

Sense of Arrival

Market Readiness Guidelines





What is Sense of Arrival?

Sense of arrival is the way visitors are greeted once they arrive. It sets the tone for their entire visit. How visitors are greeted should reassure them they've made the right decision to visit Newfoundland and Labrador (NL). They should instantly feel at home. With a strong sense of arrival, we're all delivering on our brand promise.

A positive sense of arrival also stimulates a visitor's interest and encourages them to experience more of our culture, heritage, and natural attractions. The right sense of arrival can have a great impact on repeat business, length of stay, and even spending.



Market Readiness Guidelines

Visitor Journey

Every visitor journey is different in NL - from their entry and exit points, to their mode of transportation, the services they need, and the attractions and activities they experience along the way. Every partner along the visitor's journey from transportation to visitor services, food, accommodations, and activities can enhance tourism experiences through sense of arrival best practices.



Planning / Booking

The visitor journey starts long before they arrive. Given that trip planning and booking primarily takes place online, well in advance of the trip, your digital presence should be well-designed, responsive (mobile friendly), and contain the most up-to-date visitor information.

Websites and online presence should include:

- Clear and comprehensive information and planning tools.
- Contact information (i.e., email, telephone number, mailing address, location).
- Business overview, highlights of experiences, products, and/or services.
- Hours of operation, including dates and seasonality.
- Booking and reservation instructions, along with rates and cancellation policy.
- Packages and offers.
- High-resolution, experience-oriented photos and videos.
- Amenities.
- Online booking and eCommerce capability.
- Links to social media channels.
- The operator provides timely customer service in a friendly, professional manner.

Airports & Ports / Ferry Terminals

When visitors arrive they should feel an immediate connection to the province. They should know they are in NL, with the facility celebrating our province's brand pillars of people, place, and culture.

Shops and food establishments contain local products unique to NL; experiences are reflective of those visitors will encounter beyond the point of entry.

Transition from the plane or ferry terminal should be seamless, safe, and enjoyable.

For ports and ferry terminals:

- Ensure congestion between commercial traffic and visitors is avoided.
- Visitors should have a clear and safe entrance and exit that is separate, and distinguishable from those for commercial vehicles.

Site should be regularly maintained, including beautification, landscaping, and on-site maintenance, with:

- Clear welcome and directional signage.
- Clean washrooms.
- Friendly and welcoming staff.
- Organized baggage claim.
- Dedicated area on ferries for bicycles, with directional signage for cyclists upon departing the ferry.
- Opportunities for photos / selfies.
- Ease of next steps (i.e., friendly and personable taxi, rental car, services, etc.).
- Access to free wi-fi.
- On-site and well-lit parking area.
- Cleanliness is paramount.
- Comfortable, clean furniture.
- Appropriate site music, where applicable.



Visitor Information Centres

Visitor Information Centres (VICs) should reflect the province's brand pillars of people, place, and culture.

VICs should be regularly maintained, including beautification, landscaping, and on-site maintenance, with:

- Clear welcome and directional signage.
- Clean washrooms.
- Friendly greetings from visitor services staff.
- Opportunities for photos / selfies.
- Access to free wi-fi.
- On-site and well-lit parking area.
- Cleanliness is paramount.
- Comfortable, clean furniture.

VICs should have up-to-date marketing materials of all major attractions, accommodations, and experiences displayed in an attractive, professional manner.

VIC staff should be versed in common queries from visitors (e.g., iceberg viewing, regional attractions, etc.) and be able to assist with planning.

Frontline staff should be trained in social media, online booking and hospitality, with a strong knowledge of local amenities, attractions, and accommodations.

VIC should have a clearly communicated set of operating hours.

Building and parking lot are open, inviting, and fully accessible.

Highways and Roads

Tourist Oriented Directional Signage / wayfinding should clearly inform visitors of driving distances, access to communities, accommodations, attractions, and services.

Viewscapes along major highways or touring routes should be managed to reflect the province's brand pillars of people, culture, and natural environment.

Clear, concise route identification and exits should be provided.

Locations for free wi-fi and cell coverage for online mapping should be provided.

Visitors should have access to GPS coordinates for wayfinding.

Rest stops and public washrooms should be well-marked and available at appropriate intervals.





Communities

To display a positive sense of arrival, basic visitor services need to be the baseline of the community experience. The welcome a visitor receives and the ease of finding amenities, attractions, and services impact their experience as well as length of stay.

Welcome signs should be placed in a location that makes an impactful impression, not necessarily at the community's geographic boundary. Welcome signs reflect the personality of the community and should showcase community pride.

Community grounds should be clean, maintained, and landscaped.

Visitors should be able to navigate the community with ease with clear and consistent wayfinding and directional signage.

Access to attractions, amenities, and services should be easy, effortless, and enhance the visitor experience.

Residential and commercial owners take pride in their homes / buildings and gardens.

Residents are welcoming and inviting to visitors.

Community website should be clear and informative, linking to accurate, up-to-date information about tourism experiences, services, amenities, and attractions.

Accommodations, Attractions, and Services

Sense of arrival begins before visitors actually arrive. Through the planning and booking stage, there are many opportunities to interact with visitors.

Emailing guests, discussing their interests (e.g., whales, icebergs, etc.), and sharing other pertinent information establishes a personal connection before they arrive.

The property should be regularly maintained, including beautification, landscaping, and on-site maintenance, with:

- Attractive wayfinding signage and curb appeal.
- Signage is maintained and updated, including appropriate font size and colour contrast.
- Adequate on-site and well-lit parking area, including full accessibility and verified parking.
- Ample lighting at entrance and on grounds.
- Frontline staff should be warm, attentive, well-groomed, and informative, ideally having completed customer service training. Interaction at check-in / reception can have a positive impact on the visitor's first impression.

- Knowing guest profile before check-in, when possible, offers frontline staff the opportunity to anticipate expectations, tailor conversations, and recommend local attractions.
- Access to free wi-fi.
- Cleanliness is paramount.
- Comfortable, clean, attractive furniture and décor.
- Appropriate site music, where applicable.
- Interior of the facility should be well-maintained, clean, and free of clutter and tripping hazards.

Departure

Encourage repeat visits, traveller feedback (on sites such as TripAdvisor), and sharing of stories, photos, and videos through social media channels with: #ExploreNL

Have Questions?

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