Lodge Retreat, OGR 2014

Hospitality Workshop Notes Consolidated: Mary McKee of Valor Hospitality Partners

*These notes have been consolidated from the flip chart notes taken during the interactive exercises. Please excuse any redundancies.*

**Define Touch Points in Initial Contact of Clients/Guests**

* First Contact: marketing. Marketing takes form of referrals, articles, direct marketing, search engines, Facebook, Twitter, Social Media, Orvis News, knowledge areas, shows, hosted trips
* Following Contact: Includes emails, phone, web inquiry, pre-arrival docs, guest profiles
* Standardize 30-day, 2-week check-ins, flight confirmations, etc.
* Fishing/hunting director should call to check in prior to arrival
* Quality of direct interaction/contact is critical, as is promptness. Initial contact sets tone
* Expectations need to be set and clarified early
* Create personal connection and size-up client
* Welcome guest to the “family”
* Communication needs to be believable, trustworthy, and clear
* Gear lists sent to clients early, as well as provided gear
* Dietary restrictions, sporting goals communicated, medical needs attended to. Staff made aware of special needs where appropriate
* Arrival = first personal contact: Airport pickup, drive, shuttles (outsourced), trains, check in, orientation
* Warm and ready welcome, check-in bag, first impressions critical
* Exceed expectations right off the bat
* Have a 1ST afternoon/evening activity
* Necessary licensing done prior

**Protocols/Practices**

* Luggage
  + Luggage delivered to room upon arrival. Associate now acting as lodge ambassador.
  + Luggage delivery accomplished by shuttle driver or check-in associate, or a combo
  + If guest present, room orientation can be accomplished, and unpacking process can be assisted
  + Check with guest to make certain everything is meeting their needs
  + If luggage lost, communicate that arrangements for tracking it down will be made
* Uniforms
  + Give allowance to ensure proper dress. 100 dollars/yr. to pro shop
  + Guest service, no uniform but clear dress expectations. Slacks/dress pants/name tags
  + Servers- white shirt black slacks
  + Chefs appropriately attired
  + Guides- logo’d guide shirt with name. 1st day ties
  + Big game guides no uniform
  + Housekeeping- logo’s polo and khakis
  + Each dept. chooses standards
* Shuttle Standards
  + Clean and detailed vehicle
  + Uniforms, clean-cut staff, name tags
  + Punctuality at airport
  + Waiting in appropriate areas; pre-trip communication to all guests
  + Proper intros
  + Luggage assistance at airport
  + Welcome beverage in vehicle
  + Talking points for ride to lodge
  + Communication with lodge for check-in/eta
* Reservation Call-Back
  + Respond immediately
  + Follow up call for email inquiries
* Dining Set-Up
  + Breakfast set the night before. Set correctly and space is clean
  + Setting standards; create clear protocols/standards