

4 FACTS-BASED TIPS:

HOW TO MAKE BETTER SALES TO RUSSIAN GUESTS IN RESTAURANT?

Russian guests in Finland as an example

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Why Russian guests are valuable?

- 4.3 million RUSSIANS visited Finland for January - September 2017
- Only in 2016 year tourists from Russia spent in Finland more than 470 million euro

Restaurant managers seem to be interested to attract, satisfy, make Russian guests repeated customers and attract new guests





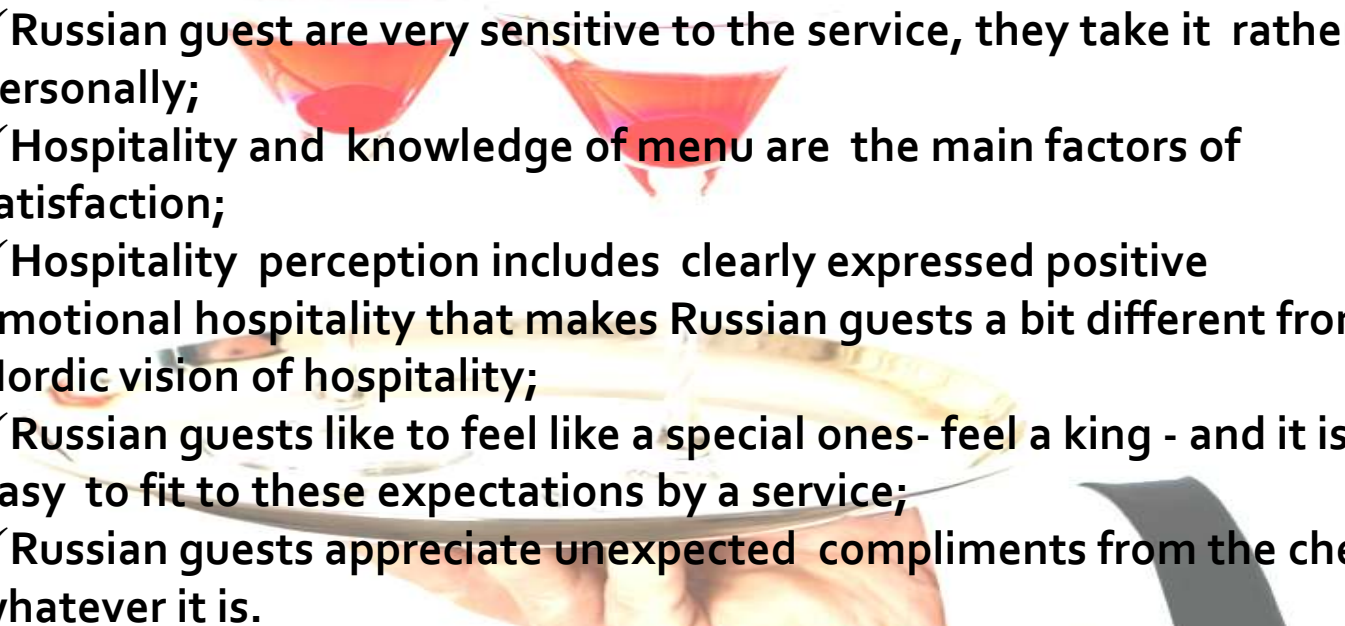
Plan

1. 4 tips to make better sales to Russian guests
2. Major factors of satisfaction and dissatisfaction for Russians in restaurants
3. Russians preferences in food
4. Russian guest and service in a restaurant

1. Tasty food

- ✓ Don't create too high expectations in Menu;
- ✓ Menu should be in Russian – paper and Internet versions both;
- ✓ Pictures of the dishes are really useful;
- ✓ Size of the portion is a sensitive thing for visitors of not high-end restaurants;
- ✓ Menu should include only available dishes;
- ✓ Better to have a short menu with really tasty food and drinks than a big one with questionable dishes;
- ✓ Combination of ordinary menu and testing menus, when you offer a lot of dishes, but very small portions, is highly appreciated;
- ✓ Value for money should be monitored via information flow analysis – from waiters and guests directly - and actions should be taken to improve quality and perception;
- ✓ Avoid dishes that are too different from Russian taste like *kaalivelli*;
- ✓ Tasty Finnish national cuisine attracts Russian guest as far there are only 3 restaurants there in St. Petersburg offering a sort of this;
- ✓ Russians like black leaf tea in a pot and it should be available.

2. Excellent service

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- ✓ Russian guests are very sensitive to the service, they take it rather personally;
 - ✓ Hospitality and knowledge of menu are the main factors of satisfaction;
 - ✓ Hospitality perception includes clearly expressed positive emotional hospitality that makes Russian guests a bit different from Nordic vision of hospitality;
 - ✓ Russian guests like to feel like special ones - feel a king - and it is easy to fit to these expectations by a service;
 - ✓ Russian guests appreciate unexpected compliments from the chef whatever it is.

3. Make your restaurant visible and attractive

Russian tourists start looking for the restaurants (a) before going to Finland, (b) during the way to Finland and (c) when staying in Finland, that is why there are three communication channels types to reach them;

- (a) References from friends and relatives are working fine. Visiting cards, small bonus cards, references in Internet , direct ad to guides in the tourists buses, accounts/blogs/ads in Russian social communities like;
- (b) Billboards in Russian language located at the roads with the speed limits;
- (c) Leaflets in Russian at the hotels receptions , advertising panel in Russian near by the restaurant, Menu in Russian with prices nearby the entrance.

4. Brand building

- ✓ **Storytelling.** Tell the story connected to your place via pictures on the walls, booklets at the tables;
- ✓ **Be Finnish:** Russian appreciate information about national traditions in Finland, you can find a way to tell them about it, including traditions linked to the cuisine.
- ✓ **Interior** should include something that can attract Russians to make selfy or picture with friends;
- ✓ **Boast** with something unique like location, dish, affiliation, historical details of the place etc.;
- ✓ **Let Russians** leave their signs somewhere – in the workbook or a at special place on the wall;
- ✓ **Sell or present** brand-connected souvenir(s);
- ✓ **Translate** your web site into the Russian;
- ✓ **Talk to Russian** guests their language: for example, learn few words in Russian, make them know you are aware of Russian national holidays dates etc.

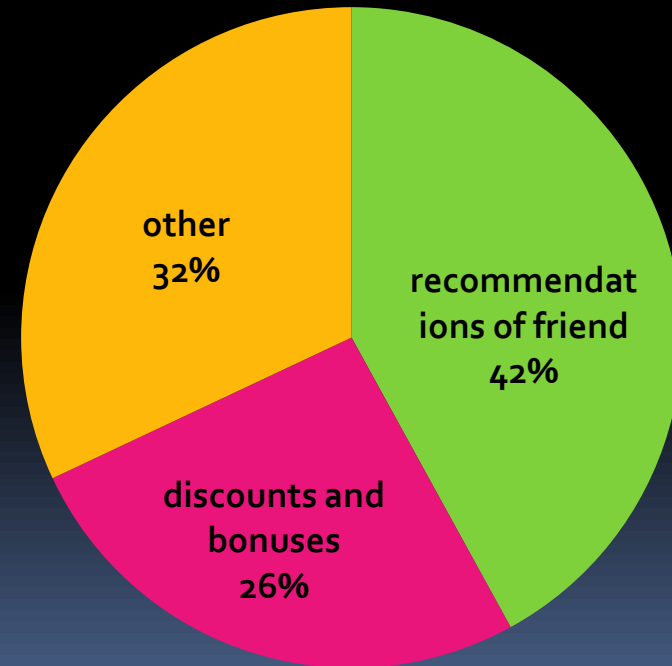
Russians– what is important for them in a restaurant?

1. Price (value for money)
2. Accessibility
3. Tasty food and drinks
4. Service
5. Other factors

Choice of the new restaurant

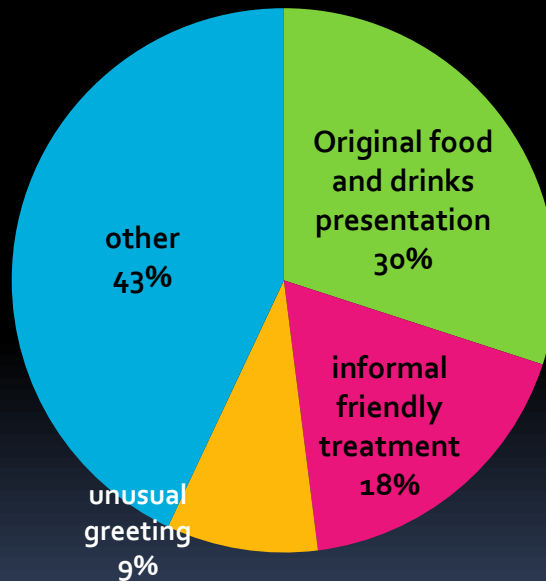


Criteria for decision

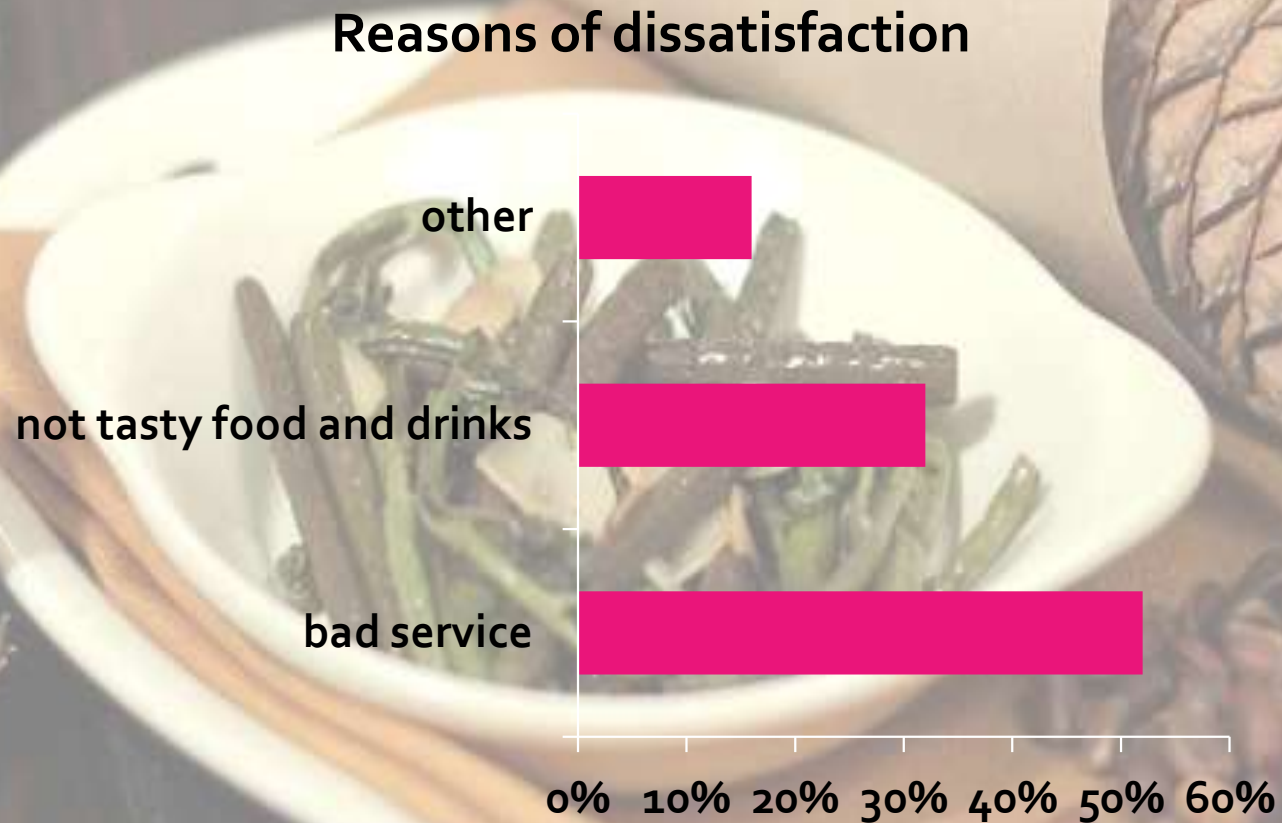


Reasons for returning back to the restaurant

Repeated Russian guests priorities



Reasons for dissatisfaction



Dissatisfied guests behavior

50% will not return back
17% will complain to friends,
14% will complain to the
restaurant
7.2% complain in social
networks



Russians preferences in food

1. 60% of menu in Moscow restaurants – European cuisine:
Italian, French, German
2. Russian cuisine
3. Georgian
4. Chinese



It's hardly Russians' favorite

Kaalivelli

Mammi — traditional Easter dessert, the mass of the rye flour, malt, sugar and salt.



Solty liquorice (salmiakki).



Lipeakala —softened in liquor, dried fish



silakkalaatikko - casserole of salted herring, potatoes, eggs



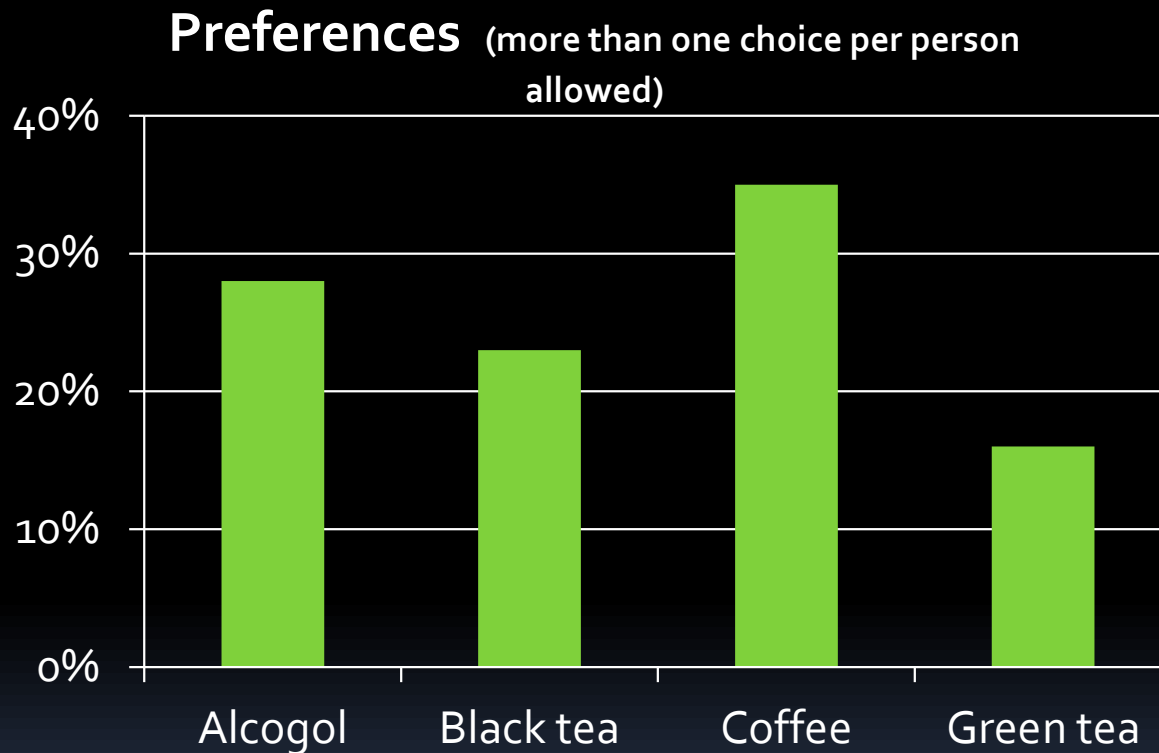
Kaalilaatikko — cabbage Casserole with the addition of barley, peas and milk



Mustamakkara - Black blood pudding with barley in natural cover

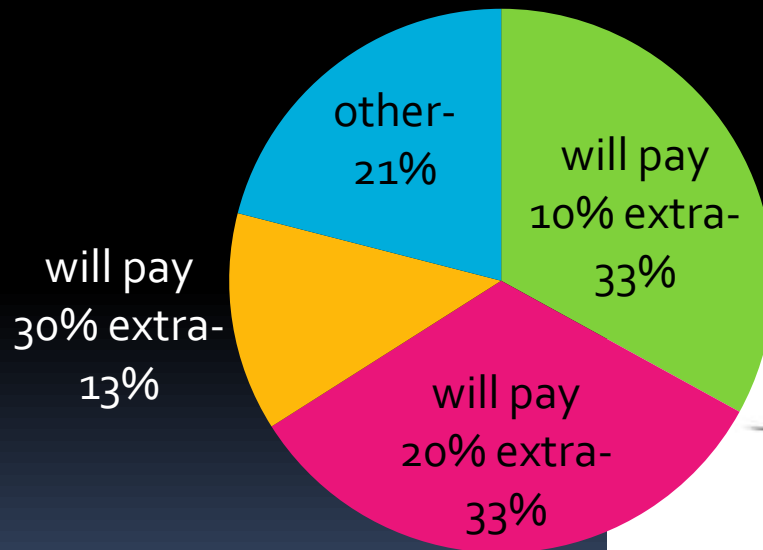


Russians preferences in drinks



Russian guest and service in a restaurant

Guests satisfied with perfect service are ready to pay extra



Russian guest and service in a restaurant

In the work of the staff interviewed the most valued:

1. hospitality (27%),
2. knowledge of menu (19%),
3. service speed (18%),
4. involvement (7%).

Russian guest and service in a restaurant

Provided the service the restaurant is excellent, **95%** of visitors would recommend restaurant to their relatives and friends.



Russian guest and service in a restaurant

Tips

48% of respondents use to leave Tips
always,
44%, depending on the services and
8% — never.





Thank you!

Your comments are welcome



Data sources (in Russian):

<https://vokrugsveta.ua/food/blyuda-finskoj-kuhni-navodyashhie-uzhas-na-turistov-19-05-2017>
: <http://www.horeca-magazine.ru/article/4412/>
http://www.novostioede.ru/article/kakuju_k_uhnu_predpochitajut_rossijane/
Social networks

Welcome to my website <http://en.innaivanova.ru>