

TOP FIVE TIPS for Welcoming International Tourists



It's always important to welcome guests, but this year, it's especially crucial to ensure our domestic and international visitors, including American travellers, feel welcomed and appreciated. When tourists stop in a community, their experiences are shaped by the people they meet.

International visitors may require extra care to feel welcomed and understood. Your interaction shapes their first impressions and influences the messages and stories shared about their travels to the province. Follow these top five tips to welcome visitors to your business and community.

1. START LOCALLY

Create authentic and memorable experiences for visitors by collaborating with local businesses and communities. Develop a thorough knowledge of local activities, events and attractions and make it a community effort – work with other businesses, associations and town administrators to create a list of attractions, events and popular activities. Distribute the list to every local business and organization and encourage operators to share with staff.

2. SHOWCASE SASKATCHEWAN'S HOSPITALITY

Our province is a welcoming and authentic destination. Lean into the hospitality Saskatchewan people are known for to help international tourists feel comfortable booking their stay. A positive, cheerful attitude is pivotal to a great first impression. Use the W.O.W. method – welcome, observe and win-over. Greet international visitors with a positive tone of voice, listen and identify what products or services they're interested in, and personalize your offerings to the customer's needs.

3. REASSURE VISITORS

Reassure customers that you are here to help. Provide real-time solutions and address any concerns prior to booking. Provide clear and concise information to ease any travel anxieties. Consider creating a Frequently Asked Questions (FAQ) document with answers to commonly asked questions from international visitors.

4. OFFER SUPPORT SERVICES

Travellers will be grateful when you can provide them with information and specifics beyond the services you provide. Provide a list of resources so international tourists can locate any information needed on required documentation, restrictions, etc., and try to add details on topics they may not have considered.

5. CREATE TRAVEL OFFERS

Packaging tourism products and experiences can create fresh appeal and renew interest in your property. Consider your business and the types of international tourists that tend to visit. Make travel attractive to them by tailoring a travel offer to their needs. Don't forget to create a hook to stand out among the competition – choose a unique or enticing service, activity or package that will attract visitors. Check out these [Top Five Tips For Attractive Travel Offers](#) to learn more.