

SWEATING THE SMALL STUFF

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Short Course 2019
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How long have you been in the hospitality industry?

IN THE BEGINNING...

A history of the hospitality industry

The Lascaux Caves 38,000-15,000 BCE

Located in eastern
France

Believed to be the first
shelter where people
were accommodated
overnight

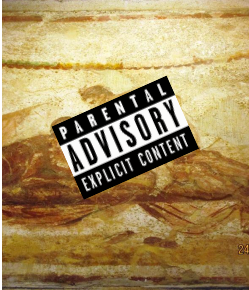
Also a center of artistic
expression



The Lascaux Caves 38,000-15,000 BCE



Lupanar, Pompeii 65-70 BCE



A bordello (or brothel)

The first lodging establishment that charged for overnight accommodations

Nishiyama Onsen Keiunkan 705 AD

Continuously operated by 52 generations of the same family for more than 1,300 years

All its hot water is sourced from Hakuho Springs nearby

37 rooms



Nishiyama Onsen Keiunkan 705 AD



Located in the South Japanese Alps

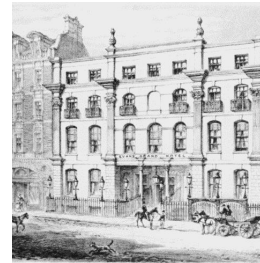
Rates from \$40,000 to \$70,000 JPY
(\$350-\$650 USD per night)

On-site hot springs and restaurant

The Grand Hotel, London 1774

Intended for residence by a wealthy clientele.

About 15s per night for a two-room suite.
(about \$0.84 USD)



Tremont House, Boston 1829



Set the standard for what we know as the modern hotel

Notable guests: Charles Dickens and Davy Crockett

Tremont House, Boston 1829

Lots of "firsts"

- Indoor plumbing
- Indoor toilets & bathrooms
- Reception area
- Locking guest rooms
- Complimentary soap
- Bellhops



Radisson Hotel, Minneapolis 1909

Set a new standard for
"luxury" hotels

Built from the ground up
and named for the
French explorer Pierre
Esprit Radisson.



Hilton Hotel, Waco 1927



Other Milestones

- 1948 First Multi-Hotel Reservations System
- 1950 Introduction of In-Room Amenities, specifically for female travelers (sewing kit and a small book of helpful numbers)
- 1952 Les Clefs d'Or founded
- 1973 First centralized computer-based reservations system



Other Milestones

- 1948 First Multi-Hotel Reservations System
- 1950 Introduction of In-Room Amenities, specifically for female travelers (sewing kit and a small book of helpful numbers)
- 1973 First centralized computer-based reservations system
- 1983 First Loyalty Program (Holiday Inn, then Marriott)

Other Milestones

- 1999 Westin Hotels introduces the Heavenly Bed

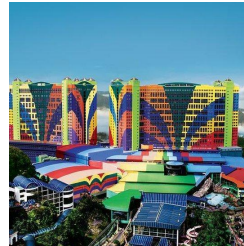


Other Milestones

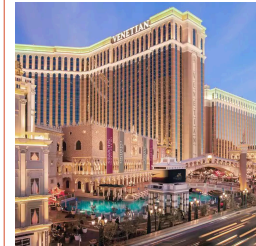
1999	Westin Hotels introduces the Heavenly Bed
2003-ish	Wi-Fi becomes a standard hotel amenity
2004	Online Check-In Introduced (Radisson Hotels)
2014	Digital Smartphone Room Keys Introduced (Hilton)
2018	Smart Hotel Rooms Introduced

Largest Hotels

Worldwide
First World Hotel Malaysia



United States
The Venetian Las Vegas



Other Notable Hotels

Highest Hotel
Ritz-Carlton Hong Kong



First Robot Hotel
Hen-na Hotel, Japan



Today's Hospitality Landscape

- 185,000 hotels
- 17.5 million guest rooms
- Chain & Independent
- Brand, Soft Brand, and Collection
- Rated by Stars, Diamonds, etc.
- Market Segment
 - Budget/Economy
 - Mid-Scale
 - Upscale
 - Luxury
- Demographic-targeted



Pop Quiz

How many hotel brands do you think there are worldwide?

100?

200?

270

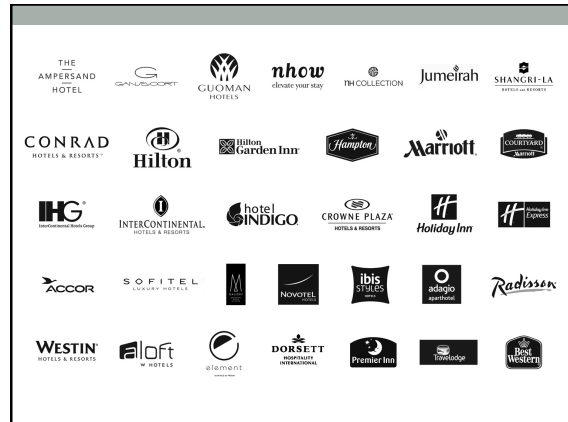
That's a LOT of options!



Today's Hospitality Landscape

The world's 10 largest hotel chains now offer a combined 113 brands at various price points, 31 of which didn't exist a decade ago.

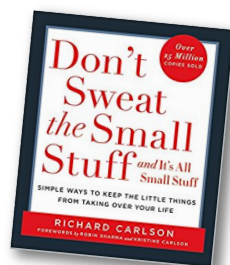
And there's no sign of this proliferation slowing down.



WHAT MAKES THE
HOSPITALITY INDUSTRY
UNIQUE?

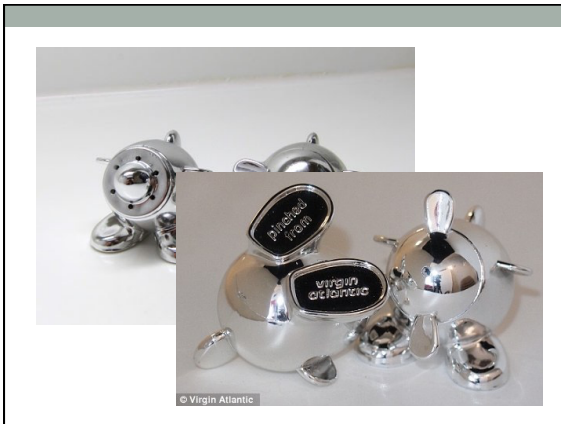
Have you ever heard the
phrase...

“Don’t sweat the small stuff.”



Do you remember this?

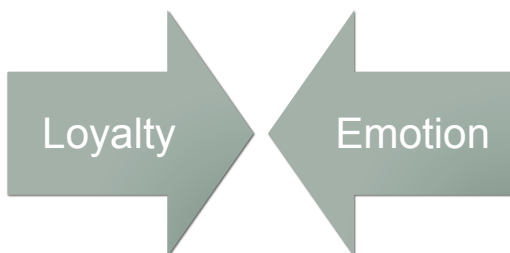




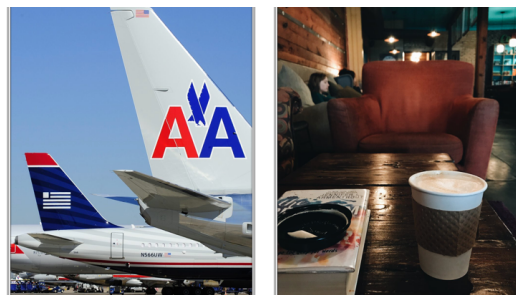
Companies are generally good at getting the good things right.

Think of a time when you went somewhere...
Stayed in a hotel, dined in a restaurant... anything!
AND WERE MADE TO FEEL SPECIAL?

What about a time you had a negative customer experience?



A Tale of Two Loyalties



Types of Loyalty

Most businesses will take any kind of loyalty they can get.

Not all loyalty is created equal.

Types of Loyalty

Behavioral Loyalty

- Based on a system of conditions set forth by the company
- Easily be outdone by a competitor doing more.
- The customer is loyal to the system, not the company

Emotional Loyalty

- Earned, not bought
- When customers are highly satisfied—when their needs are met and their expectations are consistently exceeded—they simply cannot imagine using another product or service.
- It's difficult for a competitor to steal an emotionally loyal customer

People will forget what you say. People will forget what you do. But people will never forget how you made them feel.

Maya Angelou

EXPECTATIONS

Making, Meeting, and Managing

Vacation Time!



We Make Promises to Our Guests



Key Takeaways

What are some things you can do at your property to drive EMOTIONAL loyalty? What can you do to make it impossible for your guests to think of staying anywhere else?

What are the promises that your property makes to your guests and how can you ensure that you deliver on those promises every guest, every day, every stay.

Customer Service and Hospitality are Not the Same Thing

Service is what you do - It is a sequence of acts, tasks and procedures which - if done with consistency, should satisfy most customers when they visit your property.

Hospitality is the ability to make an emotional connection with your guest.