



Visitor Services

FREE TRAINING FOR FRONTLINE STAFF – LICENSE TO SERVE ROCHESTER!

VisitRochester is proud to sponsor a front-line training program, called License to Serve Rochester, giving front-line tourism professionals a fresh perspective toward service while performing their job. This fresh attitude will make them more motivated and confident as they interact with visitors and coworkers. Visitors will feel as if they are being hosted by a "true ambassador." In the end, staff will obtain skills that will serve them both professionally and personally. The training is free to VisitRochester members, and can be customized to any type of business.

The Services staff is happy to provide managers and GMs a chance to see the training in action – we will either present the program to you at your property/establishment, or keep you posted as to the programs at other properties/establishments that you can sit in on! We know that you will want to provide this training to your staff as soon as you see the program.

If you are interested in hosting a training session for your employees, please contact Kelli O'Connor at 585-279-8303 or kellio@visitrochester.com.