Introduction

Our goal is to increase International travel to Cleveland by optimizing the Cleveland experience to a diverse set of international travelers. Improve international travelers’ experiences will elevate Cleveland’s reputation and economy. Cleveland has potential to grow into an international destination which we see as crucial for its future prosperity.

Timeline

We initially assessed the issues that international student, business and leisure travelers face. The travel process starts before the traveler arrives in Cleveland. There are diverse travel issues that range from locating basic needs to finding entertainment and food.

Problem Statement

“Cleveland does not maximize the International Business Traveler’s practical, aesthetic and intellectual experience before, during, and after their visit.”

Global Cleveland

Global Cleveland – newer group founded by local Jewish community to attract young people to stay or return to Cleveland. Its goal is to increase Cleveland’s population by 100,000 before the next census. Seeks to create desirable jobs in Cleveland that will attract former residents to return and keep current residents. Attracts international to live in Cleveland. Provides resources that help international residents integrate.

Findings

Local tourism boards have different ways of addressing the problem. We all have the goal of promoting tourism in Cleveland, but we don’t want our efforts to overlap with another organization’s efforts.

Positively Cleveland

Positively Cleveland – the local tourism and events commission. Its leadership is mostly from the local athletic commission. Positively Cleveland is event and venue driven. It focuses on bringing domestic/leisure travel to NE Ohio by promoting attractions, large events, and conventions. It’s supported by the local government and businesses.
Overview

The focus of The Cleveland Concierge will be international, short-term, business travelers. We believe there is a great opportunity for a solution tailored to the needs of these travelers. By creating a better overall experience for these travelers we will generate a positive global reputation for Cleveland.

The Business Model

The diagram shows the relationships between the international business traveler and the different components of the business model.

Host Company
- Promote international business in CLE
- Create lasting experience for international guests
- Stand out from competitors

Partnerships
- Locally owned and operated businesses
- Meet service and quality requirements
- High interaction point with travelers
- Key impression point for Cleveland

Concierge
- Cleveland expertise
- Cultural intelligence
- Potentially multi-lingual
- Customized CLE experience
- Customer intimacy
- Business traveler preferences
- Understanding of CRM

Constraints
- Accidents
- Health issues
- Altercations
- Work related issues

International Traveler Group | Michael Doroghazi, Samantha Hourng, Xiang Wang, Yashwant Yadav, Romero Smith, Michael Aboukhaled, Landon Paul
The experience of international travel starts before a traveler physically arrives in the city and continues after they leave. Cleveland Concierge will engage travelers at the beginning of the experience by sending them a Cleveland Passport card before they arrive. This will engage the traveler by creating a positive emotional response. The card is an artifact that adds an element of tangibility to the city.

The Cleveland Passport card is a Cleveland loyalty card. It acts like a traditional loyalty card (i.e. airline rewards) and helps maintain preferences and accrue rewards points. Some services are standard, such as express check-in at hotels, instant restaurant reservations, and access to taxis. As the traveler achieves certain point thresholds, use of the card presents gifts and surprises. Higher point achievements result in higher quality gifts. This creates preferential treatment.

Before
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During
The Cleveland Concierge service will provide business travelers with the best possible Cleveland experience. The host sponsor can customize available services to include the concierge service, passport card or both. This will expose travelers to the vast and diverse resources of Cleveland that the individual traveler prefers. Non-Clevelanders feel like they have experienced Cleveland like a local resident.

After
Travelers will keep the card as a souvenir. This will connect them to their trip to Cleveland and create anticipation for future visits. A website will allow them to see rewards point balances, track their card usage, and present recommendations for restaurants and attractions they may enjoy during future visits.