



Six keys to Hospitality

There are six keys to develop and guarantee sustainable hospitality. Hospitality is not a project with an end. Excellence in hospitality requires continuous attention. Because everything that gets attention grows. The six keys can be used during the implementation, dissemination and cyclic assurance of hospitality within your organization.

The six keys are:

1. Look through the eyes of the guest
2. Enable your employees
3. Make hospitality important
4. Reflect and learn
5. Inspire
6. Appreciate

Key 1: Look through the eyes of the guest

Know who your guest is: what your guest wants, experiences and expects (Tip: make personas). Have insight into the Guest Journey (Guest journey of your customer), critical moments of experience and hospitality enhancers. In addition, continuously measure the experience of guests, work on it and learn from compliments, tips, reviews and complaints. What does your guest want? What moves him or her?

Key 2: Enable your employees

Do your employees face barriers to be hospitable? Then reduce those barriers. Organize good teamwork. A welcoming design, communication to guests (online and offline), necessary resources, guest-oriented processes and decision-making powers. Make it possible for your employees to be hospitable!

Key 3: Make hospitality important

Make hospitality a priority. Talk about it and set a good example as management. Make hospitality a regular part of consultation moments. Ensure that employees feel responsible for the integral hospitality experience. Use HRM tools such as selecting for hospitality, training new employees in the field of hospitality and making hospitality a part of annual interviews. Make sure that hospitality is an integral part of your organization!

Key 4: Reflect and learn

Reflect regularly with each other: how hospitable are we? What is going well? What can we do better? This can be company-wide, per team or per individual. Keep setting new goals. Ensure that employees develop themselves by offering training. Continue to coach and provide feedback to each other in the workplace. Realize a contact culture and turn feedback into opportunities!

Key 5: Inspire

Make sure that everyone is regularly inspired. For example, by sharing inspiring quotes or videos. Or take a look in the kitchen of an inspiring and hospitable company.

Key 6: Appreciate

Celebrate successes and communicate about this. Both internally and externally. Share compliments from guests and compliment each other. Focus on and share what goes well. Appreciate each other and make hospitality fun!

