

Hallmarks of a quality visitor experience

The livelihood of any business in the tourism industry relies on visitors but not all visitors enjoy their experience. A good visitor experience can further spur positive word-of-mouth marketing, favourable reviews and, in turn, more feet through the door for that particular business.

Here are 5 ways to ensure that your visitors have a quality experience:

1. Be friendly

It goes without saying that travellers want to visit places that are well looked after and where they are greeted with a friendly smile. People who are visiting are outside of their home towns – and sometimes their own country – so be sure to be hospitable and look after them in order to make their stay a memorable one.

Make sure that your reception staff are friendly and welcoming at all times. This is the first impression visitors have of your businesses and this can make or break the experience. Encourage and motivate all of your staff to be friendly and greet visitors. From the gardener to the general manager needs to play their part.

2. Provide quality information

Providing visitors with detailed information is essential. Many people have concerns or can become anxious around what will be provided, what is available, or where they need to go when they are away from home. While one establishment or attraction will not need to give as much information as others, answering the most frequently asked questions (FAQ) is a must for all business owners and can be done by means of a brochure, pamphlet or even visitor information signage around the establishment.

Also make sure that you have information available on other attractions or experiences in the area. Visitors appreciate a little local advice, so tell them about the special little restaurant where only locals go, or the craft market where they can get special deals. Make them feel like you are giving them additional information that others may not know of.

Always offer to check on the details. If they are unsure of an address or a number, or when the gate to the local reserve opens, offer to phone and check for them. Make them feel comfortable and secure at all times.

3. Ask for feedback

Nothing shows your visitors that you care about their experience like asking them to rate you. Many businesses ask their visitors to rate them before they leave, while others will send an email a day or two later providing a link to their TripAdvisor profile and asking for a review. This not only allows travellers to speak their mind after their experience and without fear of being questioned about their review, but it also allows businesses to gather critical information in order to identify any weaknesses and work on improving them.

The more you know about how visitors experience your businesses, the easier it is to improve on the quality of the experience.

4. Involve your community and buy locally

People travel to experience that which is different to where they live. Therefore, it makes sense to offer visitors things that they won't get or experience anywhere else. If the local supermarket, deli or bakery makes something unique or special to the area, make sure to use it in your dishes, or have it on the table. Tell your visitors about these special products. They love to hear that products are sourced locally.

Make sure to know and involve your community in the experience. Can you offer them a tour in the local township,

or show them where craft is produced locally? These elements are interesting to visitors and will not only have benefits to locals, but increase the chances of them recommending your establishment to friends.

MOST IMPORTANTLY – BE YOURSELF!