

Visitor Information Officer interview questions

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What to expect

Visitor Information Officer interviews focus on how you handle people, bookings and local knowledge under real counter conditions. Panels are usually small, and they will want to hear you talk about specific visitor situations rather than general customer service theory.

- **Customer service and client-facing:** Questions about handling enquiries, complaints and difficult visitors, often with a tell me about a time approach.
- **Process and systems:** Questions that ask you to walk through a booking, a cash sale or a record-keeping task step by step.
- **Scenario and judgement:** Hypothetical situations such as a fully booked attraction, a lost visitor or a changed itinerary, testing how you prioritise and use local knowledge.
- **Local and destination knowledge:** Questions about how you would help a visitor with limited time, and what you know about the region's attractions, transport and events.
- **Availability and teamwork:** Questions about weekend and public holiday shifts, working with volunteers and operators, and fitting into a small roster.
- **Technical tools:** Questions about booking platforms, point of sale, CRM and reporting tools such as Rezdy, FareHarbor, Salesforce and Google Analytics.

A typical process starts with a short phone or online screen about your availability and customer service background. If you progress, you attend a face-to-face interview at the visitor centre with a panel that often includes the centre coordinator and a council or tourism body representative. Some employers ask you to complete a short practical task, such as answering a mock visitor enquiry at the counter or taking a booking in their system. The final steps are reference checks and, depending on the employer, a police check or working with children check.

1. Walk me through how you would handle a booking for a visitor who wants to take a tour tomorrow but is not sure what is available.

Why they ask

This shows whether you can use a booking system and still have a real conversation with someone who is undecided.

How to structure your answer

A process question, so use a clear walk-through: greet and clarify, check availability, offer two or three options, confirm details and payment, then record and send the confirmation.

Example answer

"I would start by asking what kind of experience they are after and how much time they have, because that narrows the options quickly. I would check Rezdy or FareHarbor for what is still open tomorrow, then offer two or three realistic choices with times and pick-up points. If they are still unsure, I would mention what other visitors have enjoyed and what suits the weather forecast. Once they choose, I would confirm the number of people, take payment, record it in the system and send the confirmation. I would also note any accessibility needs or dietary requirements and pass that to the operator."

2. Tell me about a time you dealt with a frustrated customer or visitor.

Why they ask

Behavioural questions about complaints are standard because visitor centres are often where disappointment lands, whether it is a cancelled tour or a misunderstanding about opening hours.

How to structure your answer

Use STAR: situation, task, action, result. Keep it specific and focus on what you actually did, not what the team did in general.

Example answer

"A visitor came in after a tour operator had cancelled her booking without telling her, and she was upset because it was her last day in town. I listened without interrupting, apologised for the confusion and checked the operator's availability for the next morning. There was nothing left that day, so I rang two other providers and found a similar tour leaving in the afternoon. I rebooked her, confirmed the refund for the cancelled tour with the operator and walked her through where to catch the bus. She came back the next day to say the replacement tour was the highlight of her trip, and I followed up with the operator about their cancellation process."

3. A family arrives on a public holiday and the main attraction is fully booked. What do you do?

Why they ask

This tests your judgement and local knowledge when the obvious answer is not available, which happens often on busy days.

How to structure your answer

A scenario question, so show your judgement under pressure: acknowledge the problem, ask what the family enjoys, check alternatives, be honest about limits, and give them a clear next step.

Example answer

"I would start by acknowledging that it is disappointing, especially if they have travelled to be here. I would ask what the family enjoys and how much time they have, then check availability at other attractions or for a later session. If nothing suits, I would suggest free or low cost options nearby, like a walk, a market or a playground, and give them a map with times. I would also offer to call ahead to another operator so they do not have to queue again. Before they leave, I would record the enquiry and let the coordinator know the main attraction sold out early so we can plan better for the next public holiday."

4. What experience do you have with booking systems and point of sale?

Why they ask

Visitor centres run on bookings, tickets and accurate records, so panels want to know you can learn their systems without constant supervision.

How to structure your answer

A technical question, so be direct and concrete: name the systems, say what you did in them daily, and mention how you handle errors or end of day reconciliation.

Example answer

"I use Rezdy every day to make, amend and cancel tour bookings, and I have also worked with FareHarbor at a previous attraction. I take payments through the point of sale, issue tickets and gift vouchers, and balance the till at the end of each shift. I record visitor enquiries in Salesforce so the tourism team can report on what people ask about, and I have used Google Analytics to check which pages on our website are getting traffic before we print new brochures. If I make a mistake in a booking, I fix it straight away and tell the visitor what has changed so there are no surprises."

5. How would you help a visitor who has half a day and wants to see the best of the region?

Why they ask

This is a local knowledge question in disguise. It shows whether you can ask good questions and then match the answer to the visitor, not just recite a list of attractions.

How to structure your answer

A client-facing question, so structure it around questions first, then options: ask about interests, mobility, transport and budget, then offer a short itinerary and practical tips.

Example answer

"I would ask what they are interested in, whether they have a car, how far they are happy to walk and whether they want to eat while they are out. If they like food and history, I might suggest the riverside market, a short walk to the old courthouse and a late lunch at a local cafe, with the bus timetable written down. If they have children, I would point them to the free water park and the wildlife display at the information centre. I would mark the route on a map, check opening hours on the day and give them my direct line in case they need to check something while they are out."

6. This role includes weekend and public holiday shifts. How do you manage that?

Why they ask

Visitor centres open when visitors are travelling, so employers want to know you have thought about the roster and can commit to it.

How to structure your answer

A straightforward availability question, so answer honestly and practically: state your availability, explain how you manage balance, and mention any arrangements you already have in place.

Example answer

"I am used to working weekends and public holidays from my current role, and I plan my week around the roster so I am not caught out. I keep a shared calendar with my family and I make sure I know my shifts well in advance. I also like the variety that weekend work brings because that is when the centre is busiest and you get the most interesting visitor questions. If there is a public holiday coming up, I check the transport and attraction opening hours beforehand so I can give visitors accurate information."