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