

CUSTOMER INFORMATION CHECKLIST

Great customer service is also about providing the all important “service” element. Having great people skills and imparting information is one part of the equation, which can also be supported by a range of tangibles.

Every cellar door should stock the local visitor guides, regional maps and brochures of prominent attractions and events. However, you can also take it one step further and develop your own tourism information folder. Check out some of the suggestions below:

Regional Tourism Information Checklist

Events & Festivals	Local, State, National (especially if wine, food and lifestyle related, as people will travel)
Accommodation	Hotels, motels, bed and breakfast, caravan parks, backpackers. Include photos if you can.
Transport	Trains, buses, taxis, limousines, bicycles. Include travel and transport timetables
Tour Operators	Day tours, charter tours, limousine tours, bicycle tours, 4WD tours. Include daily tour schedules.
Winery Tours	Publish a list of the wineries in your region offering scheduled and on-demand tours
Cellar Doors	List of local wineries and any special features
Dining Out	Restaurants, cafes, take-away, delis, bakeries. Include actual menus from prominent local restaurants and offer a booking service.
Tourist Attractions	Arts and crafts, galleries, museums, family attractions, specialty shops. Include opening hours and whether costs apply
Natural Attractions	Parks, walking and bicycle trails, picnic and BBQ facilities, lookouts, unique flora and fauna
Information	Visitor Information Centres, local councils and information boards,
General Information	Banks, ATM's, service stations, grocers, hospitals and automobile associations
Maps	Laminated and wall mounted, or counter top to quickly direct visitors to points of interest, travel routes and distances