

# Propel info

## **UK operators could learn from the US and Thailand regarding guest**

**experience – HGEM survey:** The UK has ranked third behind the US and Thailand in a new poll by guest experience management experts HGEM that asked respondents “which country or culture stands out as being the most hospitable”? Despite the country’s high ranking in the survey, HGEM suggested that with record-breaking numbers of tourists expected to visit the UK following the fall in sterling, it was a pivotal time for operators to review visitor expectations to capitalise on the upsurge and ensured staff “lived and breathed” their brand to boost the guest experience. HGEM managing director Steven Pike said: “It’s very encouraging the UK is in the top three but, with VisitBritain forecasting 4% growth in overseas visits to 38.1 million and visitor spend increasing by 8.1% to £24.1bn, UK operators should examine why the US and Thailand stand out and what lessons can be learned. There are lots of examples of creative practice throughout the industry – Thaikhun being just one. If we look at brands learning from American hospitality, which led the way in our poll, Hard Rock Cafe stands out having built an international brand renowned for US-style service, authentic dining and memorable entertainment. What’s important is each member of the team is briefed to live and breathe a brand’s values as part of their induction and then looks to implement them wherever possible as part of the ongoing guest experience.” The rest of the top ten in HGEM’s poll were Italy in fourth, followed by the Caribbean, Japan, Spain, Australia, Mexico and France.