

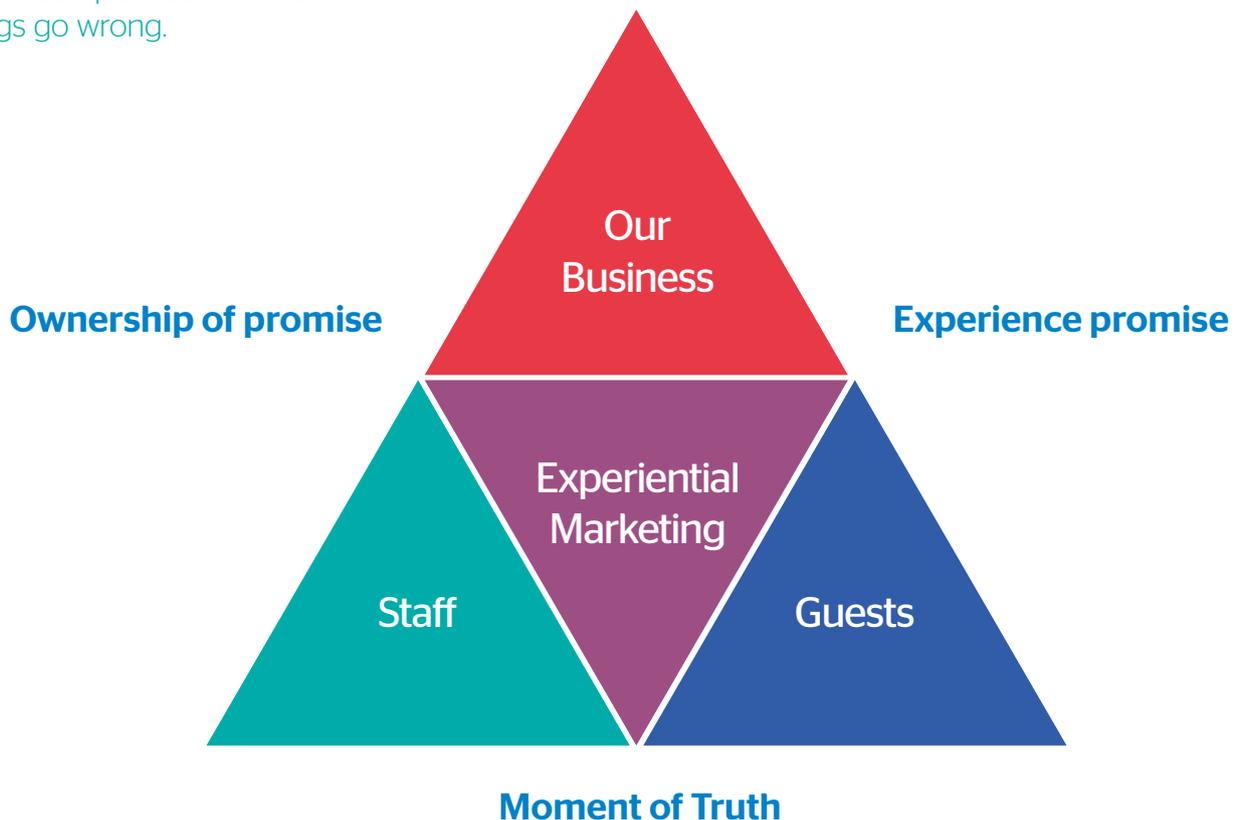


Delivering on the Promise

People play an important role in creating memorable and remarkable tourism experiences. It's the interaction between your staff and guests that is often what people remember most about a trip and what they are first to complain about when things go wrong.

Having exceptional service staff can be an important source of differentiation as well as a competitive advantage.

Your marketing makes promises to guests about what they should expect from the experience. From the moment of first contact with your business, your guest forms impressions about what to expect. The moment of truth for your brand is when your staff interact with your guests. If the performance of your experience exceeds their expectations, then you will surprise and delight your guests and be successful in delivering on your promise.



Let's consider Passion of Paradise's experience promise. This business offers a full day trip to dive, sail and snorkel on the Great Barrier Reef. On their website they describe their experience as:

"Enjoy a personalised day on the Great Barrier Reef with a friendly crew dedicated to making your trip memorable and a local operator whose environmental credentials and attention to detail have earned many awards including the Australian Tourism Award for Adventure".

Therefore, guests who purchase this day trip are expecting:

- Personalised service
- Friendly staff
- A best in class, memorable experience
- Environmental best practice

What does your marketing promise your guests when they visit your product?

What is your destination's brand promise? How does your experience connect to it?

Are your experience promise and destination brand promise delivered in your experience? Do your staff live your brand when delivering your experience?

What could you do to improve the moment of truth interactions between staff and guests in your business?

If you believe your product delivers on your marketing promise, what more could you do to exceed your guest's expectations to deliver a truly memorable experience? Creating a service culture among staff in your business is about staff having a positive attitude and embracing your brand values as well as having the knowledge, communication skills and authority to deal with non-routine interactions and situations. This is a two-way process: staff satisfaction creates guest satisfaction and guest dissatisfaction reduces employee satisfaction.

Based on your responses to the previous questions, what are three improvements that you could make to your experience so that you deliver on your promise?

1.

2.

3.
