



Full Service Flawlessly

Please be respectful of your colleagues by silencing your phone. If you need to answer a call, please go to the hallway.

Full Service

A full service Inn typically has a restaurant on property and offers further guest amenities like:

- Spa
- Room Service
- Concierge
- Event Spaces with In-house catering

A full service Inn is typically not only focused on accommodations/overnight stays

Value Added Selling

Every service and product can be differentiated in the guests mind.

The guest is often willing to purchase based on the value and is not always price driven.

To set yourself apart you have to determine your value criteria and then communicate it loud and clear.

Which benefits do your customers value the most?

Value added examples

- Breakfast: from buffet to boxed and delivered to the room/cabin
- Parking: unless the Inn is in a location with high parking demand and a charge would make more sense to increase income
- WI-FY
- Minibar: Stocked with non alcoholic beverages
- Shuttle service
- Birthday bookings receive cupcakes
- Late check outs/ Early check ins
- Tickets to games/events etc.

Guest Segmentation



Guest Segmentation

- Geographical: International, Regional, Local
- Demographic: Age, Gender, Occupation, Family size, Income, Education
- Motivation: Event, Special Occasion, Wedding, Sightseeing, Groups,

Questions to ask

- Which are the specific needs of each identified guest segment?
- Should you adapt your service to better welcome them?
- Should you offer adapted packages to better attract them?
- Which are the ones with the highest contribution?
- Do you see any segments that could be increased?
- Do you see any new untapped segments that you could start targeting?
- How are usually bookings each of these segments?
- How could you better reach them?

Guest Experience

Refers to the total of all experiences the customer has with our business, based on all interactions, thoughts and feelings.

Guest Experience is:

- the very essence of our offerings
- making an emotional connection
- pro active (impacts feelings and emotions and encompasses the customer journey)
- personal
- different with each person
- about recognizing the preferences and enabling relevant and personalized interactions that make the guest feel special and appreciated.
- about anticipating their differentiated value and responding immediately to their requests
- about anticipating and catering to the guests unique needs
- about resolving issues as quickly, efficiently and effectively



Levels of Guest Experience

- Pre- arrival
- Arrival and check-in
- During Stay
- Departure and check out
- Post departure

Break out



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Pre- Arrival

- homepage
- Brochures
- adds in magazines
- CVB homepage
- RFP's
- Confirmations
- Emails
- Phone calls
- Facebook
- Flyers
- Is the value added communicated clearly?

Arrival and check in

- overall appearance of the property
(How does the property look, smell, feel?)
- Cleanliness
- Is our staff well dressed and groomed?
- Warm welcoming check in
- Is all info needed given based?
- Are all special requests taken care of?
- Knowledgeable associates
- Collect info if know known: reason for stay?
- Is the value added communicated clearly?

During stay

- friendly knowledgeable staff
- anticipating guests needs in all departments
- good problem solving if issue arises
- Easy to make reservations in restaurant or spa/restaurant
- Requests taken care of quickly
- Is the value added delivered?



Check out and last impression

- A psychological heuristic known as **the peak–end rule** describes how people make judgements based on the peak (or most intense) and the end of an event or activity. So if 99% of a person's time with you was positive, but the last 1% was negative, that final encounter will define much of their perceived experience.
- Potentially, you can end up undoing a lot of your hard work by turning check-out into a rushed and impersonal procedure. In contrast, ensuring guests leave with a smile can have a disproportionately positive impact.

Post departure

- What and how are we communicating with our guest after they left?
- Newsletter?
- Birthday/ Anniversary email?
- Special notifications?



How to deliver a multi-level guest experience



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Thank you for learning with us! Please complete your evaluation and hand it to the room host before leaving the room!