



SUSSEX COUNTY TOURISM SUMMIT

Thursday, March 14, 2024

9 am – 3 pm

Minerals Hotel in Vernon, NJ

Funding is provided by a County of Sussex ARPA Grant.

Sussex County agritourism businesses are invited to participate in a county-wide Tourism Summit. The summit will feature speakers on vital topics such as branding, customer experience, and customer service. There will be opportunities for networking too, and lunch is included. There is no charge for agricultural businesses to attend. Funding is provided by a County of Sussex ARPA Grant.

Registration

8:30 AM – 8:50 AM

Opening Keynote

9:00 AM – 9:15 AM

Jeffrey Vasser, Executive Director, New Jersey Division of Travel and Tourism

Jeff Vasser will speak on New Jersey State tourism initiatives, the current State of Affairs of Tourism in New Jersey, and Sussex County, as well as share the New Jersey Division of Travel and Tourism campaigns and tools available to market agritourism industries, as well as other supporting tourism industries, through the State's website, visitor center locations and more.

Unlocking The Power of Branding for Small Businesses:

9:15 AM – 10:00 AM

Josiah Brown (aka The New York Sherpa), President/CTO (Chief Travel Officer), Famous Destination Marketing

You have a business. But do you have a brand? Do your customers really understand what your business is and what you do best?

Attendees will learn about the importance of branding and receive resources to:

- Create a brand presence that is authentic and meaningful.
- Understand how to communicate the business brand using language and images that reinforce the business's unique story.
- Build loyal consumers and strong customer relationships that grow over time.

BREAK

10:00 AM – 10:15 AM

Customer Service Training: Creating a Positive Tourism Experience and Winning Team Culture

10:15 am – 11:45 am

John Formica, Customer Experience Speaker/Trainer/Coach, a leading authority in the Hospitality Tourism Industry. Mr. Formica is a former successful Disney leader/trainer.

The program will provide the following blueprint for success:

- Attract More Customers/Visitors - understanding the mindset of customers to give them what they really want.
- Build Loyalty for Life – How to emotionally engage customers and visitors to encourage them to become return customers.
- Building Relationships – Customers as well as your employees.
- Develop a great customer experience.
- Develop a remarkable team culture to gain loyal and committed employees all working together.
- Learn to be more productive, reduce turnover, build morale, and enjoy your work.

Note: In addition to this session, a follow-up program will be offered specifically for agritourism leaders to help support the success and objectives of their events and businesses. His services will also include a 60-minute Follow up Zoom webinar to answer questions, provide additional insight and help agritourism businesses continue their journey towards creating a unique and memorable tourism destination and experience.

The presenter has also agreed to make himself available for the next 12 months via email for personal one on one coaching, answering questions, reinforcing, and supporting participants and has agreed to give away 10 copies of his top selling book – “How to Succeed in Business and Beat out Your Competition Today.

LUNCH

12:00 PM– 1:00 PM

How To Win First Time Visitors

1PM – 1:45 pm

Josiah Brown (aka The New York Sherpa), President/CTO (Chief Travel Officer), Famous Destination Marketing

A first-time visitor is 11 times harder to get than a return visitor, but they bring in more money and it's how you grow. After years of talking to 10,000 travelers per year, Josiah Brown or the “New York Sherpa” as he is called, has learned what draws people to trying something for the first time. Find out what words, images and stories travelers respond to and how to position your brand to benefit from first time customers.

BREAK

1:45 AM – 2:00 PM

NETWORKING & BROCHURE EXCHANGE

2:00 PM – 3:00 PM

Bring your brochures to swap with fellow businesses to cross-promote to visitors.

Distribute your information in one convenient location. Participating businesses can bring up to 300 brochures to share with others, allowing them to stock their brochure racks to serve visitors and refer travelers to each other's businesses.