

## WFA Wine Industry Tourism Toolkit

# Customer information checklist

Great customer service includes providing the all-important "service" element. Every cellar door should stock 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.

Events & Festivals	Local, state and national (especially if wine, food and lifestyle related, as people will travel)
Accommodation	Hotels, motels, B&Bs, caravan parks, backpackers. Include photos if you can.
Transport	Trains, buses, taxis, limousines, bicycles. Include 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
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