



Visitor Services

FREE TRAINING FOR FRONTLINE STAFF – LICENSE TO SERVE ROCHESTER!

Congratulations to **Genesee Country Village and Museum**, the latest member to complete the free, frontline training program offered by VisitRochester!

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, they will obtain skills that will serve them well both professionally and personally. Visitors will want to return because of the service they received from the staff. The training is free to GRVA 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. **Join your fellow members, and see an increase in happy visitors!**