

WELCOMING VISITORS WHEN THEY ARRIVE



Visitors are driving a long way to visit your business. For many it may be their first visit and they may not be sure of what to do, where to go, or what you offer. Therefore it is important you answer their questions and let them know how to make the most of their visit. This will mean more satisfied customers and positive word of mouth to their friends and family.

Let people know with signage

Consider visiting your business for the first time. From outside, can you tell what the business is or if it is open? Signage helps answer customer questions and puts them at ease so they can enjoy their visit. What signage do you need at your location?

- Business name sign that is easy to see when driving
- Where to park
- Open/closed sign
- Posted hours of operation
- Washrooms
- Payment methods accepted (at entrance & checkout)
- Customer flow (e.g. Order here/pay here)

Want to learn more? Discover more resources on our [industry website](#) (help sheets, videos, workshops, newsletter..)

Questions? Please contact us:

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Ask "Is this your first visit?"

This allows you to:

1. Identify and thank repeat customers
2. Welcome first time visitors and provide a little more information to enhance their experience.

How are First Time Visitors Different from "Regulars"

- Don't know what your regulars know. They will have more questions.
 - o Don't know what you are known for
 - o Customer favourites
 - o How your business works (samples, ordering, customer flow..)
- Visitors drive a long way and are looking for a fun engaging outing. They are wanting more of an experience and want to end their day with stories to share (so help them talk about you).

Consider sharing some of the following information during your conversation:

- Thank them for visiting
- 1-2 sentence intro including answers to common first time visitor questions.
- Visitors want to feel like locals. This can be done by offering tips, stories, or little enhancements to their visit. For example: let them know that locals love "X menu item", pretty location on the property, or possibly offer a sample of a favourite product.

Example Introduction: "Thank you for visiting our little shop. We carry a lot of local artisans from pottery, jewelry to fibre arts. If you have any questions about the artists or are looking for something in particular let me know. The woven scarves on the back wall have been really popular this season.

Keep the conversation going:

When customers leave your business be sure to:

- Thank them
- Offer an opportunity to connect again in the future (verbal, written):
 - o Mentioning an upcoming event/promotion for a repeat visit
 - o Subscribe to your newsletter or social media
 - o Visit your online shop
- Ask what their next stop is. Converse about it or suggest a nearby stop or on their driving route to check out. Drive time is always important so let them know how close the stop is.