



Customer Experience Excellence  
Building Your Reputational Asset

KILLARNEY PARK  
HOTEL

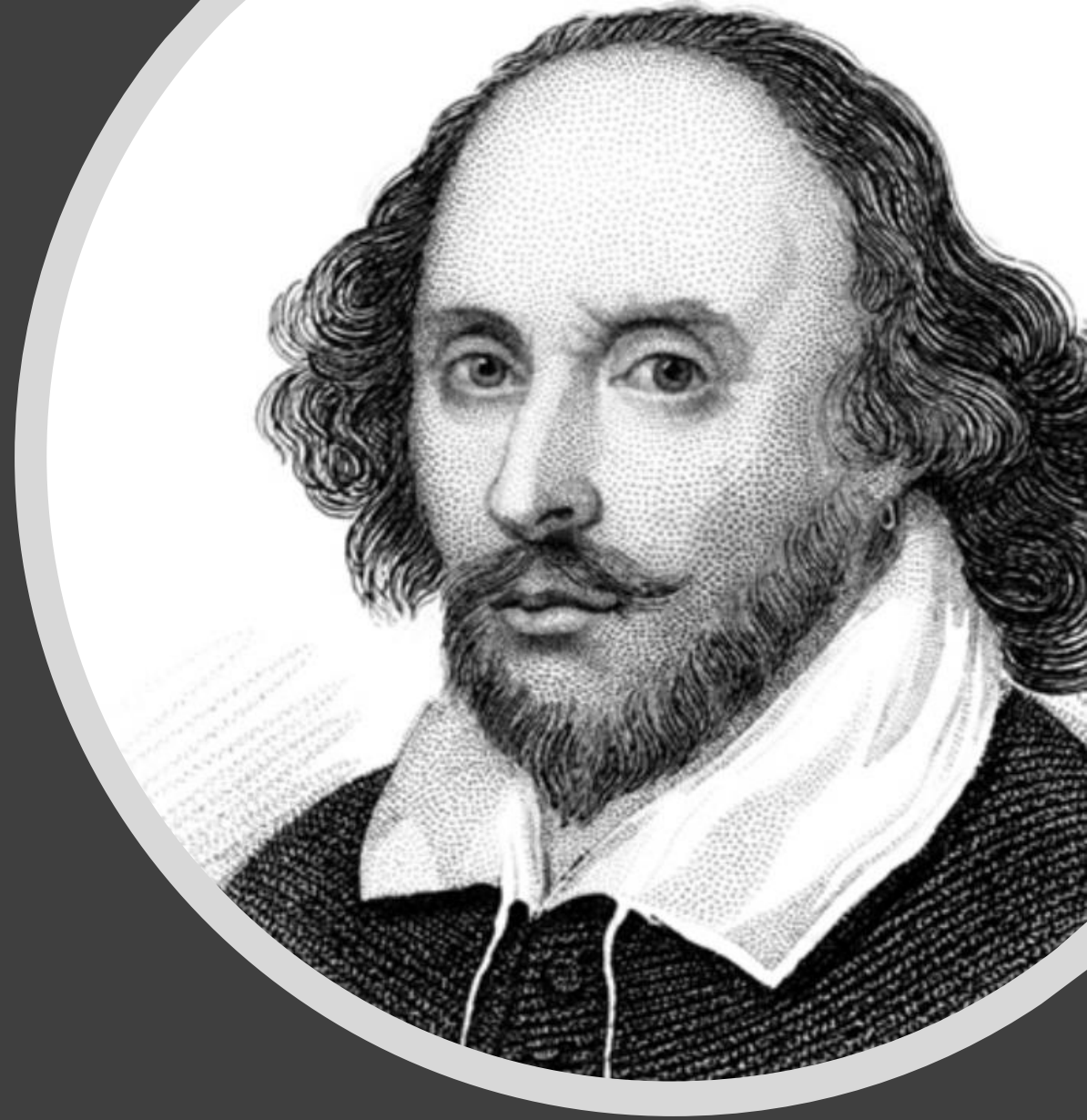
NIAMH O'SHEA  
GENERAL MANAGER

MERRY CHRISTMAS

# Introduction - Reputation

“Reputation is an idle and most false imposition; oft got without merit, and lost without deserving.”

“He has a bit of a reputation ...”





# Introduction - Reputation

- Can you “manage” your reputation?
- Reputation linked with **authenticity, sincerity, decency** which, in turn, are linked with **values**
  - You **can't manage values, you have to live them**
  - They're **caught, not taught**
  - Training will only go so far ... it's far more to do with modelling

# Killarney Park Hotel – who are we ...

- Family owned Hotel
- Coming from Ireland's most hospitable town – welcoming visitors for 100s of years
- Delivering hospitality experiences over 3 generations
- All about the culture ...



Killarney  
Park Hotel  
– who we  
are ...



# Our Culture

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- Staff first, customers second ...
- Internal atmosphere has to remain positive and can do
- Invest in fun
- Celebrate the wins

## Team Social Events 2018

**APR 10th** Ready to get muddy?  
Bog Run and Assault Course followed by BBQ  
Maximum 20 persons

**MAY 10th** Mount Brandon Hike  
Climb Ireland's second highest peak overlooking the Atlantic Ocean. Drinks and good food in a little old pub afterwards!  
Maximum 40 persons

**JUN 17th** Derrynane to Kilmackilloge Boat trip  
Explore the Wild Atlantic Way by boat from Derrynane beach over to the Beara Peninsula and back. Stop in Teddy O'Sullivan's pub for live music and lunch.  
Maximum 12 persons

**COASTERRING IN SOUTH KERRY** Coasterring in South Kerry  
Climb, swim and, jump along the Wild Atlantic Way!  
Life jackets, helmets, gloves, and wet suits all provided  
Food and drinks in Kenmare afterward  
Maximum 15 persons

**ISLANDS FITTEST HOTEL** Islands Fittest Hotel  
Killarney Park followed by BBQ  
You can show true grit through  
river crossings?!

# Our Culture

- **Hire as locally as possible**
- Living local means you are integrated, connected
- Creates a stable base that becomes the fertile soil that allows the culture to grow
- Also ensures authenticity – guests get an authentic local experience
- So seasonal staff are immediately enveloped in specific way of being



# Living the Culture

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- Attitude – hire for attitude, like minded, good fit
- Aptitude – can be developed through training
- Empower team to colour outside the lines
- Build employee confidence
- Be our guest
- Experience beyond the hotel





# Living the Culture

- Lead by Example
  - It's all about face to face encounters
  - Draw on attitude, instinct, intuition
  - Be creative
  - Community matters – Get involved



# Living the Culture

- Don't fear progress
- Using technology | Digital Channels to connect with customers prior to arrival | Pre arrival research | Post stay survey
- Internal comms – WhatsApp
- Monitor social media
- Every picture tells a thousand words

 **Book now! This hotel is likely to sell out soon.**

 2 Jun

 3 Jun

 1 room, 2 adults, 0 children

Lock in the lowest price from these sites

  
Official Hotel Site

**€405**


**View Deal**

- |                   |   |                  |   |
|-------------------|---|------------------|---|
| TripAdvisor ..... | <b>€405</b>   | Hotels.com ..... |  |
| Stayforlong ..... |  | Expedia.ie ..... |  |
| Booking.com ..... |  | Roomdi.com ..... |  |


[View all 9 deals](#) ▾

Prices are provided by our partners, and reflect average nig...



 All photos (489)




 Traveller (278)



 Room & Suite (103)



 Dining (96)

# Winning on TripAdvisor

Overnight success after 25 years ...

# Does it pay to be Tripadvisor's no. 1 hotel?

- Rooms Sold
  - February +6.2%
  - March +4%
  - April +12%
- Avg Rate
  - February +8%
  - March +13%
  - April +4%
- Total Revenue
  - February YOY +10%
  - March YOY +18%
  - April YOY +9%



# 3 Take Aways

- **Staff first**
- Face to Face
- Be creative



- INSERT VIDEO