **Increase the appreciation for ones' community, and increase the awareness of the attractions that the community has to offer.**
- **The economics importance of the tourist dollar is to every business, community and state.**











Arkansas Hospitality Clinic

CERTIFICATE OF COMPLETION

This is to certify that

Felisha D. Rice

*has attended a seminar on the importance and benefits
of good customer relations, and has successfully
completed the prescribed course of instruction.*


INSTRUCTOR

September 3, 2009

DATE


ARKANSAS TOURISM DIRECTOR

Arkansas.
THE NATURAL STATE

**Who should be involved in
Welcome to Arkansas?**



MR HORNE'S TRAVEL AND TOURISM









Arkansas

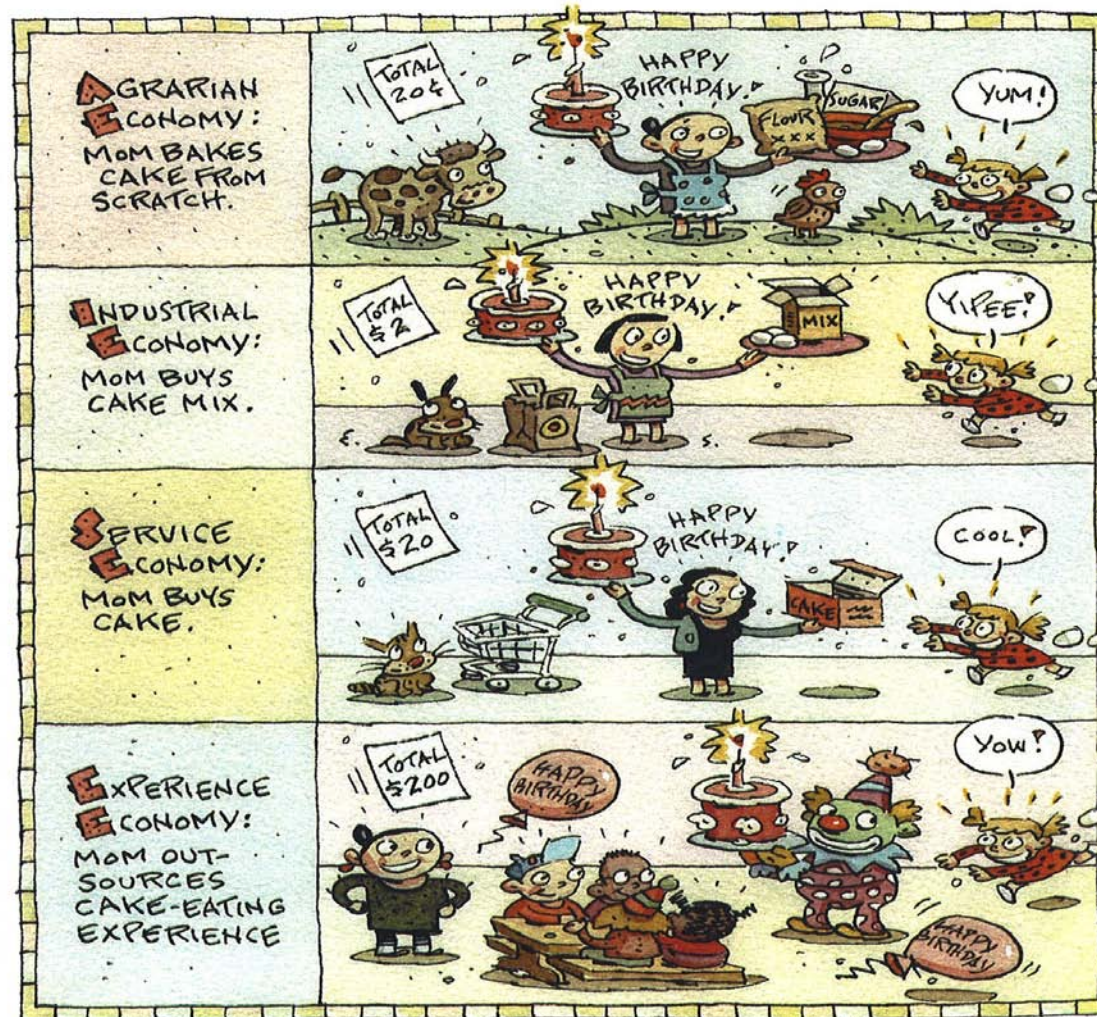
Major Cities and Towns: Bentonville, Eureka Springs, Berryville, Mountain Home, Hardy, Piggott, Cotter, Horseshoe Bend, Melbourne, Mountain View, Fairfield Bay, Heber Springs, Batesville, Jonesboro, Paragould, Osceola, Marked Tree, Bladenville, Marion, West Memphis, Forrest City, Wynne, Bald Knob, Newport, Clinton, Russellville, Morrilton, Conway, Cabot, Jackson, Brinkley, Stuttgart, Helena-West Helena, Dumas, Monticello, McGehee, Arkansas City, Lake Village, Montrose, Crossett, El Dorado, Warren, Forgyce, Pine Bluff, Bryant, Hot Springs, Mount Ida, Mena, Waldron, Booneville, Charleston, Paris, Altus, Van Buren, Fort Smith, Fayetteville, Springdale, Rogers, Harrison, Marshall, Leslie, Ozark, Clarksville, Caddo Valley, Prescott, Hope, Texarkana.

Geographical Features: N. CENTRAL ARKANSAS TOURISM COUNCIL, OZARK GATEWAY REGION, SUNKEN LANDS, SPRING RIVER, RANDOLPH COUNTY, PHILLIPS COUNTY, ARIZONA, ARKANSAS LAND OF LEGENDS, BRADLEY COUNTY, EASTERN ASHLEY COUNTY.

Highways: I-49, I-55, I-75, I-94, US-412, US-41, US-40, US-39, US-38, US-37, US-36, US-35, US-34, US-33, US-32, US-31, US-30, US-29, US-28, US-27, US-26, US-25, US-24, US-23, US-22, US-21, US-20, US-19, US-18, US-17, US-16, US-15, US-14, US-13, US-12, US-11, US-10, US-9, US-8, US-7, US-6, US-5, US-4, US-3, US-2, US-1.

The Experience Economy

James H. Gilmore and B. Joseph Pine II explain how companies can compete in today's Experience Economy by staging meaningful experiences for their customers (Harvard Business School Press, 1999).





Welcome to Arkansas customer service award.





Welcome to Arkansas Team