

# Are You Rugby Ready?

85,000+ visitors, six weeks of games, less than 3 months to kick-off...

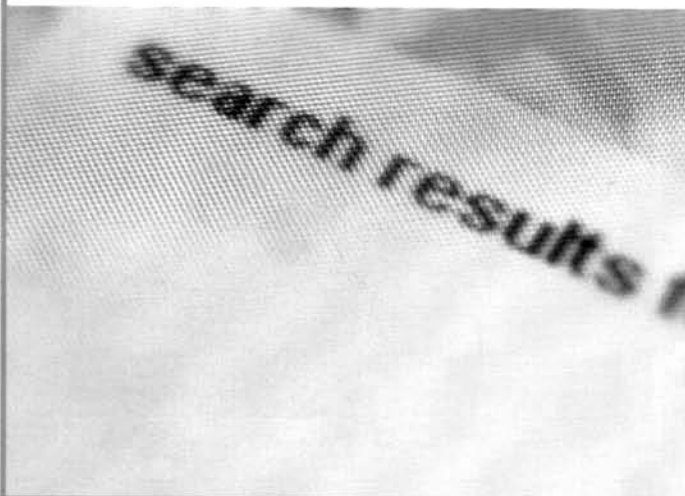
**There has never been a greater opportunity to showcase New Zealand food and hospitality to the world, on our home soil. Tips abound on managing the projected high-influx of customers; that is all very well but how do you attract the visitors to your restaurant in the first place?** BY JAN BIERMAN

One of the greatest delights of travel is the experience of local food and drink, but it also can be a visitor's greatest challenge. Without local knowledge finding somewhere good to eat can be rather hit and miss. Visitors generally seek help by asking others or by referring to available promotions, but there is nothing like checking out the menu and ambiance for yourself.

Statistics are painting a compelling story on how consumers gain information. In the US it is reported that 92% of people have more confidence in information found online than any other source, and 89% of consumers research a restaurant before dining there, using the internet to check out menus and other information about the restaurant. We can assume that New Zealand's data is comparable.

The Restaurant Association's surveying indicates that 83% of restaurants have a website. Those without a website are utilising other online media, such as Facebook and restaurant guides, or plan to have one shortly. How confident are you that your online presence will drive visitors to your door?

Your website is your key marketing tool and your face to the world. It presents your unique brand message, directed at your target customer.



## Trends in website design constantly change, as do consumer's expectations

- How up-to-date is your website?
- Is your site aesthetically pleasing?
- Do pages load immediately (no one wants to wait around)?
- Is it easy to navigate, and user-friendly?
- Are your menus current?
- Are your food images/galleries high resolution, authentic and luscious (remember why people buy cookbooks)?
- Does it reflect your target audience?
- Are your reviews current, and above all?
- Is your brand message consistently applied?

Answer yes to all these and you are Rugby ready.

If there are negative responses then you need a makeover.

Whilst you need other promotional devices, your website is your HQ and all promotions should link back to your home page. Visitors will check you out online, whether they pass you as they go by, or you are close to their accommodation, or you have been recommended by a fellow traveller. Are you ready?

85,000 plus visitors in search of a meal is a huge logistical challenge. Make it easy for them to find you, have a good time, and taste and experience New Zealand at its best.

*Jan Bierman, Rare Design Ltd. Rare Design have special deals to help you make your website 'rugby ready'.*

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**r a r e** design  
fresh but definitely cheeky