

New Online Training Programs from Aquila Help FCCA Members Navigate the New Normal

By Beth Kelly Hatt, President of Aquila's Center for Cruise Excellence

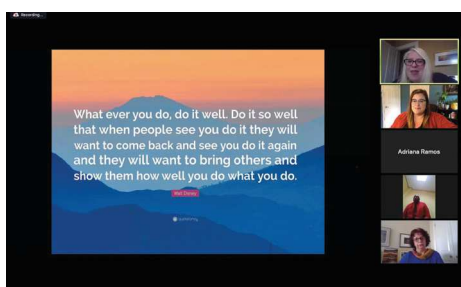
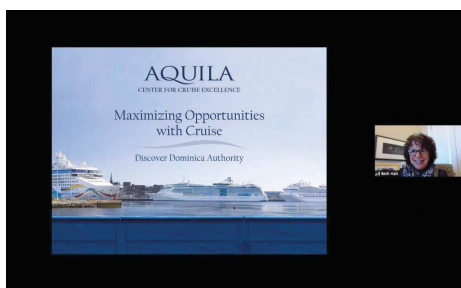
For the past 10 years, Aquila has been the official training partner of the FCCA. Last year alone saw Aquila training on-site in over 35 destinations. All of this came to a halt in March, like most of our tourism and cruise businesses. We pride ourselves on the care and connection we make when we train, and we have spent the last few months working on how to keep that Aquila personal touch while moving to a virtual training reality. By the time you read this, we will be well on our way to showing you just that.

We have decided to start with offering FCCA members a series of workshops and best practices for service excellence in this "new normal" and one-on-one coaching for those destinations and tour operators who really want a more personal training experience. You have called and e-mailed with questions, and we have been trying to find answers. For example:

- How do you reimagine product development and tours with physical distancing and masks?
- How do you ensure your community is ready to embrace cruise again?
- What messaging do you need to send to your community to make sure they believe you when you say you are there to keep your community safe and secure?
- What are some best practices of guidelines around the world for how they are dealing with this new way of operating allowing for a hopeful path to recovery?

- Where can you find the information to help you have the best operation plan possible?
- How can you ensure the service provided by your tour guides and frontlines is the best possible in this new normal?
- How do you create a culture of service within your organization and your whole destination?
- How do you WOW your cruise clients, WOW your guests, and recognize your teams?

We may not have all the answers, but we are ready to discuss and demonstrate ways to raise your level of excellence



and success in the rebuilding process. The future way of operating will not look the same, whether you are a port, a tourism destination, a tour operator, or an attraction.

Learning ways to give the best service in these times, and being innovative with solutions that are relevant to today's environment, are things that we all need today. Our first workshop series starting in June, and again in summer, we will include one for destinations and ports and one for tour operators and attractions. They will be available to a general audience online or privately to your group of stakeholders or managers through online conversations and discussions.

This "How to" workshop series will help with navigating the future of cruise with subjects ranging from How to:

- Prepare your Community to Welcome Cruise
- Build an Operational Plan that Adapts with Change
- Reimagine Product Development and Guest Experiences
- Create a Culture of Service Excellence
- Deliver WOW Experiences for Cruise Lines and Guests

The way to strengthen and accelerate recovery is through community collaborations and engagement. Too often we work in silos, not sharing information with other groups within the same industry, and therefore, not finding our way through the noise. The way to show resilience, hope and vision to your communities is through honest collaboration and constant communication with the relevant partners that can help our destinations rise to the challenge.

Beth Kelly Hatt is the President of Aquila's Center for Cruise Excellence, the FCCA's official training partner. Contact Beth for more information at Beth@CruiseExcellence.com.

