



*Who exactly are
your visitors?*

BIG QUESTIONS/SUGGESTIONS

Your Visitor

Suggestions

Find out a little bit more about them. Who comes? Where from? And why? Who doesn't come?



*What do you do
to make visitors
feel special?*

BIG QUESTIONS/SUGGESTIONS

Your Visitor

Suggestions

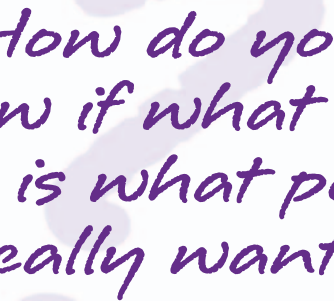
Keep records of your customers: contact details, personal likes/dislikes, children's names, date of last visit etc and brief staff in advance. It's amazing the effect you can have on visitors if you know a little about them.

Think of offering something for nothing on arrival and departure.

Do you know
what your visitors
think you do well
and what they
would recommend
you for?

Suggestions

Find out what visitors think of you
– you can ask specific questions
both verbally and written. Make it
easy for visitors to give feedback
by placing cards in their rooms.



How do you
know if what you
offer is what people
really want?

Suggestions

Why not ask your visitors?

Give them a list of all the different things you offer and ask your visitors to rate them.



What could you
do to attract
more visitors?

Suggestions

Listen to what your visitors like about your business and use this to attract others. Find out how your visitors found out about you and focus your advertising in those places. What newspapers and magazines do your visitors read? Maybe put an advertisement in them.