

## Module 6: Visitor Expectations

### Overview



This module will cover:

- Visitor statistics
- Visitors impressions of New Zealand
- Customer service scenarios (think about CARE)
- You are the face of New Zealand and Team 2011

This module will cover what visitors expect. You will cover some information that will help you understand why it's important to New Zealand and our economy. The Tournament runs from September 9 to 23 October 2011. We are expecting 85,000 visitors from 127 countries. That's four times the size of the 2005 Lions tour!

### Visitor Expectations

What do you think visitors expect when they come to New Zealand?

- To have fun and enjoy themselves
- Learn and explore new things
- Activities set within our clean, natural environment
- Visiting spectacular scenery and natural attractions
- A place to relax and get in touch with nature
- Be welcomed with a Kiwi smile
- A range of activities to experience such as trying new cuisine, city attractions and wildlife watching

Marketing our country to the world under the brand 'New Zealand 100% Pure' shows the world New Zealand is the most staggering beautiful place in the world to have fun.

Scenarios

Team 2011 has a responsibility to New Zealand to welcome visitors with open arms and make sure their stay is awesome. Just to make sure we are all on the same page, here are some scenarios for you to answer, remembering our visitor's expectations. Circle the correct answer, correct answers will be at the end of this module.

Question	Possible Answers
A French visitor wants to know where the Information Centre is.	<ul style="list-style-type: none"> <li><input type="radio"/> Sorry I don't know I am not part of that team</li> <li><input type="radio"/> Shrug your shoulders and point towards to direction you think it is</li> <li><input type="radio"/> Using their map you confirm they know their current location. You give landmarks to look out for and point them in the right direction</li> </ul>
A Georgian visitor would like to know to get to the Museum	<ul style="list-style-type: none"> <li><input type="radio"/> Shrug your shoulders and politely explain you are not from the city</li> <li><input type="radio"/> Direct them to the Information Centre</li> <li><input type="radio"/> You explain you are not sure but direct them to a Visitor Information Host who will be able to provide directions</li> </ul>
An English visitor wants to know where to buy a New Zealand made souvenirs	<ul style="list-style-type: none"> <li><input type="radio"/> Point them in the direction of the City Centre</li> <li><input type="radio"/> You provide them with some tips on what to look for and provide a few options that have researched</li> <li><input type="radio"/> Explain you don't know but keep an eye open for a shop called Souvenirs Plus in the City Centre</li> </ul>

**International  
Greetings**

See below table for the International Greetings of each country and also some interesting facts:

<b>USA</b>	<i>Hi.</i> USA national men's Rugby team is nicknamed the Eagles. Their highest world ranking was 14 <sup>th</sup> position from November 2, 2006 - September 10, 2007.
<b>France</b>	<i>Bonjour.</i> The handshake is a common form of greeting. Friends may greet each other by lightly kissing on the cheeks, once on the left cheek and once on the right cheek.
<b>Tonga</b>	<i>Malo e lelei.</i> Rugby was brought to the region in the early 20th Century by sailors and missionaries and the Tonga Rugby Football Union was formed in late 1923. Tonga beat Fiji 9-6 in their first test in 1924 played in the capital Nukualofa.
<b>Canada</b>	<i>Hi.</i> Today, rugby in Canada is well represented in all ten provincial unions. Currently, women's teams are flourishing all across the country with over 125 clubs that have women's teams.
<b>Argentina</b>	<i>Buenos días.</i> Spanish and Italian are the most common languages. A standard handshake, with direct eye contact and a welcoming smile will suffice. Maintaining eye contact indicates interest.
<b>England</b>	<i>Hello.</i> In 1845, Rugby Union was created when the first rules were written by pupils at Rugby School, Warwickshire. A former pupil of the school, William Webb Ellis, is often fabled with the invention of running with the ball in hand in 1823. The first rugby international took place on 27 March 1871, played between England and Scotland.
<b>Scotland</b>	<i>Awrite!</i> Though Scotland is a part of the United Kingdom of Great Britain, its legal system is still separate from that of England, Wales, and Northern Ireland.
<b>South Africa</b>	<i>Goeie dag. Nelson Mandela handed the William Web Ellis trophy to Springbok Captain Francois Pienaar. In 1995, South Africa won the Rugby World Cup on home soil. It seemed, the country had come together as one.</i>
<b>Wales</b>	<i>Dydd da, Rugby is the national sport of Wales. On the 19th February 1881 the first Welsh Rugby team was selected to play England. The Welsh crowds are world renowned for their singing.</i>
<b>Fiji</b>	<i>Bula . Fiji is one of the few countries where Rugby Union is the main sport. There are approximately 80,000 registered players from a total population of around 950,000.</i>
<b>Samoa</b>	<i>Malo. The Samoan team are often called Manu Samoa, in honour of a famous Samoan warrior, and from 1924 to 1997 competed as Western Samoa. They perform a traditional Samoan challenge called the Siva Tau before each game.</i>

Australia	<i>Giddy. It was suggested by the media that Australia should have a nickname. Rabbits were apparently one of the names suggested, though this was turned down as they did not want the national team to represent an imported pest. They opted for the native Wallaby instead.</i>
Ireland	<i>Dia duit, It's not the custom in Ireland to wear green ties, hats or other green clothing on St. Patrick's Day. A sprig of shamrock in the coat lapel is preferred.</i>
Italy	<i>Buongiorno, Greetings are enthusiastic yet rather formal. The usual handshake with direct eye contact and a smile suffices between strangers.</i>
Russia	<i>Zdravstvuite . Rugby Union was played in Imperial Russia as early as in 1908. However, the first official match took place in Moscow in 1923. In 1934, the Moscow Championship was started and in 1936, the first Soviet Championship took place.</i>
New Zealand	<i>Kia ora. Rugby is New Zealand's national sport. The most points ever scored in a rugby match by any team was New Zealand against Japan in RWC 1995. New Zealand has three official languages: English, Sign Language and Te Reo Maori.</i>

Summary of Module



We covered:

- Visitor Statistics
- Visitors Impression of New Zealand
- Customer Service Scenarios (think about CARE)

New Zealand will be on the world stage, showcasing our culture, sporting pride, landscape, unique experiences and our Kiwi hospitality. Every New Zealander has a responsibility to help international visitors experience their own personal and unique New Zealand stay. Let's make our contribution to their stay memorable to ensure they share a positive experience with their friends and family back home.

Answers to Activity

Visitor Expectations

Question	Correct answers bolded
A French visitor wants to know where the Information Centre is.	<ul style="list-style-type: none"> <li>○ Sorry I don't know I am not part of that team</li> <li>○ Shrug your shoulders and point towards to direction you think it is</li> <li>○ <b>Using their map you confirm they know their current location. You give landmarks to look out for and point them in the right direction.</b></li> </ul>
A Georgian visitor would like to know to get to the Museum	<ul style="list-style-type: none"> <li>○ Shrug your shoulders and politely explain you are not from the city</li> <li>○ Direct them to the Information Centre</li> <li>○ <b>You explain you are not sure but direct them to a Visitor Information Host who will be able to provide directions.</b></li> </ul>
An English visitor wants to know where to buy a New Zealand made souvenirs	<ul style="list-style-type: none"> <li>○ Point them in the direction of the City Centre</li> <li>○ <b>You provide them with some tips on what to look for and provide a few options that have been researched</b></li> <li>○ Explain you don't know but keep an eye open for a shop called Souvenirs Plus in the City Centre</li> </ul>