

Step Three: Take a Fam Tour

What's a fam tour? A "**familiarization tour**" is a guided tour of the wonderful attractions in our area. Its purpose is not to simply learn about our area, but to experience the attractions as a visitor would! Taking this tour will then make it much easier for our you to speak knowledgeably about area sites to visitors - from personal experience!

Participants will board the tourism van to visit the area's two historic forts, St. Luke's Church, the Isle of Wight County Museum, the School-house Museum, and more. Even if you have visited these sites before, you and your group will be given a personal guided tour of each attraction and the VIP treatment!

There is no set time or date for this tour. We will make arrangements to suit your schedule. Once you let Connie know that you've completed step 1, she will contact you to schedule the tour. Be sure to ask the tour guide to sign and date this card at the end of the tour.

SIGNATURE OF TOUR GUIDE

DATE OF TOUR



Once all three steps are completed, take or mail this card to the Visitor Center (319 Main Street) to the attention of Connie Chapman. The Tourism Bureau will contact you with details on how and when you will be recognized and receive your Hambassador pin, certificate and (for students) a letter of reference.

Thank you for participating!

Name: _____

Home Address: _____

City: _____ State: _____ Zip: _____

Name of Employer/Business: _____

If you have questions about this program, contact Connie Chapman at 757.365.1644 or via email at cchapman@isleofwightus.net.
Thank you for participating in the Hambassador Program!



Thank you for participating in the Hambassador Program.
Keep track of your progress with this card and turn it into Connie Chapman at the Visitor Center when you've competed all three steps.

Step One: Online Training

Once you register we'll send you a link to the online training course. *This is not a test! You won't be graded!* Simply read through the course. You'll find the information interesting and informative - and you'll learn something new about our area and why **YOU** are so vitally important to our local economy and tourism industry. *If you don't have access to a computer we can provide a printed version of the course.*

Completing the online course is a prerequisite for Steps 2 & 3, so be sure to email Connie when you have finished - as instructed on the last page of the training. Connie will then contact you to arrange your familiarization tour.

I completed the Hambassador Program online training on the date below.

YOUR SIGNATURE

DATE

Step Two: Visit 4 Merchants

This is an opportunity to experience a trip to Smithfield & Isle of Wight County from a visitor's point of view *and* to see how easily you can influence others online. Choose one restaurant, two shops and one lodger to visit from the **dining, shopping and lodging** pages of our website **VisitSmithfield.com** (please do not choose where you work). Answer the questions on the next pages and post a review of one of your visits on either **Yelp.com** or **TripAdvisor.com**. Assistance is available if you are uncomfortable or unfamiliar with posting to travel sites.

Posted on: ☐ YELP.COM or ☐ TRIPADVISOR.COM

Date of Post: _____

Name of business reviewed: _____

General comment made: _____

Name of the **Shop** you visited:

What was your first impression of this shop? What stood out as special?

Describe the customer service you received:

Was there anything negative to report about your visit?

Would you recommend this shop to friends and family?

Rate your overall experience:



You won't be able to experience the lodging venue exactly as a visitor would, so explain at the front desk that you are with the Hambassador Program and ask to look around, perhaps even to see a room. We will be notifying our lodgers that you will be making these visits.

Name of the **Lodger** you visited:

What stood out to you as special about the lobby/rooms/overall atmosphere?

Describe the customer service you received:

Would you like to stay there if you were visiting? Why or why not?

Was there anything negative to report about your visit?

Rate your overall impression of the venue:



Name of the **Shop** you visited:

What was your first impression of this shop? What stood out as special?

Describe the customer service you received:

Was there anything negative to report about your visit?

Would you recommend this shop to friends and family?

Rate your overall experience:



Name of the **Restaurant** you visited:

What was your first impression of this restaurant? What stood out as special?

Describe the customer service you received:

Was there anything negative to report about your visit?

Would you recommend this restaurant to friends and family?

Rate your overall experience:

