



**What are the expectations of German Tourists? How do you plan to meet these expectations as a service provider? Answers to your questions and more in this week's tips to follow when communicating with German Tourists and helping you provide great service to meet their expectations as your guests.**

### Meeting the Needs & Cultural Requirements of German Tourists

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The capital of Germany is Berlin and the population is 81.7 million.

Germans have a love for New Zealand and the many outdoor experiences available to them as tourists; they are very passionate about the environment and the outdoors so activities in such places are one of the main attractions to them.

Germans are very fond of their food and drink and with breakfast and lunch being the most important meals of the day in their country; these are often substantial. Germans are also one of the largest beer drinking nations, though getting drunk is not their goal, they like to appreciate the taste of their beer and wine. They also enjoy the taste of freshly ground coffee beans so if it is possible serve this as a preference over the option of instant coffee.

Communication wise formal language in a service situation is always best, greetings such as "Good Morning" and "Good Afternoon." They will enjoy being greeted in their own language Guten Tag (pronounced gootin taag) this is a formal way to say hello, or another option could be to greet them simply by saying 'hello' as this is also the German version of hello. They will often expect to be addressed using Sir or Madam, be sure to avoid using first names unless you are given permission to do so.

And finally the service expectations of a German tourist would be fast, professional, and efficient service. If you need to delay them always explain why. Keep to the point and listen to any requests they may have carefully as they will not appreciate having to repeat themselves. They will expect you to have good product knowledge, good personal presentation and to be prompt. German tourists see New Zealand as such a beautiful place they want to learn everything they can about New Zealand culture and history therefore they will appreciate any special recommendations and tips from you such as various places to visit during their stay.