



BeKiwi Experience Workbook

This workbook is designed to help you create a concise marketing pitch for your organisation and design activity-based experiences for international students and youth travellers. Your experience, once approved, can be listed on the BeKiwi website.

STEP ONE – What is BeKiwi?

[Read the BeKiwi Providers Presentation...](#)

STEP TWO – Example Experiences

Have a look through the BeKiwi website at experiences already listed.

<https://www.bekiwi.nz/experiences>

STEP THREE – Learn about your audience

What do international tertiary students want from travel experiences?

- Learn about sustainability
- Do a hands-on activity
- Take an amazing photo
- Take away something they have made/tasted/learnt about
- Learn a new skill
- Have fun
- Meet local people
- Improve their health & wellbeing
- Improve their employability
- Go behind the scenes
- Learn the stories behind the places
- Give back

What do they not want?

- Looking at places or things without understanding
- Being talked to
- Not meeting local people
- Not finding out the stories behind places



STEP FOUR – Brainstorm your product offering

Write down whatever comes to mind, even if it seems a bit out there.

List 5 hands-on activities you could offer	
List 5 areas of expertise amongst your staff/volunteers	
List 5 photo opportunities	
List 5 mini workshops or lessons you could run	
List 5 new skills you could teach	
List 5 behind the scenes experiences	
List 5 local experts you could bring in to help	



List 5 local companies you could collaborate with	
List 5 jobs volunteers could help with	

STEP FIVE – Refine Your Product

How to package up your experience

Option	Total Cost	Cost per student
Half Day Option		
Full Day Option		
Add to an existing product		
Collaboration with local business		

How to Cost your experience

Item	Cost
Venue hire cost (full day)	
Venue hire cost (half day)	
Tutor or staff hourly rate	
Material costs	
Administration costs	
TOTAL	
Minimum group size	
Cost per student	

Scheduling options for your experience

Available dates over Dec 2020 & Jan 2021	
Available dates or days of the week from Feb 2021	
Booking on enquiry	
Minimum numbers	
Maximum numbers	
Lead in time needed for bookings	



Booking options

- Add a landing page with enquiry or booking form to your website
- Send students to your contact page but add mention of the experience on your contact form
- Link to an email address to enquire about the experience

STEP SIX – Your BeKiwi Products

Based on your notes and ideas above, list some new products you could offer to students.

Product Name	Product Description	Cost (per person)

Help available to further refine your product offering

Northland Inc Tourism team – Sarah Archer – sarah.archer@northlandnz.com

Study Northland & BeKiwi – Jo Lees – Study@northlandnz.com



Health & Safety

Although regulations are not as strict for over 18 year olds, you will want to start thinking about your RAMS (Risk Assessment Method Statements). Your product may be suitable for under 18s and school groups and schools will want to see your RAMS before making a booking. We have a RAMS template you can use to get started.