

TOP 10 TIPS FOR CHINA FIT

1. Encourage trade up

Develop a deal for multiple people
Added purchase – buy 2 experiences + discount
Make trade up offers and benefits clear
Offer a personalised option if appropriate OR
Free element (pick up, certificate, cap.....)

2. Warmth matters

Warm water
Warm food
A warm welcome

3. Collect video and photo content over summer

To build web and communications
Be interactive
Be artistic
Include your branding wherever possible

4. Develop a customer database to drive sharing and encourage revisits

Collect email addresses
WeChat and QQ code addresses

5. Welcome

A smile is huge, and gets you on the right footing.
Encourage and reassure to break down reticence
Create an invitation at every opportunity – “Give it a go”

6. Explain the guidelines ... with respect

Build clarity of expectations
People want to understand and follow the rules
If it is important ensure it is translated

7. New Zealand food experiences made easy

Build small sharing plates and platters into your menu
Simple blackboard graphics of specials is attractive
and informative
Side walk blackboards

8. “Tell me why?”

Why it's unique, special and must do
What's your signature experience?
Trade up – why

9. Everything close

Make it hands on
The local story
See, do, touch, taste, learn

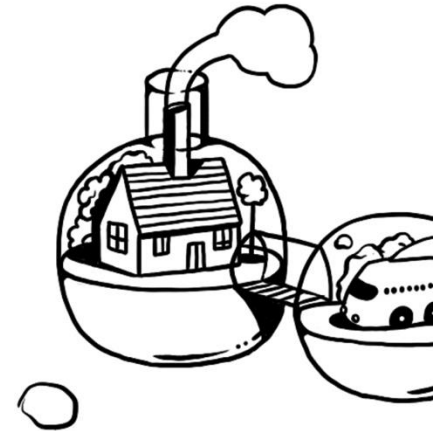
10. Encourage sharing

Reward for share
Offer to take photos of the group
Encourage reviews Create branded photo opportunities
Provide free Wi-Fi

11. Have a “wet day” plan and option

There is often limited flexibility so make it work

- Raincoats, weather gear, hot drinks and umbrellas
- Alliances with other operators – pass on experience
- Text alert – still on, options



FORWARD