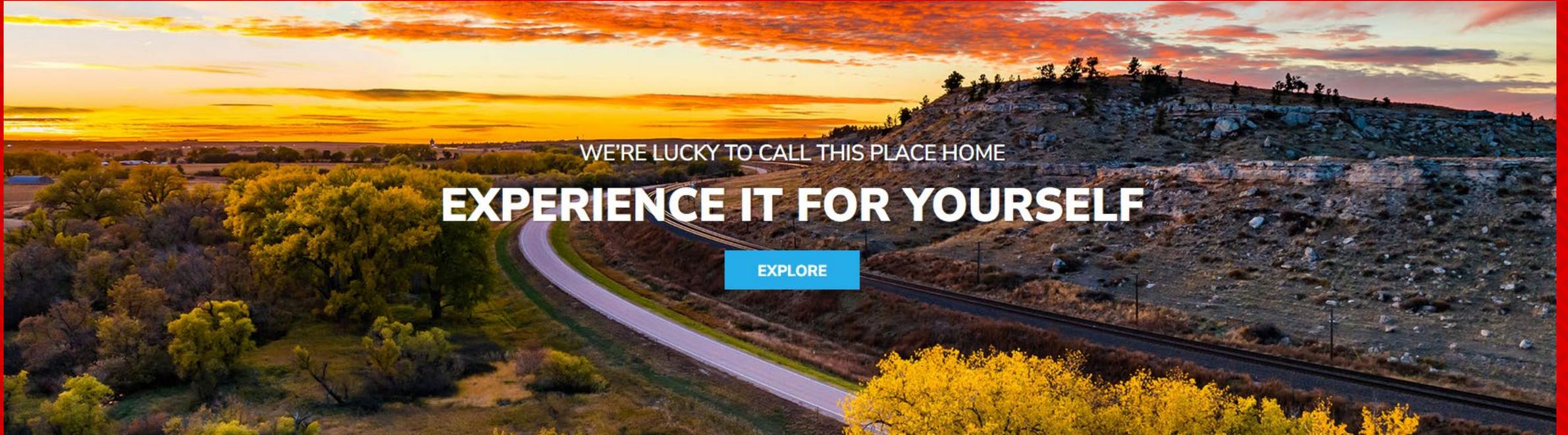


HOSPITALITY HAPPENS HERE: *OPENING DOORS WITH RED CARPET SERVICE*



WE'RE LUCKY TO CALL THIS PLACE HOME

EXPERIENCE IT FOR YOURSELF

EXPLORE

Jamie Bright, Extension Educator

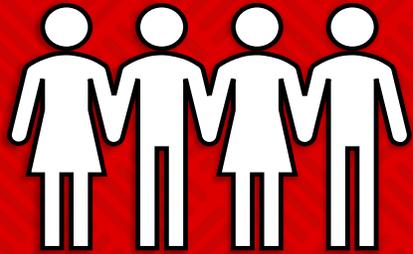
Cheryl Burkhart-Kriesel, Ph.D., Extension Specialist

– Rural Prosperity Nebraska

Kendra Mitchell, Director - Cheyenne County Tourism



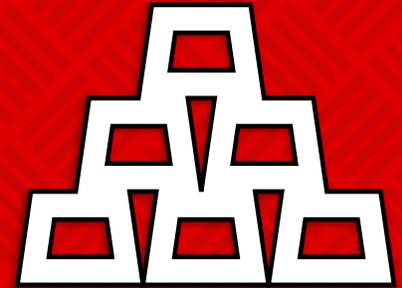
WHAT IS THE RED CARPET SERVICE PROGRAM?



Welcoming people
to YOUR County



Knowing the
“Secrets of Service”

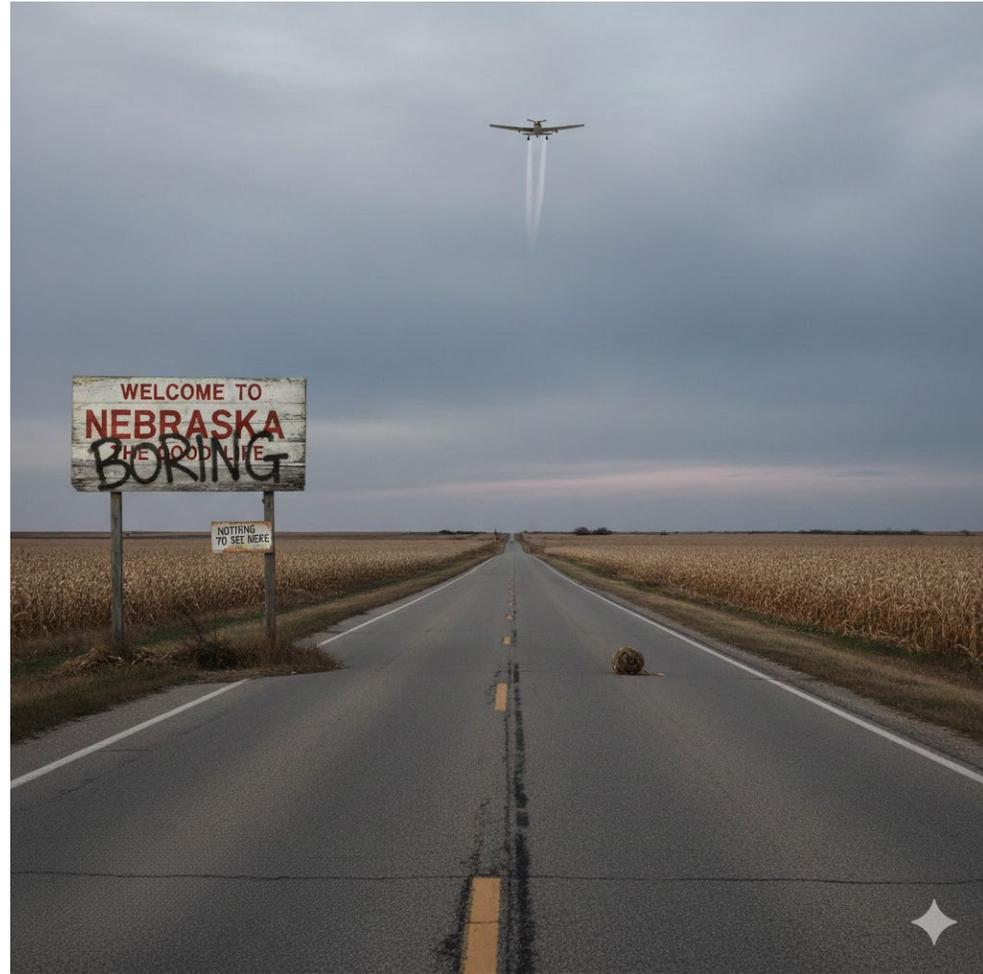


Appreciating local
treasures

DOES THIS HAPPEN HERE?

Why would anyone want to come here?

There's nothing to do around here...



WELCOME !

*Let me tell you about
some of the great things
to see and do while
you're here.*



THE “SECRETS OF S E R V I C E”

See it from the customer’s point of view

Enjoy helping others

Respond courteously

Volunteer your ideas

I can make a difference

Customer is always right

Every detail matters



TOURISM IS *BIG* BUSINESS!

3rd largest industry

In 2024:

Approximately 41,250 jobs

Value to the state - \$4.6 billion*

**Value = comes directly from visitor spending, also from jobs and tax revenue*

- <https://visitnebraska.com/statistics-reports>



LET'S MAKE IT LOCAL . . .

Lodging tax as indicator

Cheyenne County 2024 = **\$358,914.79** in
lodging tax (4%)

Total lodging revenue = nearly **\$9,000,000**
spent on accommodations!

Visitor spending on gas, food, and retail
contributes to an estimated **\$33,000,000**
impact on the local economy



A large yellow lightbulb graphic is centered on the slide. It has a white filament and a grey base. Several short yellow lines radiate from the top and sides of the bulb, suggesting it is glowing. The text is overlaid on the lightbulb.

SOME IDEAS...

“If you have a little time you might want to see...?”

“ We have some great places to eat...my favorite is...”

“One thing you just have to experience is...”



TIPS FOR DIRECTIONS

- Use correct route names
- Specify distance
- Use left/right & north, south, east, west
- Give or draw a map
- Identify landmarks



RESOURCES AVAILABLE

What is available?

What do you use regularly?

What would be helpful?



VisitSidneyNE.com



CHEYENNE COUNTY

[Stay](#)

[Explore](#)

[Eat](#)

[Events](#)

[History](#)

[Contact](#)





**HIDDEN
TREASURES
BRAIN DRAIN**

CUSTOMER SERVICE IS *EASY*, RIGHT?

People LOVE telling their BEST and WORST customer service stories

Opportunity to share with people in other customer service industries

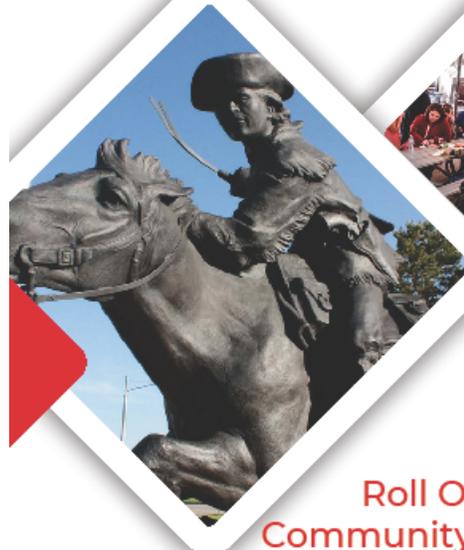


HOW TO GET PEOPLE THERE

- Personal Invitations
- Fliers
- Business advocates
- Staff training opportunity
- Other ideas?

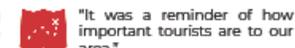
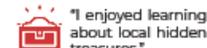
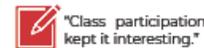
RED CARPET SERVICE

December 3
5:30-8:00pm



Roll Out Your Community's Hospitality

Red Carpet Service combines traditional customer service with the needs of travelers and tourists in your area. This 2-1/2-hour, fun, practical, research-based session is tailor-made for your staff and management of local attractions, convenience stores, service stations, restaurants, retail shops, lodging, and more.



Please RSVP to Kendra by Nov 26 - Director@VisitSidneyNE.com so we can make sure to have enough materials and snacks for everyone. You can scan this QR code to fill out a quick form letting us know more about your awesome team.



FOOD ALWAYS HELPS...



Cookies
Sweet Ice



Beer Bread Mixes
Sidney Feed & Seed



Tigers Blood Lemonade
Sweet Ice



Dips
Sidney Floral



Smoked Wings
Black Cherry BBQ & Buffalo
Aster's Smokehouse

PARTNERSHIPS



Comments:

This was a great experience 😊

IMPLEMENTATION

Things to consider:

Cost

- \$250 + mileage to Extension
- Food
- Advertising

Timeline

- Schedule event
- Advertise
- Personal Invitations

Logistics

- Put together packets
- Print attendance certificates



WHERE DO WE GO FROM HERE?

Version 2.0

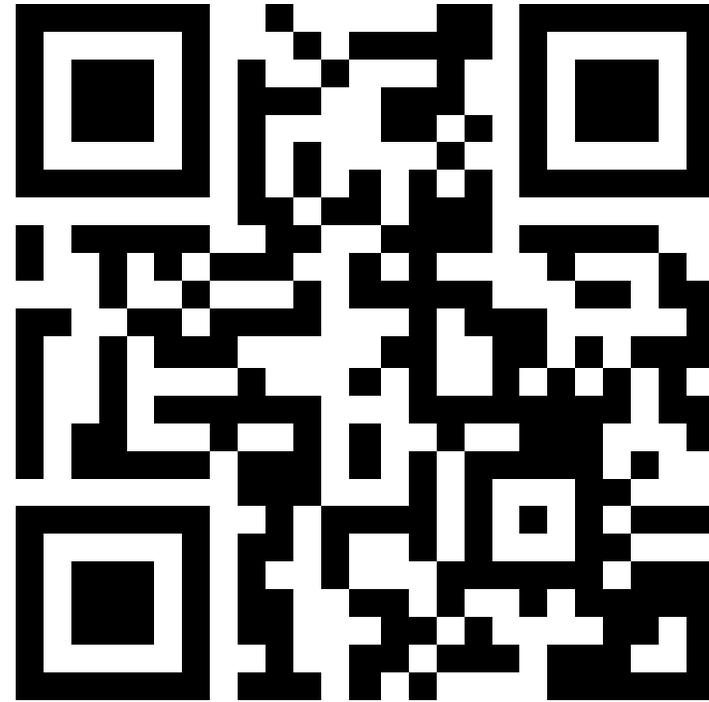
SEEING IS BELIEVING!



Touring area attractions is important:

- ✓ Improves giving directions
- ✓ Helps give good referrals

SHARE YOUR THOUGHTS



<https://bit.ly/4aFywtW>



Jamie Bright

jamie.bright@unl.edu

308-360-1263

Cheryl Burkhart-Kriesel

cburkhartkriesel1@unl.edu

308-632-1234

Kendra Mitchell

director@visitsidneyne.com

308-254-4030

Photos from www.123rf.com & Microsoft 365 & Gemini

Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska–Lincoln cooperating with the Counties and the United States Department of Agriculture.

University of Nebraska–Lincoln Extension educational programs abide with the nondiscrimination policies of the University of Nebraska–Lincoln and the United States Department of Agriculture.