### About this course:
This course is for hotel and serviced apartment staff who are looking to provide an outstanding Inclusive Guest experience.

### Who is it for?
All hotel staff including front desk, concierge, security, reception, food and beverage, sales and marketing and housekeeping.

### Duration:
3.5 hours

### Bespoke or off-the-shelf
This is a standard course for all accommodation providers. The course will focus on the hotel or serviced apartment sector depending on your property.

### Delivery method
Virtually or in-person

### Learning Objectives:
On completion of this course, delegates will be able to:
- Identify the risks needs, desires and risks facing different types of guests.
- Understand why guest inclusivity is important and a legal requirement.
- Understand about the different guest touchpoints across the entire property and each department.
- Implement new safety and risk mitigation strategies to protect both staff and guests.
- Become an ambassador for diversity, equity and inclusion.
- Design actionable solutions to improve the guest experience.
- Deal with problems effectively provide the guest with the best outcome.
- Positively influence guest satisfaction, improve reviews and repeat bookings.
- Help to boost guest bookings and spend.

### Syllabus:
- What is inclusive guest excellence?
- Why it’s important?
- Women travellers
- Disabled travellers
- LGBTQ+ travellers
- Racism
- Intersectionality
- Business travel & inclusive travel programmes
- When things go wrong
- Hero to Zero moments
- How inclusive is your culture?
- Marketing and PR
- Takeaways & action planning

Find out more
[training@maiden-voyage.com](mailto:training@maiden-voyage.com)
© maiden-voyage.com 2023