



# Best Practices Monthly Report - November 2017

*Innovative Customer Service, Tactic Articles, and Competitive Information*

## [Is the Visitor Center Dead?](#)

*from Skift.com*

Visitor centers were, for decades, one of the first stops many travelers made when they first got to a place. But with the growth of smartphones and mobile devices – essentially providing much of the same information a brick and mortar visitor center would have – some tourism boards feel that visitor centers have been rendered obsolete.

## [How to Avoid Bursting a Customer's Bubble](#)

*from forbes.com*

Customer service training should emphasize awareness of whether a customer's protective shell is open or closed at any particular moment. Employees need to learn to recognize when it's okay to venture into the customer's protective bubble...

## [What Does Brand Loyalty Mean Any More?](#)

*from CMSwire.com*

Is brand loyalty dead? The question is a lot more complicated than you might think. Historically, brand loyalty has gone through some changes over time, adapting to both issues of product quality and to issues of consumer preference. Consumer preferences are constantly changing, and one of the biggest shifts these days is in the ease of buying things online and having them delivered to your door.

## [Too many tourists: Crowding is a big headache at national parks and theme parks](#)

*from latimes.com*

So many tourists head up to the Hollywood sign to snap selfies that Los Angeles Mayor Eric Garcetti has suggested building a gondola to reduce congestion on nearby streets and hiking trails. At Zion National Park, the crowds are so heavy that park officials are considering a congestion management plan that would require visitors to make reservations to enter the popular Utah park.

## [Medical Tourism Provides Technology, Cost Savings](#)

*from Helio.com*

Medical tourism is booming in many countries worldwide. *Primary Care Optometry News* spoke with Daniel Chayet, CEO at CODET Vision Institute in Tijuana, Mexico, which offers a full suite of ophthalmic surgeries with state-of-the-art equipment and procedures.

## [Scaling Customer Service as Business Grows](#)

*from CustomerThink.com*

Businesses experience many changes as they grow up. Ergo, customer service is susceptible to these changes. That's why it's so important that businesses actually communicate with their customers. Businesses must adapt their customer support role to keep up with the growth.

## [How Amsterdam is Solving its Overtourism Problem](#)

*from Conde Nast Traveler*

Overtourism. It's become a travel industry buzzword, and most places are tackling the problem in punitive ways: Dubrovnik is [cutting visitors](#) to a maximum of 8,000 per day, while Scotland's Inner Hebrides are [pleading for people not to visit](#). Venice's tourism minister has [suggested a daily ticketing](#) program that would effectively turn the entire city into a large, for-profit museum.

## [Pounce on These 5 Digital Marketing Trends](#)

*from Business2Community.com*

In 2018, you need a sales and marketing plan that makes the best use of digital marketing to create more visibility and drive revenue. We've identified five major trends that should get your focus in 2018. The businesses that are able to best take advantage of these trends will get a huge leg up over their competitors.

## [5 Strategies to Improve Local SEO in 2018](#)

*from Business2Community.com*

Local SEO competition is heating up. 2018 is the year for you to really raise your local SEO game to enjoy the sweet fruits of high visibility for local searches on Google. Here are 5 strategies you can trust.

## [Virtual Reality and Your Content Marketing Strategy](#)

*from Business2Community.com*

Remember the days when virtual reality was just a thing of sci-fi movies? More than just an entertainment item virtual reality and content marketing go hand in hand as part of your integrated marketing strategy.