



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.