The art of being chosen.

Give guests a reason to choose you.



What would your guests miss if your venue were gone tomorrow?

Maybe **the aperitivo worth a detour** after work. Or **the Friday Night Brunch** where friends **share dim sum** and toast the weekend with jasmine cocktails on the terrace.

Think of a **specific moment in your venue that already brings guests back**. A new experience can grow from **something you already have**: a distinctive product, a story or your way of welcoming people. What matters is that guests feel the difference and your team knows how to deliver it **every day**.

WHAT BRINGS GUESTS BACK TO YOUR TABLES?

A new menu, a refurbishment or more advertising all cost money. We show you **what brings guests back** and where to focus. That gives you a clear view of what guests should experience more strongly at your venue and **which investments will pay off**.

TWO WAYS TO WORK WITH WOWNICE

What would you like to develop?

DIGITAL TOOLS FOR YOUR BUSINESS

Clarity for your next step

For hospitality operators who want to understand their business and **take the next steps themselves**. Use the **digital tools online at your own pace**. Your results remain available, with PDFs you can discuss with your team.

Experience Check	Six short self-assessment questions reveal what matters most for your business right now. Get a tailored prompt for reflection. Free.
Experience Compass	Your Business Diagnosis puts your answers in the context of your business. See how the pieces fit together and what to do next.
Experience Discovery	External research and a personal interview deepen the diagnosis. Your Development Map shows what to prepare, test and review with your team.

Start your free Experience Check →

Free Experience Check

WORK DIRECTLY WITH MICHAEL BRAUNEIS

Brand & Experience Advisory

For hotels, restaurants and bars

We develop experiences guests seek you out for. We build a tableside ritual or signature format around what guests value about your venue. Your team brings it to life every day, and your PR and social media show guests what to expect.

For brands and corporate teams

We turn your brand strategy into experiences for hospitality, retail and events. With Brand Marketing, Trade Marketing and Sales, we develop activations that support your brand goals and work on the ground with your partners.



Request a project conversation →

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