

HOSPITALITY CULTURE

The key to make your guests ambassadors of
your destination



Francis Ford
Coppola,
Hotels & Resorts ,
Palazzo Margherita,
Italy

Where it began...

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What we do

Consulting

Customer Experience Concepts

Coaching & Training

Mystery Guest



What is Hospitality ?

???

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Genuine care of a stranger



What make its culture?

● Customer

Corporate soul of a company

Vision, Mission and Core Values

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ELEMENTS of Hospitality Culture Culture

COLLABORATION Collective believe
CONTRIBUTION Personal Engagement
CONNECTION Courage to be authentic
EMPOWERMENT Concept of anticipation
CUSTOMER FIRST Proactive attitude
COMMITMENT Excellence

Service vs. Hospitality

Service

Efficiency


PERFECT
STEPS

Hospitality Culture

Emotional
experience

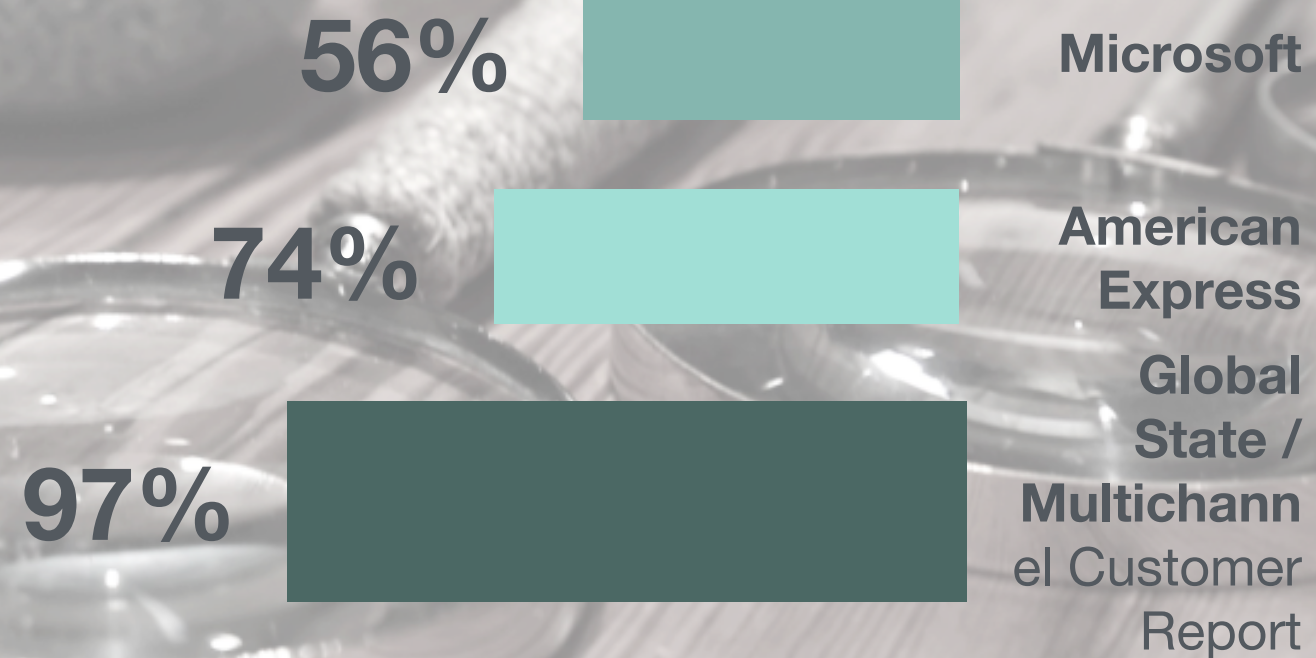
IT FEELS GOOD




A black and white photograph of a hand with the index finger pointing upwards, set against a blurred background of other people. The image is partially obscured by a light gray text box.

By 2020, customer
experience will overtake
price and product as the
key brand differentiator

Customers First- 2020 time to shine



Gary Fox, Oxford University, Ultimate
Customer Experience Report 2017



Invest in your customers
take care of them
Invest in your employees-
train them
and
if your CEO cares -everyone else will



“It took me 17 years and 114 days to
become an overnight success.”

Lionel Messi

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Create your own
influencer



Life is beautiful

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ENJOY ST. MORITZ

What your customers
really want ?

THE **good**
story
to share
with
someone
else



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A photograph of three women smiling and standing behind a reception desk. The woman on the left is wearing a straw hat and a yellow top. The woman in the middle is wearing a black top. The woman on the right is wearing a light-colored blazer. A large, light blue 'You' is overlaid on the image, with the word 'Thank' inside the 'o'.

You

Thank

It is amazing what
they do —
I had such a good
time,
they made my life
easier !

If there is anything else we can
do for, please let us know

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