



## VISITOR

### Visitor Satisfaction

#### Commitment 4: Businesses undertake visitor satisfaction monitoring, evaluation and reporting

##### What does this mean?

- Managing visitor satisfaction involves gathering and analysing visitor feedback so that you can better meet your visitors' needs and expectations.

##### How does this benefit me?

- Understanding your visitors' response to your business is one of the most important things you should do. It keeps you attuned to your customers' wants and needs, what you are doing right or wrong, and how you can improve your business.
- Understanding your visitors' response gives you greater assurance that your business' operational, development and investment plans are right.
- Positive visitor feedback is the strongest market endorsement you can get. It can form an important part of your marketing strategy.
- You can respond quickly to negative feedback, address any issues and mitigate damage.
- Your visitors' feedback helps demonstrate your value to others, including your staff, trade partners and prospective visitors.
- You can prioritise the time and money you invest in product and service development, based on what's most important to your visitors.

##### Actions for your business

- Encourage your visitors to provide reviews.
- Use positive up-to-date reviews in your online presence.
- Monitor online reviews and take them seriously - they are your most important promotional tool and strongest link to your market.
- Be open to all feedback. Avoid defensiveness, especially online, and respond constructively to negative reviews to show you are taking them seriously.
- Take a systematic approach - identify common issues mentioned in feedback and reviews before you act.
- Be aware that the information you get from reviews will likely be the 'tip of the iceberg'. Research shows that many more people share their experiences directly with their friends and family than post online reviews.

- Use structured visitor satisfaction surveying to gain a wide understanding of your customer base. Build visitor satisfaction monitoring into your normal business processes.
- Consider the costs and benefits of paying for services to assist you understand your customers better. For instance:
  - You can use commercial market survey companies to survey your visitors for you
  - Consider using a professional reputation management system – various are available online.
- Compare yourself to your competition to gauge how well you are doing – benchmarking using a common measure such as Net Promotor Score allows you to understand your relative position.

*Become an inspiration for others!*

*We would love to share your contribution to creating a sustainable New Zealand tourism industry. Email us at [info@tia.org.nz](mailto:info@tia.org.nz) with your sustainability success stories and inspire others across the industry.*

**Additional information, resources and useful links can be found on [www.sustainabletourism.nz](http://www.sustainabletourism.nz)**