

HOW TO GUIDE

CROSS-SELLING OPPORTUNITIES

Cross-selling is one of the most cost-effective ways for tourism, hospitality, retail, and accommodation businesses to strengthen visibility and referrals. When local operators actively promote one another, the Ōtorohanga District presents as a cohesive, high-quality destination. Visitors are encouraged to stay longer, explore more widely, and spend more locally.

WHY CROSS-SELLING MATTERS

Visitors may be drawn to the district by one key attraction or activity, but they rarely stop there. Most extend their visit with dining, retail, scenic stops, or additional activities once they learn what else is available.

Cross-selling, either during the inspiration and planning stages of a trip, or while a visitor is within a destination, helps to raise awareness of what's on offer and deepen visitor connections to people and place.

- **Higher visitor spend** - When guests discover complementary activities, dining and retail options, or accommodation nearby, they are more likely to extend their stay and increase their local spend.
- **A stronger district identity** - Cross-selling reinforces Ōtorohanga District's position as a welcoming, cohesive, experience-rich area, from attractions and activities to accommodation, boutique retail and local hospitality.
- **Better guest satisfaction** - Insider 'tips' and curated suggestions from locals reduce a visitor's decision fatigue and help visitors feel guided and cared for.
- **More resilient businesses** - Shared referrals spread demand, reduce pressure on individual operators if they are at capacity, and build long-term relationships within a district's tourism ecosystem.

PRACTICAL WAYS TO CROSS-SELL EFFECTIVELY

Build relationships through networking

Cross-selling starts with trust and familiarity. In a district like Ōtorohanga, with complementary but geographically dispersed communities, relationship-building and referrals are especially powerful.

Some ideas:

1. Attend local events, workshops, and district networking sessions run by organisations such as Elevate Ōtorohanga.
2. Form location-based or thematic collaboration clusters, where appropriate.
3. Keep your network and partners updated about seasonal changes, new products, and capacity.

Visit each other's businesses

Authentic recommendations come from first-hand experience.

Some ideas:

1. Arrange familiarisation visits with other local businesses so staff can experience tours, eateries, attractions, and accommodation options.
2. Offer discounted rates for staff of local visitor-sector businesses to encourage visits.
3. Provide short product information sheets so frontline teams can confidently describe cross-selling partner offerings.

Share information and links online

Digital cross-selling increases visibility and strengthens individual businesses' as well as the district's online presence.

Some ideas:

1. Add a "Local Experiences" or "Our Recommendations" section to your website.
2. Exchange backlinks to support search engine performance for the whole district.
3. Include partner businesses in booking confirmations, pre-arrival emails, or guest guides.
4. Collaborate on joint content such as blogs, itineraries, or seasonal round-ups and profile through your digital channels such as Facebook and your website.

Create shared itineraries

Itineraries help visitors understand how to structure their time in an area and seamlessly combine experiences across the district.

Some ideas:

1. Develop themed itineraries such as "48 Hours in Ōtorohanga District", "Family Adventure Day", or "Nature & Wildlife Weekender".
2. Include a mix of activities, food and beverage options, retail and shopping, scenic and natural points of interest, and accommodation options.
3. Make itineraries downloadable and shareable across websites, social channels, and visitor centres.

Offer bundled or add-on experiences

Packages and add-ons can simplify decision-making for visitors and make the booking process more seamless.

Some ideas:

1. Create bundles such as accommodation plus an activity, or dining plus a local attraction and profile these through your online channels.
2. Offer add-ons at online checkout or in booking confirmations.
3. Use QR codes on menus, brochures, or in-room materials to direct guests to cross-selling partner experiences.

Train staff to recommend other local businesses

Frontline staff are often the most influential cross-selling channel, as they interact with visitors every day and are frequently asked for recommendations.

Some ideas:

1. Provide simple talking points for common visitor questions about where to go, what to do, where to eat.
2. Keep brochures, maps, and cross-selling partner materials visible and current.
3. Encourage staff to share their own favourite local spots to build authenticity.

Embedding cross-selling into your business culture

The most successful operators treat cross-selling as part of their core visitor or guest experience.

Some ideas:

1. Include cross-selling partners information in staff onboarding and training.
2. Track referrals and celebrate shared wins.
3. Keep partnerships reciprocal and transparent.
4. Refresh itineraries, links, and recommendations seasonally.

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