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## **City of Westfield and Hamilton County Tourism Launch Super Service Training Program in Anticipation of 1.5 Million New Visitors to Area**

WESTFIELD, IND. (May 13, 2014) – The City of Westfield, in partnership with Hamilton County Tourism and the Indiana University School of Physical Education and Tourism Management, today launched Super Service, an online customer service training program, to prepare the community for the estimated 1.5 million visitors that will attend an event at Grand Park.

“The City of Westfield plans to use Super Service to teach our employees, volunteers, businesses and citizens to embrace Hoosier hospitality. Every visitor that comes to Westfield because of Grand Park needs to be treated with dignity and kindness, so that they plan to return year after year to Hamilton County and truly make Westfield a destination,” said Westfield Mayor Andy Cook.

Westfield’s Super Service program, found online at [www.superservicetraining.com/HamiltonCountyWestfield](http://www.superservicetraining.com/HamiltonCountyWestfield), includes four self-paced education modules that also contain links to additional resources about attractions, amenities in the city and throughout Hamilton County. Participants who complete the training will become part of a team of Hamilton County Ambassadors for Tourism.

The training modules, which can be completed in as little as 45 minutes, include:

1. Exceeding Expectations

The first module focuses on key customer service principles and best practices to ensure each and every visitor feels welcome and leaves raving about Hamilton County as a hospitable destination.

2. All About Hamilton County

This module provides an overview of things to do in Hamilton County, including family adventure, museums, art, outdoor activities and music. It also includes numerous links with more information on restaurants, shopping, hotels and sports venues across the county.

3. All About Westfield

This section provides an overview of Westfield from the trail system to art, recreation to restaurants. A special section gives more information and links for the new Grand Junction and Grand Park.

4. Why Tourism Matters

In this final section, participants will receive information about current projects funded through tourism in Hamilton County and learn more about how tourism supports the community and creates jobs.

Everyone who completes the training will receive a certificate of completion and a lapel pin that can be worn as a visual designation of being a Hamilton County Ambassador for Tourism.

“With the addition of Grand Park and its projected \$1.04 billion in economic impact over the next five years, our county will experience quite a boon from tourists,” said Brenda Myers, Executive Director of Hamilton County Tourism. “Participating in the Super Service training will help area business owners, Grand Park staff, and volunteers from across Westfield better understand the positive impact tourism has on the community, and the positive impact they can have on tourism.”

Westfield’s Super Service program is the first in a series of comprehensive hospitality partnerships that Hamilton County Tourism has planned for the county. Future programs are being designed to meet the specific needs of individual communities, and may include training programs, group services, signage programs or tourism certification programs.

Westfield’s program is based on Visit Indy’s successful Super Bowl XLVI hospitality training, which prepared more than 17,000 volunteers to welcome and assist guests to Indianapolis in 2012. This is the third version of the training program that has been customized specifically for cities. Kokomo and Madison, Ind., also use the program.

This is the second hospitality initiative that Westfield has launched since announcing Grand Park. In 2014, Westfield hired a hospitality coordinator to implement a culture of hospitality in the city.

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