



Visit Estes Park

The Destination
Marketing Organization

VisitEstesPark.com

DELIVERING THE ESTES PARK PROMISE

Everyone's A Guest! Promise Guide



For more information about Estes Park Brand Strategy or
Visit Estes Park, please contact:

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I am _____

INTRODUCTIONS & ESTES PARK'S BRAND STRATEGY JOURNEY

Introductions

- How long have you been in Estes Park?
- What is your Estes Park story?
- What do you find special about Estes Park?

Brand Strategy Process

1. **BRAND ASSESSMENT**—Research to establish perceptions about and opportunities for Estes Park.
2. **BRAND PROMISE**—The essence of the benefits, both emotional and function, guests can expect to receive while experiencing Estes Park.
3. **BRAND BLUEPRINT**—How we communicate our distinctive brand messages through marketing creative and messaging.
4. **BRAND CULTURALIZATION**—Delivering the Estes Park Promise—Community rollout so that we may all learn what and how important our role is in providing an exceptional guest experience.

Visit Estes Park Brand Strategy: What is a Brand Promise?

Visit Estes Park has developed a strategy for our destination brand. We want to provide a distinctive, truly one-of-a-kind experience for our guests. A community-focused promise will be the basis of our discussion today.

“Everything a destination is about and does is reflected in its promise.”

Our promise is our destination brand's value proposition—our commitment to our guests—defined as the essence of the benefits, both functional and emotional, that visitors can experience in Estes Park. A vitally important aspect of the promise commitment is that it is not just about defining the physical aspects of the destination, but creating an expectation of experience once the guest arrives.

In developing the Estes Park promise, we have had the pleasure of reviewing over 10,000 perceptions from Estes Park guests, community members and residents, travel professionals, and others. Our strategic process has been based on extensive research and will be used as a cornerstone for how we deliver exceptional Estes Park experiences.

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Our journey today:

- Everything a destination is about and does is reflected in its promise. The destination promise provides a clear and meaningful definition of Estes Park in an **emotionally** connected way that defines our uniqueness. Visitors want destinations they trust, so our promise is something we need to stand behind. There is nothing more valuable to our guests than memories of feeling great. Creating memorable experiences, creating connections with our guests, is a core foundation of our promise and the key to our success as a tourism destination.

You play an important role in delivering the Estes Park promise. You are the Estes Park Promise! People may form a judgment of Estes Park through their contact with just one individual. If this person is discourteous, inefficient, or not helpful, it will take a great deal of time and energy to overcome that unfortunate impression.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper appears to be a standard notebook page.

OUR PARADIGM SHIFTS & PROMISE CONCEPTS

Paradigm Shifts

After reviewing our research and completing our Brand Assessment, we developed five main opportunities for Estes Park's Brand Promise.

We call these our Paradigm Shifts:

- Getaway vs. Gateway
- Guest vs. Visitor
- Always in season vs. On- or off-season
- Favorite vs. One of many
- Village vs. Resort

Brand Promise Concepts

Exceptional Outdoor Adventures

Natural

Extraordinary Beauty

Your Favorite Colorado Experience

Real Wildlife

Majestic Mountain Village

Everyone Feels Like a Guest

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ESTES PARK PROMISE & OUR CONTEXT

The Estes Park Promise

Your favorite way to experience Colorado, where exceptional, natural outdoor adventures are a way of life. Extraordinary beauty . . . real wildlife. Welcome to our majestic mountain village where everyone feels like a guest. Everything you wanted . . . better than you imagined.

Our Context

Estes Park is a community of people who cherish and enjoy our mountain village life and its breathtaking natural beauty. Our destination's experience is two "parks" in one: Estes Park and Rocky Mountain National Park . . . Together we offer a one-of-a-kind, exceptional outdoor adventure.

PROMISE PRINCIPLE FOCUS: EVERYONE FEELS LIKE A GUEST

What is a guest? As defined by the Merriam-Webster dictionary, a guest is “one to whom entertainment or hospitality has been extended by another in the role of host or hostess.”

A GUEST is someone who has been invited . . .
A VISITOR is someone who simply comes.

What sets us apart from other destinations?

Why is this important?

- THREE visitor (guest!) centers
- Variety of lodging
- The friendliest destination “wins!”

By living and working in a tourism destination, all of us are in the hospitality business. Hospitality is defined as “kindness in welcoming strangers or guests.”

There is a distinct relationship between what we do and how our guests feel. The more we inspire others, the better they feel about their experience.

How do you know when you're welcome?

“Welcome! We're glad you're here!”

Please share an experience where you had an exceptional vacation or customer experience.
How did you FEEL?



“People will forget what you said, people forget what you did, but people will never forget how you made them feel.” —MAYA ANGELOU

PROMISE BEHAVIORS

Greetings and Expressing Our Welcome!

- Make a great first impression: "We're glad you're here!"
- Greet and welcome each and every guest.
- Make eye contact and smile.

Keep a Positive Attitude!

- Concentrate on what the guest is saying.
- Listen between the lines—try to understand how the guest feels and what they really want.
- Be knowledgeable—know your products and services.
- Use positive feedback to clarify the conversation and show support.
- Be eager to find solutions.
- Be empathetic—listen carefully to understand, own the problem and take immediate action.
- Think of creative ways to say "yes!" and look for creative ways to make the guest feel special.
- **Share your excitement about Estes Park!**

Thanks and Wish For Return!

- Thank the guest and show our appreciation for choosing us!
- "We hope you enjoyed your stay! Thank you for visiting us!"
- Encourage the guest to return. "We hope to see you again soon!"
- When the guest says thank you, be gracious and say, "You're welcome" or "My pleasure."
- Use their name if you can. Personalize!

CASE STUDY: RITZ CARLTON CREDO & PROMISE SIGNALS

Ritz Carlton: The Credo

The Ritz Carlton Hotel is a place where the genuine care and comfort of our guests is our highest mission.

We pledge to provide the finest personal service and facilities for our guests who will always enjoy a warm, relaxed yet refined ambience.

The Ritz Carlton experience enlivens the senses, instills well-being, and fulfills even the unexpressed wishes and needs of our guests.

“We Are Ladies and Gentlemen Serving Ladies and Gentlemen.”

Ritz Carlton Service Signals

- Greeting, using the guest's name.
- Anticipation of guest's needs.
- Warm farewell, using the guest's name.

What are signals we can give to show a guest is going to receive the Estes Park promise?

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The most powerful nonverbal signal is eye contact; and eye contact is **culturally** learned; that is, it differs from culture to culture.

HOW TO DELIVER EXCEPTIONAL GUEST EXPERIENCES: THE RIGHT MINDSET!

Experiences Rather Than Transactions

Everyone loves to feel appreciated. Efficiency is important, but not at the expense of sincere service. You can judge whether professionals really care about their guests by how they acknowledge them, answer their phone calls, follow up on a request, or respond to a need.

The Tony Marquez Story

Can we go the extra mile?

Each and every person in the destination needs to champion our promise and deliver the promise—this will keep us all moving in the same direction—with powerful results.

BENEFITS

PROMISE

VALUES

PRINCIPLES

Ask yourself the following questions:

- Am I committed to providing an exceptional experience for each and every guest?
- Do I always look for a way to support and affirm my associates?
- Will I acknowledge, greet, and thank every guest I come in contact with tomorrow?
- At the end of the day, can I honestly say I provided an exceptional experience for every person and made one person feel “uniquely special?”

When making decisions, ask yourself:

- Will this action be in line with our promise of delivering a distinctive experience?
- Do my actions demonstrate how we are meeting and exceeding expectations?
- Am I consistently delivering our promise?

We are confident that together, we will deliver the Estes Park Promise . . . Together we offer a one-of-a-kind, exceptional guest experience.

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YOUR RESOURCES

For More On Brand Strategy:

Duane Knapp is recognized as the authority on building Genuine Brands. He has authored several books, which are available at the Estes Valley Library for checkout:

The BrandPromise®

The BrandMindset®

Global Destination BrandScience

Please contact Visit Estes Park at any time for further questions or comments!

KIRBY NELSON

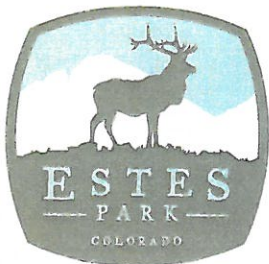
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HOW OTHERS ARE EXCITED TO DELIVER THE ESTES PARK PROMISE!

Here are ways several Estes Park businesses and residents have told us they plan to deliver the Estes Park Promise:

Smile!

Spread the experience.

Be a better listener.

Not honk at people who stop to take pictures of wildlife and be appreciative of living here. ©

Focus more on each and every guest, and promote this “hospitality spirit” with friends and colleagues around town.

By always trying to go the extra mile when interacting with our guests, residents, and associates.

Go back to our team and mirror energy and enthusiasm to our community and guests!