What is EXP?

This online training program provides our Niagara Falls USA hospitality and tourism community with the knowledge and tools needed to enhance visitor experiences by educating them on our destination's tourism product as well as customer service tips designed specifically for our visitors.

EXP Niagara is aimed to meet the following goals:

• EXPand your customer service knowledge
• Exceed visitor EXPectations
• Become a Niagara Falls USA EXPert in order to...
• Create the best visitor EXPERience
Developing EXP

The Process

- Finding a program based online with tracking component
- Ability to create customized content to deliver our unique message and combat our challenges
- Researched existing programs and found videos for Visit Springfield, MO
- Hosted by Treat ‘Em Right – Phil Bruno
- Discovery visit
- Building themes and writing scripts
- Filming, editing and more editing!
- 1 + year to develop and launch
EXP Niagara

Program Content

• ‘Welcome to EXP’ - introduction video

• A "Brand" New Niagara Falls USA brand introduction video

• Visitor Services Training Videos - customized to meet the needs of our visitor demographic:
  "Welcoming Our Visitors - 4 Easy Steps"
  "Welcoming the World"

• Destination Education videos all specifically themed around Niagara Falls USA's tourism product:
  "Go with the Flow - Niagara Falls USA's Waterways"
  "Niagara Falls USA: Home to History"
  "Sip, Shop and Play throughout Niagara Falls USA"
  "Arts & Culture: Where to Find It"
EXP Niagara

By the numbers

• Launched May 4, 2016
• Six videos originally; there are now eight
• Great response from key partners initially
• Rebranded videos in 2017
• Program takes about 2 hours to complete
• Over 560 Certified EXP Pros since its launch
EXP Niagara

Unique components

• ‘Welcoming the World’ –
  A course designed to educate our workforce on how to provide the best level of service to our international visitors.

• A ‘Brand New Niagara Falls USA’ –
  A course that introduces the Niagara Falls USA brand. Hosted by our President & CEO, John Percy.
EXP Niagara

Challenges

• Editing
• Enrollment vs. Certification
• Changes in product
• Platform change → decreased usage
EXP Niagara

The Future

• Finding new avenues within and beyond our hospitality and tourism community
• Generating pride in our community
• Utilization of the program in local school districts