

The Physiology and Psychology of Adventure Travel:

How to turn your customers into raving fans and a free profit-generating sales force



Join the Antigo/Langlade County Chamber of Commerce and Langlade County Economic Development Corporation on Friday, April 8, 2016, 9:00 a.m.—11:00 a.m. at Northcentral Technical College, 312 Forrest Ave, Room WT108A/B Antigo, WI 54409

Dana Johnson M.S, business consultant and adventure concierge of Open Leaf Excursions, takes you on an expedition through the mind and body of a tourism customer. Learn how digging deeper into the personality and physiology of customers can help you understand why humans make the choice to travel and how they act while traveling. Understanding the actual physiology and psychology of these nuances will give you the edge of trust and better help you with selling to the new generation of tourists. This presentation will be interactive and can benefit all sectors of the economy dealing with customer relations.

Cost: \$10 per person. Includes a light breakfast.

Please contact the Chamber office at 715-623-4134 to RSVP by **Tuesday, April 5, 2016**

