

MAIN STREET  
**Innovation Lab**  
 WEBINAR SERIES

**Main Street**  
 NATIONAL TRUST FOR  
 HISTORIC PRESERVATION



**Why Tourists Shop:**  
*How To Become A Powerful Heritage Travel Destination*

Barbara Wold, Wold International and  
 Scott Gerloff, National Trust Heritage Travel Initiative Visit [www.mainstreet.org/webinars](http://www.mainstreet.org/webinars)  
 Thursday, February 5, 2009 // 1 – 2 pm Eastern for our full webinar schedule

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Barbara  
 Wold

**Why Tourists Shop?**

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People who  
 love to travel,  
 love to shop!

Shopping -- #1 tourist activity  
 #1 Shopping  
 #2 Attend a social or family event  
 #3 Outdoor Activities

Source: Travel Industry Association of America; Travelscope®

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Get your retailers, merchants and businesses to:

- Define their customer's overall experience
- Build superior loyalty by obsessing over every step of the customer experience
- Turn customers into advocates
- Create a real-time experience to drive competitive advantage
- Create a culture of service excellence
- Inspire great performances from their service workforce

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**TOURISM SHOPPING  
TRENDS**

- Value
- Lifestyle
- Experiences
- Internet
- Heritage and Cultural

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**Focus Group**

1. Gather 10 to 12 people to "brainstorm on specific areas of your main street." To attain that attendance, you'll need to invite 20 to 24.
2. Keep the objective of the group specific, not general.
3. Appoint an outsider -- not a company employee -- to be your moderator: he or she will be more objective and therefore effective.
4. Provide a discussion outline and/or worksheet as a guide during the session.
5. Hire someone to take notes.
6. Keep the session to two hours or less.
7. Hold the focus group session in a private room at a local restaurant.
8. Offer compensation of a downtown gift certificate worth \$75 to \$100.
9. Write thank you notes to all participants.
10. Promise the attendees anonymity. You'll get more honest responses and results.
11. Do not video-tape or have an observation "window" overlooking the group.  
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**THE GOAL**

To make people want to do business with your merchants, over and over.

The satisfied tourist is your best business strategy.

Get your tourists to say WOW!

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