



Media Release

THE CORPORATION OF THE CITY OF VERNON
3400 – 30 Street
Vernon, BC
V1T 5E6

FOR IMMEDIATE RELEASE

DATE: May 17, 2024

MEDIA CONTACT: Carolyn Baldrige, Manager, Communications & Grants

TELEPHONE: 250-550-3539

Tourism Vernon's Annual Familiarization Tour Day Aims to Empower Front-Line Staff as Tourism Ambassadors

The City of Vernon and Tourism Vernon are helping to create stronger relationships between front-line tourism staff and local tourism attractions.

The annual Familiarization (FAM) Tour Day provides front-line tourism staff, first hand experiences at local tourism attractions. This year, participants, primarily comprised of local hotel front desk staff, visited six businesses.

The information, educational tours and stories shared allow these ambassadors to convey a more personal experience to their guests, lending authenticity to the visitor information they provide.

“By visiting local tourism attractions and businesses, as well as experiencing Vernon as a visitor would, participating front-line workers gain invaluable insights,” said Torrie Silverthorn Manager, Vernon Tourism. “These experiences equip them with the knowledge and understanding necessary to make informed recommendations to visiting guests.”

“It's crucial that we invest in initiatives that elevate our tourism industry and empower our front-line staff to be true ambassadors for Vernon,” said Mayor Cumming. “Equipping them with firsthand experiences and knowledge, provides genuine connections to our city's offerings that they can authentically share with visitors.”

The FAM Tour Day serves as a cornerstone of our Local Concierge Training Program, an initiative aimed at educating front-line staff within the accommodation sector. This program aligns closely with our strategic priority of Activating Local Pride and fostering Tourism Ambassadors within our community, as outlined in Tourism Vernon's Five-Year Strategic Plan.

The Fam Tour Day is a collaborative effort between City of Vernon, Tourism Vernon and local businesses to elevate the visitor experience.

It fosters a sense of pride within our community while simultaneously strengthening Vernon's position as a premier tourism destination.