



**Digital
that
Delivers.**

Assess Your Visitor Experience

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Introduction

In this section you will learn how to assess your current visitor experience; be that a day tour, an activity or an attraction.

There are two useful assessments:

01.

Use the first checklist to draw up an action plan to fix gaps and exploit opportunities.



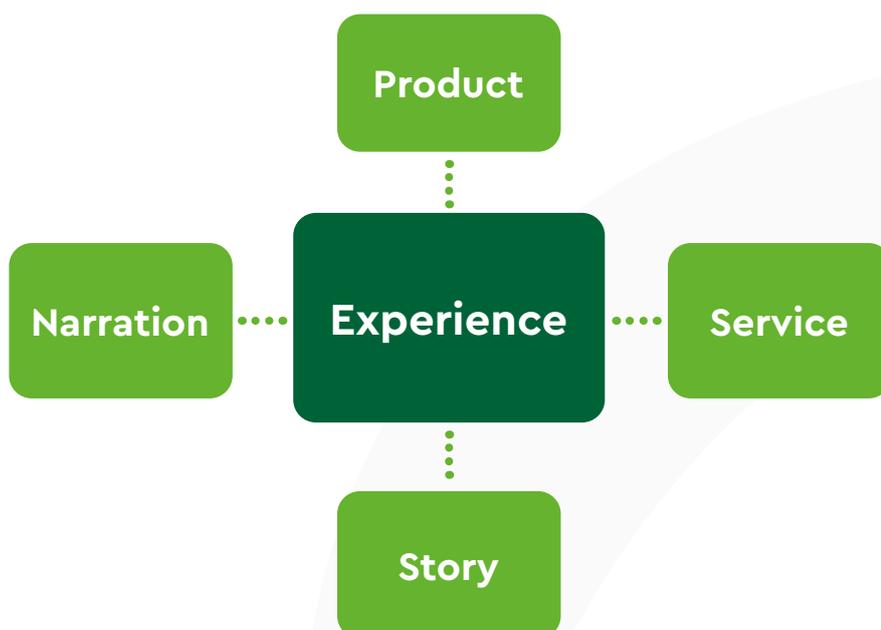
02.

The second checklist rates the different elements of your visitor experience to identify what's great and what needs improvement.



But first, let's recap on the different components of your experience. A memorable visitor experience is inherently personal, it makes connections on an emotional, physical, spiritual, intellectual or social level. It creates a lasting memory. The customer wants to be involved in the experience; not passively but actively.

Of course, each component is important in its own right, but it is the combination that makes for a great visitor experience.



The assessment checklists will help

- ✓ Identify how you could enhance your experience to make it bookable.
- ✓ Identify potential new experiences you could develop from your existing assets and complementary products.

1. Checklist to identify gaps and opportunities in your current experience

Use this checklist to assess your current visitor experience.

Be objective. Think about it from the customer's point of view. Involve your staff too – they interact directly with customers, so they should have good insights.

In the 'action' column, write what you need to do to fix gaps and exploit opportunities.

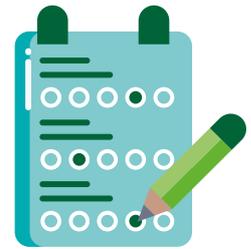


Criteria	Yes	No	Action
1. Do you know what makes your experience special? Can you define it and its Unique Selling Point (USP) in one clear sentence?			
2. Have you clearly defined who your target customer is? Do you know what needs your experience will satisfy for them?			
3. Have you developed your experience to appeal to your target customer?			
4. Have you incorporated your destination brand? For example, if you're based in Leitrim, have you incorporated the essence of Ireland's Hidden Heartlands?			
5. Have you reviewed what you do against best-in-class examples? Can you learn from best practice in other destinations and add your own local twist?			
6. Have you and your staff completed the experience first hand as your customer would?			
7. Do you know who your competitors are? Do you know how you compare to them?			
8. Does your experience engage the senses? Remember that visitors immerse themselves when their senses are engaged. This is what triggers emotions and creates lasting memories.			
9. Do you create extra value by using the strengths and character of your local area (e.g. a local delicacy)?			

Criteria	Yes	No	Action
10. Is your experience participative and stimulating? Is it hands-on?			
11. Do you have the necessary equipment and facilities? Is everything to a high standard? Does your infrastructure reflect the theme of the experience?			
12. Does your experience have the right balance between guidance and autonomy? Are you and your guides or instructors good at tailoring the offering to suit the customer or the group in front of you, based on their particular needs and experiences?			
13. Have your staff had adequate training? Do they have the right attitude to customer care? Are they passionate about what they do?			
14. Does your experience provide opportunities for your customer to learn something new or surprising?			
15. Do you incorporate stories / storytelling? Does your experience engage the visitor in the story of the place they are visiting?			
16. Are defined measures in place to measure customer satisfaction? Do you act on the findings? For example, if a tour operator gives feedback, what do you do about it? Do you read customer reviews and learn from the positive (and negative) feedback?			
17. Do you work with others to create a referral / cross selling network? Visitors like personal recommendations about other experiences in the area.			
18. Do local people understand what you do? For example, if a visitor asks about your experience in a local café will the person working there know about you? Or might they shrug and say they never heard of you?			

Criteria	Yes	No	Action
<p>19. Do you incorporate a sense of your locality in your experience? For example, using local artisan products in your café, or a painting of a local scene in your reception area.</p>			
<p>20. Do you (gently) encourage your customer to share photos of your experience digitally?</p>			
<p>21. Are you fully compliant with relevant regulations and standards? E.g. Health and safety, insurance, Covid-19, accessibility and so on.</p>			
<p>22. Are your T&Cs and cancellation policies consumer friendly? Is your team fully up to speed on your policies regarding cancellations, changes, refunds?</p>			
<p>23. Have you and your team a clear understanding of how and where your experience can be booked? Have you tried to book and pay for it yourself? How easy is it to do so?</p>			
<p>24. Are you confident in your experience? Would you buy it yourself? Would you recommend it to your best friend?</p>			

2. Checklist to rate the various elements of your current experience



Use this checklist to assess the various elements of your current visitor experience.

What are you good at? What needs improvement?

Be objective. Think about it from the customer's point of view. Involve your staff too – they interact directly with customers so they should have good insights.

Name of experience (What is your story?)				
Short description If you had to verbally tell someone about it, what would you say? Max 100 words.				
Your customer What segments are you targeting with this experience?				
Proposition Which destination brand are you aligned to?	Dublin, Surprising by Nature	Ireland's Ancient East	Ireland's Hidden Heartlands	Wild Atlantic Way

The visitor experience	Poor, needs improving	Good, but I can improve	Excellent, it's world-class
Brings the story to life .			
The experience is truly immersive and engages the senses .			
The product mix is correct for my customer. E.g. my experience is aimed at families with pre-teen children so I have the best equipment and approach everything so that it closely satisfies all their needs.			
My staff and I are passionate about customer service , and it shows.			
We gather and act on customer feedback .			
My experience allows the customer to fully immerse themselves in an authentic way.			
We can tweak the experience to our customer needs. For example, if we have small groups of multi-generational families or groups of adult friends, we understand that the experience can have a slightly different nuance.			
Employees and locals know our story and share it with visitors.			
Visitors are encouraged, and facilitated, to share their experiences during and post-visit.			
I understand that languages are important for my non-English speaking visitors so I take account of that online and on-site.			

The emotional dimension	1	2	3
List three emotions you would like your visitors to feel when they engage with your experience.			

Which emotions does your customer feel when they engage with your experience?

Some prompts...

Spontaneity?

Excitement?

Happiness?

Togetherness with loved ones?

Feeling connected?

Once-in-a-lifetime?

Discovery?

Away from it all?

What's Next?

Now that you've completed the two checklists, you will most likely have

- ✓ Identified gaps – what you can improve
- ✓ Identified strengths – what you do well
- ✓ Identified opportunities
- ✓ Started compiling a to-do list

Learn how to develop exciting, new experiences with the following documents:

Brand



Proposition

Where city living thrives side by side with the natural outdoors so you can constantly jump between completely unique, different and often unexpected experiences.

Aligning your experience to your destination brand will add to its attractiveness and appeal.



Just putting the destination brand logo on your website is not enough. There's lots more you can do with your experience to bring your destination brand to life.



Five thousand years of history, in lush green landscapes with stories told by the best storytellers in the world.

Stories are what people remember and they are not just for visitor attractions – they are relevant and effective for activities and day tours too.



Explore the lush green heartlands of Ireland's natural rural beauty... where activity and relaxation are centred around rural communities and their lifestyles, that can be discovered across a lattice work of land and water trails showcased by the iconic River Shannon and the Beara Breifne Way.

Make your experience multi-sensory – aim to expose visitors to evocative sights, smells, sounds and tactile experiences as much as possible.



The Wild Atlantic Way on Ireland's Western Coast off the Western Edge of Europe, captivates you with its wild landscape that continuously shapes its living history; and engages you with its creative & vibrant communities, whose stories and culture stimulates you, so you are freed up to relax, enjoy and leave feeling refreshed, renewed and uplifted.