



THINKUP
Enterprises

Revenue Management – The Podcast

How to Create Magical Moments for Guests That They Will Treasure Forever

Welcome to Hospitality Highlights! In this 26th episode of the ThinkUp Podcast, host Lily Mockerman talks with Adele Gutman about how to inspire 5-star reviews and Antonio Pibia of Guest X Inside, who emphasizes how a guest's brain works in relation to how they rate their customer journey.

Highlights from This Episode

Lily: I know in your work, you emphasize the memory, and how the brain works in relation to how customers rate their experience when traveling. Tell us a little bit more about your thoughts on that.

Antonio: In a parachute jumping experience, it's not that we are writing about the experience at the moment we jump. We write about it when the jump is done, our memory of the experience.

The experience that hotels and restaurants or any business in hospitality wants to deliver has to be good enough most of the time, but occasionally remarkable. And the higher the emotion intensity, the more likely a person is going to talk about your experience, whether good or bad.

Lily: In the middle of this pandemic, keeping the staff's spirits' high can be especially challenging. How do you see this connecting back to review scores, and what can hoteliers do in the midst of a stressful situation to keep the team on track?

Adele: If you're listening to what your team is saying, and you're listening to what your guest is saying via the reviews, emails that they send, or little comments that they make at the desk, if you're deeply listening, and you're all wired, looking for ways to improve, you're going to take off like a rocket ship. And your revenue will show the difference.

Lily, Adele and Antonio go on to discuss:

- How limited-service hotels can deliver excellent service and earn 5-star reviews, even supplanting 5-star hotels
- How to get a positive review by properly resolving an issue
- Best practice in responding to reviews that maybe aren't fair to the hotelier, and how to avoid having travelers write those reviews in the first place
- How communication will generate better encounters during the guest's experience
- How to develop a customer journey map specifically for the hospitality industry
- How to enable everyone on staff to be Hospitality Heroes

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For questions on this episode or any other revenue management related topics, you can send them to us at info@thinkupenterprises.com.