

Cruise: 12 Top Tips for Retailers

Dunedin hosts around 200,000 cruise visitors each season. Over \$30 million dollars is expected into the Dunedin economy; here are some ideas to help you prepare:

1. Be a good ambassador for Dunedin – help make our visitors welcome. Smile and say ‘hello’ – ‘Kia ora’. We are often the first NZ port visited. Our reputation depends on you.
2. Get ready: Consider who the cruise customer is, what they want to buy and what sort of service they like. Stock your shop to suit. Source local products.
3. Consider having a welcome board with the ships name on and offering a special deal.
4. Be open for the duration of the visit, early if passengers are coming into town.
5. Ensure your team is trained with customers in mind e.g. jokes about other nationalities are inappropriate. Ensure the right level of staffing is in place. International guests are used to being ‘sold to’ - proactive service is a must.
6. Make sure you know what ships are in town. Use this information to engage the visitors.
7. Have a supply of free Dunedin maps. Know where the bus back to their ship leaves from.
8. Make sure your team has a café to recommend and knows the nearest public toilet and other amenities. Help your customers enjoy their visit.
9. Impress the crew...they’ll back as regulars and they recommend to passengers.
10. Accept foreign currency. Check out www.x-rates.com for rates, or a bank’s website. Consider adding a percentage on to cover you for fluctuations. Main currencies are \$US and \$AUD. Have a sign that you accept foreign currency incl China Union Pay in your window.
11. Offer to post overseas. See www.nzpost.co.nz for posting prices and information. Work out a few weights and prices for your most popular items.
12. Avoid discussing the price of on-board tours, cruises etc... your customers are on holiday and don’t want to know your opinion on their spending – think about how you would want to be treated on holiday. Be positive!

Why don’t you check out www.dunedinnz.com, visit the Dunedin i-SITE Visitor Centre and familiarise your team with all that Dunedin has to offer. Many visitor attractions offer a “locals card”. Dunedin has a reputation as one of New Zealand’s friendliest destinations – so let’s live up to it.

Helpful Websites

Dunedin’s Visitor Site	www.dunedinnz.com
Dunedin i-SITE Visitor Information	www.dunedin.govt.nz/isite
Chamber of Commerce Training	www.otagochamber.co.nz
Cruise Ship Arrivals	www.portotago.co.nz
Cruise Operator Information/Cruise Calendar	www.dunedin.govt.nz/cruise-ships
Report destination management issues	dcc@dcc.govt.nz 477 4000