



TOURISM FACILITY FIRST IMPRESSIONS
A Program for Community Improvement
VISITOR'S MANUAL
West Virginia University Extension Service
Community Resources and Economic Development

First Impressions visitor instructions:

Purpose: The purpose of the First Impressions Program is to help a facility learn about existing strengths and weaknesses as seen through the eyes of the first-time visitor. The results of the First Impressions Program can form the basis for future development. This manual has been developed to focus on visitor related aspects of the facility.

Team steps:

1. An initial meeting will be held to discuss the facility to be assessed, the First Impressions Manual, team assignments, schedule of visits, traveling as a group or independently, etc.
2. Conduct the assessment.
3. Submit the report.

Be sure to review the manual beforehand.

You are encouraged to use the manual to write your answers while in the field but your answers must be typed into the online manual for submission.

Please complete and submit your report using the online manual within two to three days of your visit

When all of the reports are received, the information will be compiled in a single composite report. The final composite report, including photographs, will then be presented.

Please don't hesitate to contact Doug Arbogast, Rural Tourism Specialist for WVU Extension Service, with questions or concerns.

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Tips:

1. Turn on your assessor's lens when you reach the outer limits of the facility and while you are at your particular accommodation(s), attraction(s) and/or activities.
2. Develop a story to explain your visit - you get to be an actor for the day. "Just traveling through and decided to explore, looking for a reason to vacation here next summer, I'm looking for a place to visit and bring my family", etc.
3. Remember...there are no "experts." Your opinion is valid and important.
4. Take a pocket notepad or the manual with you everywhere you go so that you can record what you see and experience. (Please keep in mind, however, that writing in the manual may be too obvious.)
5. Take notes because you may (*are likely to*) forget what you were thinking!
6. Use descriptive, complete sentences and give examples and suggestions rather than "Yes" and "No" answers.
7. If a particular question does not apply to your visit please leave it blank.
8. Talk to as many people as you can. This will tell you how well informed employees are about their facility, the local area and if they are good ambassadors for their area.
9. Pick up a local paper and watch the local news.
10. Use a digital camera to take pictures that document particular observations.
11. Look for positives as well as problems...places need to know what they're doing right. If you see a problem, please spend some time thinking about how that problem could be constructively addressed in the form of a recommendation at the end of your report.
12. There is no wrong way to do this. Two people may see the same thing and react differently.
13. Have fun!

This Manual is divided into 12 sections:

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Visitor Demographics

1. Name:
2. Destination:
3. Where do you live?
4. What is your gender?
 - Male
 - Female
5. What is your age?
 - 18-32 33-48
 - 49-67 68+
6. In which season are you visiting?
 - Spring
 - Summer
 - Fall
 - Winter
7. How often do you travel for leisure?
 - 1-5 trips/yr. 6-10 trips/yr. 11-15 trips/yr. 16-20 trips/yr. 21+trips/yr.
8. How many miles per trip do you typically travel on leisure?
 - 0-49 201-300 501-800
 - 50-100 301-400 801-1000
 - 101-200 401-500 1000+
9. Which type of trips do you take most often?
 - Day Overnight
10. When you stay overnight, typically, how many nights do you spend at a single destination?
 - 1-2 3-4 5-7 7+

Prior to Your Visit

1. Use a search engine (like Google.com) to search for the facility's name. Which websites are listed first, second, and third in the search results?

First website _____

Second _____

Third _____

2. Were you able to find general information about the facility?

Yes

No

3. If yes, which site was most helpful? _____

a. Why?

4. In the URL field of your web browser, type in the facility's website address (_____.com) and click on several pages.

Do you agree or disagree with the following statements? For each statement please check the option that best represents your answer. If a statement is not applicable, leave it blank.

	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
It was easy to find information on the website.	<input type="checkbox"/>					
Information was where I expected to find it on the website.	<input type="checkbox"/>					
Menus helped me find information on the website.	<input type="checkbox"/>					
Web pages loaded without much delay.	<input type="checkbox"/>					

5. Read through several pages on the website listed in question 4 above to rate the following statements. For each statement please check the option that best represents your answer. If a statement is not applicable, leave it blank.

	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
The information was well presented.	<input type="checkbox"/>					
We pages were visually appealing.	<input type="checkbox"/>					
I noticed typographical errors.	<input type="checkbox"/>					
The information was useful.	<input type="checkbox"/>					
More information is needed on this site.	<input type="checkbox"/>					

6. Which forms of social media do you use, if any?

Facebook	Twitter	Instagram	Pinterest	YouTube	Other	None
<input type="checkbox"/>						

If other, please list: _____

7. If you used social media to help plan your visit, please describe.

8. Do you use a mobile device with internet access (like a cell phone or tablet?)

Yes

No

a. If yes, did you use the device before the trip to find information about your destination?

Yes

No

b. If yes, please describe how you used the device.

10. What did you expect to experience at the destination?

Initial Impression

1. The "five-minute" impression: Upon entering the facility what was your initial impression?

Do you agree or disagree with the following statements? For each statement please "X" the box that best represents your answer. If a statement is not applicable to your visit please leave it blank.

Initial Impression:	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
2. Directions (GPS, web, print, map) are accurate	<input type="checkbox"/>					
3. There is a gateway point to enter/leave the facility (piece of art, mural, sign, etc.)	<input type="checkbox"/>					
4. Directional signs are properly located to get you to points of interest	<input type="checkbox"/>					
5. A main office or check-in location was easy to find	<input type="checkbox"/>					
6. I was greeted upon arrival	<input type="checkbox"/>					
7. Check-in was handled well	<input type="checkbox"/>					

Comments:

Transportation

What to look for:

1. Are the street signs well placed?
 2. Are the traffic patterns sensible?
 3. Do the roads feel safe for travel?
 4. Do employees drive courteously?
 5. Is vehicle traffic managed to encourage safe pedestrian movement, via foot or bike?
 6. Are walking paths available?
 7. Do bike lanes exist on roadways?
 8. Is parking conveniently located?
 9. Are parking charges reasonable?
 10. Are public transportation or shuttle options available?
-

Considering the above indicators, please describe any aspects of transportation that you observed and would rate as good to excellent in this destination:

Considering the above indicators, please describe any aspects of transportation that you observed and would rate as fair to poor in this destination:

Visitor Information

What to look for:

1. Was it easy to find information about activities and services available at the facility?
 2. Was it easy to find information about activities and services available in the surrounding area?
 3. Do information booths/kiosks exist to help visitors locate attractions and services?
 4. Is a facility map available?
 5. Is a map of attractions in the surrounding area available?
 6. Are employees knowledgeable of activities and services available at the facility?
 7. Are employees knowledgeable of other local businesses and attractions?
 8. Are educational opportunities available for guests?
 9. Are packages available with other local facilities or attractions?
-

Considering the above indicators, please describe any aspects of visitor information that you observed and would rate as good to excellent in this destination:

Considering the above indicators, please describe any aspects of visitor information that you observed and would rate as fair to poor in this destination:

Hospitality

What to look for:

1. Were you treated with dignity and respect at all times during your visit?
 2. Were the employees friendly?
 3. Did the employees communicate effectively?
 4. Were your needs met promptly?
 5. Were any problems that arose dealt with effectively?
 6. Are the local residents friendly to visitors?
 7. Are visitors encouraged to provide feedback on their experience?
-

Considering the above indicators, please describe any aspects of hospitality that you observed and would rate as good to excellent in this destination:

Considering the above indicators, please describe any aspects of hospitality that you observed and would rate as fair to poor in this destination:

Facilities

What to look for:

1. Are the facilities well maintained?
 2. Is a comfortable temperature maintained in all facilities?
 3. Are facilities attractively furnished?
 4. Are facilities handicapped accessible?
 5. Are restrooms well maintained?
 6. Are waste receptacles available?
 7. Is smoking prohibited inside all buildings?
 8. Are smoke and carbon monoxide detectors installed?
 9. Are there sufficient accommodation options?
 10. Is the accommodation price appropriate for the quality of amenities?
 11. Is the swimming water treated appropriately for human safety?
 12. Does housekeeping maintain a clean environment?
 13. Is housekeeping attentive to guest needs?
-

Considering the above indicators, please describe any aspects of the facilities that you observed and would rate as good to excellent in this destination:

Considering the above indicators, please describe any aspects of the facilities that you observed and would rate as fair to poor in this destination:

Sustainability

What to look for:

1. Is recycling available?
 2. Is an environmental policy on display?
 3. Is air quality good?
 4. Are conservation measures implemented?
 5. Are local products available for purchase?
 6. Does the facility use locally produced products?
 7. Are recyclable products utilized?
 8. Does the facility choose suppliers that are environmentally and socially responsible?
-

Considering the above indicators, please describe any aspects of sustainability that you observed and would rate as good to excellent in this destination:

Considering the above indicators, please describe any aspects of sustainability that you observed and would rate as fair to poor in this destination:

Natural Environment

What to look for:

1. Are the grounds attractively landscaped?
 2. Are the grounds well maintained?
 3. Are there areas of green space?
 4. Are native plants utilized in landscaping?
 5. Does the architecture fit the landscape?
 6. Are historical buildings and sites preserved?
 7. Is new development built to appropriate scale and dimension?
 8. Are the exterior of the facilities attractively decorated?
 9. Is outdoor lighting used appropriately?
 10. Do billboards and signs detract from scenic beauty?
 11. Is there an absence of litter?
 12. Are noise levels appropriate?
-

Considering the above indicators, please describe any aspects of the natural environment that you observed and would rate as good to excellent in this destination:

Considering the above indicators, please describe any aspects of the natural environment that you observed and would rate as fair to poor in this destination:

Food and Beverage

What to look for:

1. Is food and beverage served promptly and at an appropriate temperature?
 2. Is wait staff friendly?
 3. Is wait staff attentive to guest needs?
 4. Are there a range of food and beverage options?
 5. Is there a reasonable price range for food and beverage options?
 6. Is drinking water of good quality?
 7. Are there suitable children's menu options?
 8. Are locally sourced food and beverage options available?
 9. Are alcoholic beverages available for adults?
-

Considering the above indicators, please describe any aspects of food and beverage that you observed and would rate as good to excellent in this destination:

Considering the above indicators, please describe any aspects of food and beverage that you observed and would rate as fair to poor in this destination:

Tourism Attractions/Activities

On a scale from poor to excellent rate the tourism attractions or activities you personally experienced during your trip. For each item please name the attraction/activity, "X" the box that best represents your answer, and explain your rating.

Tourism attractions/activities include: lodging, food & beverage, grocery, lake/river, park, cultural attraction, shopping, festival/event, guided tour, adventure, resort, entertainment, etc.

Tourism Attractions/Activities	Poor	Fair	Good	Very Good	Excellent
1. Attraction/Activity: _____ Please explain your rating:	<input type="checkbox"/>				
2. Attraction/Activity: _____ Please explain your rating:	<input type="checkbox"/>				
3. Attraction/Activity: _____ Please explain your rating:	<input type="checkbox"/>				
4. Attraction/Activity: _____ Please explain your rating:	<input type="checkbox"/>				
5. Attraction/Activity: _____ Please explain your rating:	<input type="checkbox"/>				
6. Attraction/Activity: _____ Please explain your rating:	<input type="checkbox"/>				
7. Attraction/Activity: _____ Please explain your rating:	<input type="checkbox"/>				
8. Attraction/Activity: _____ Please explain your rating:	<input type="checkbox"/>				
9. Attraction/Activity: _____ Please explain your rating:	<input type="checkbox"/>				

10. Is this facility known for any tourist attractions/activities?

Yes

No

If yes, please list:

11. Are there any tourist attractions/activities that this facility could be known for if better promoted?

Yes

No

If yes, please list:

12. Is this facility known for any special events?

Yes

No

If yes, please list:

13. Are there any attractions, activities or services that would bring you back to visit?

Yes

No

If yes, which one(s)?

14. Are there sufficient complementary activities, attractions & services in the surrounding area?

Yes

No

Please explain:

15. Are there additional attractions you would feel compelled to visit in the area if you were to return?

Yes

No

If yes, please list and explain why you didn't visit the attraction(s) on this trip:

Using your “senses”

1. Did you experience any pleasant smells in the facility?

Yes

No

If yes, please list:

2. Did you experience any unpleasant smells in the facility?

Yes

No

If yes, please list:

3. Did you experience any pleasant sounds in the facility?

Yes

No

If yes, please list:

4. Did you experience any unpleasant sounds in the facility?

Yes

No

If yes, please list:

5. Did you feel safe and secure at all times in the facility?

Yes

No

If no, please explain:

Lasting Impressions

1. What was your most positive experience?
2. What was your most negative experience?
3. What are the facility's strengths?
4. What are the biggest challenges facing the facility?
5. What would you change about the facility?
6. From your perspective, what additional activities/facilities/services would you suggest to be offered?
7. What one statement best describes the facility?
8. State two items that should appear on a graphic/visual logo for the facility.
9. What will you remember most about the facility six months from now?

Do you agree or disagree with the following statements? For each statement please "X" the box that best represents your answer.

	Never	Most unlikely	Unlikely	Neutral	Likely	Most Likely	Definitely
I would recommend the facility to my friends and family	<input type="checkbox"/>						
I would visit the facility on a pleasure trip in the future	<input type="checkbox"/>						

On a scale from poor to excellent please "X" the box that best represents your answer.

Lasting Impressions:	Poor	Fair	Good	Very Good	Excellent
What is your overall rating of this facility as a tourism destination	<input type="checkbox"/>				

Comments:

After Your Trip

1. Did your online research prior to the trip help with the visit?

- Yes
- No

Comments:

2. Did the information accessed online match what you found when you arrived?

- Yes
- No

Comments:

3. How did the facility's online presence impact your visit?

4. Did you access the Internet to search for information during your visit?

- Yes
- No

a. If so, please describe how you used the Internet, including sites visited and any mobile apps you may have used.

b. Please make any suggestions or additional comments about the community/destination's web presence.

5. Did you use social media during your visit?

- Yes
- No

a. If yes, which social media sites did you use?

Facebook	Twitter	Instagram	Pinterest	YouTube	Other	None
<input type="checkbox"/>						

b. Please describe how you used social media during the visit.