


 CASE STUDY |
CAYUGA COUNTY TOURISM


Training the Partner Network to Increase Tourism Dollars



95 Tourism Partners Trained in less than 6 months



2018 NYSTIA Award of Excellence



93% Rated the Program "Valuable" or "Very Valuable"

OVERVIEW

Cayuga County is located in the Finger Lakes Region of New York State. The Cayuga County Office of Tourism (CCOT) is the official tourism promotion agency for the county. Its mission is to promote, support, and increase tourism, and thereby stimulate economic growth and improve the quality of life for residents. An integral part of CCOT's long term strategy is to increase visitor engagement and spending within Cayuga County by training tourism industry partners to become strategic marketing ambassadors. In addition, a need for customer service, sales, and diversity training specific to the travel and tourism industry was identified.

THE SOLUTION

VantEdge developed a three part solution that included:

- 1 Five custom e-Learning modules**
Users engage with content and participate actively in learning through interactive games, puzzles, matching activities, videos and quizzes.
- 2 A secure learning portal for users to access the training 24/7**
The course is accessible to tourism partners through the Tourism E-Training learning platform.
- 3 A reporting system to track completion and measure results**
Weekly reports detailing learner outcomes and completion status are automatically sent to key stakeholders.

THE CHALLENGE

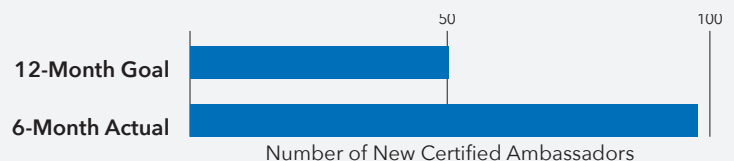
- 1** Keep a high turnover/seasonal front-line staff well informed
- 2** Train a large number of people in a cost-effective manner
- 3** Easily update and maintain accurate training materials
- 4** Make training accessible to staff with variable working hours
- 5** Engage users with different learning styles to maximize retention
- 6** Accurately measure learning outcomes

THE RESULTS

In the first six months:

- ✓ **135** tourism partners enrolled
- ✓ **95** completed the program
- ✓ **93%** rated the training program as "Valuable" or "Very Valuable"
- ✓ Awarded the prestigious "**Tourism Excellence Award - Visitor Services, Public Sector**" from the New York State Tourism Industry Association (2018)

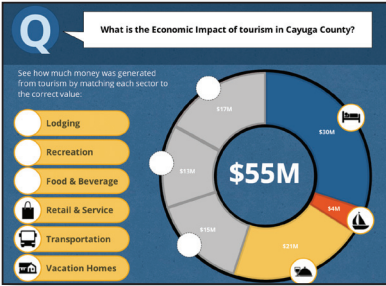
The CCOT Achieved 190% of their Annual Goal in 6 months



PROJECT SHOWCASE

The e-Learning content is aligned to the CCOT strategic direction and covers:

- What actions marketing ambassadors can take in their daily jobs to *drive visitor spending* and *increase visitor engagement*
- Three virtual tours showcasing the county's tourism assets and *how to sell each asset*
- Sales, diversity and customer service scenarios where users *apply what they learned* in previous modules



Drag n' Drop Interactions

THE AUBURN AREA HAS A LOT TO OFFER		
SPORTS & LEISURE <ul style="list-style-type: none"> Auburn Doubledays Baseball Motors Track Drive-in Movies Brewery Tours & Tastings Bowling Miniature Golf 	ARTS & ENTERTAINMENT <ul style="list-style-type: none"> Live Music at local hang-outs Finger Lakes Musical Theatre Festival Auburn Public Theater Comedy Poetry Readings Quilting Arts 	SEASONAL & SPECIAL EVENTS <ul style="list-style-type: none"> First Fridays Outdoor Summer Concert Series Haunted History Tours Beer & Bluejazz Festival Festival of Trees Holiday Parade

Animated Content

Virtual Tours



Videos and Media



Games & Activities

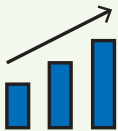
Quizzes and Testing

20 Years Developing Custom Training Solutions

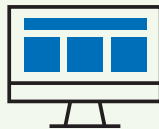
Maximize ROI with Custom Training Solutions

Our experienced team members have been developing cutting edge training solutions in a wide range of industries for two decades. In that time, our services have helped Fortune 500 and small business clients alike increase profitability, improve customer relations, avoid liabilities and reduce employee turnover.

Unrivaled e-Learning Solutions. *Right Now.*



RESULTS-BASED
reduce costs & create revenue



REAL TIME
update courses at any time



MOBILE
learning done anywhere, anytime



GLOBAL
e-Learning has no boundaries

