



## CLUBS NEW ZEALAND MYSTERY SHOPPER EXERCISE

### WHAT CLUBS CAN TAKE FROM THIS

#### **1. First impressions start before the front door**

Clear signage, tidy entrances and simple instructions for visitors matter, especially for people who have never been to a club before. Many mystery shoppers commented on how easy (or difficult) it was to find where to go and what to do next.

#### **2. A greeting goes a long way**

Being acknowledged on arrival (eye contact, a smile, a quick 'I'll be with you shortly') consistently shaped how welcome people felt. These small moments had a noticeable impact on overall impressions.

#### **3. Your people are your biggest asset**

Time and again, mystery shoppers highlighted friendly, knowledgeable staff and volunteers as the standout feature of their visit. Even in older or quieter clubs, positive interactions often outweighed physical surroundings.

#### **4. Don't assume people understand clubs**

Many visitors didn't know what the club was, how membership worked, or that they were even allowed to come in. Clear, confident explanations helped turn curiosity into genuine interest.

#### **5. There is untapped potential in your community**

Several mystery shoppers said they would return, bring others, or consider joining simply because they had a positive first experience. That suggests real opportunity exists beyond existing members, if people are encouraged through the door.