



GUINNESS

ST. JAMES'S GATE BREWERY, DUBLIN

The Guinness Storehouse Story



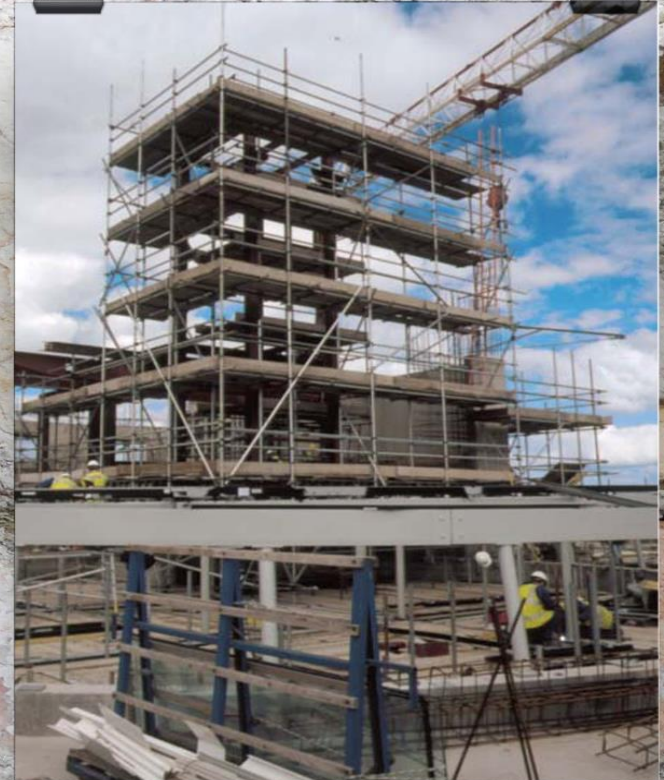
GUINNESS
STOREHOUSE

MY JOURNEY



ARRIVING AT A BUILDING SITE

DEVELOPING A WORLD CLASS GUINNESS HOME



OUR BRAND PURPOSE

The Guinness Storehouse exists to **welcome you**
on an **unforgettable journey**
to the heart of Guinness

THE ORIGINAL VISION



1996

planning begins

€42m

initial investment

2000

December opening

€28m

Continued Investment

OUR KEY PILLARS



Clear
VISION and
STRATEGY
with the
CUSTOMER
at the
HEART

Regular
EVALUATION
and
MEASUREMENT
of what we do

A team
CULTURE
based on
ENGAGEMENT
&
DEVELOPMENT

Continuous
GROWTH
and
INNOVATION

OUR GOLDEN RULES...

APPROACH THE CUSTOMER BEFORE THEY APPROACH US

CONTINUOUSLY STRIVE TO REMAIN IRELANDS NUMBER 1 TOURIST ATTRACTION

CUSTOMER SERVICE IS AT THE HEART OF ALL DECISIONS

NEVER SAY NO 'YES WE HAVE NO BANANA'S'



TALENT STRATEGY...



Learnings: Criteria for selection

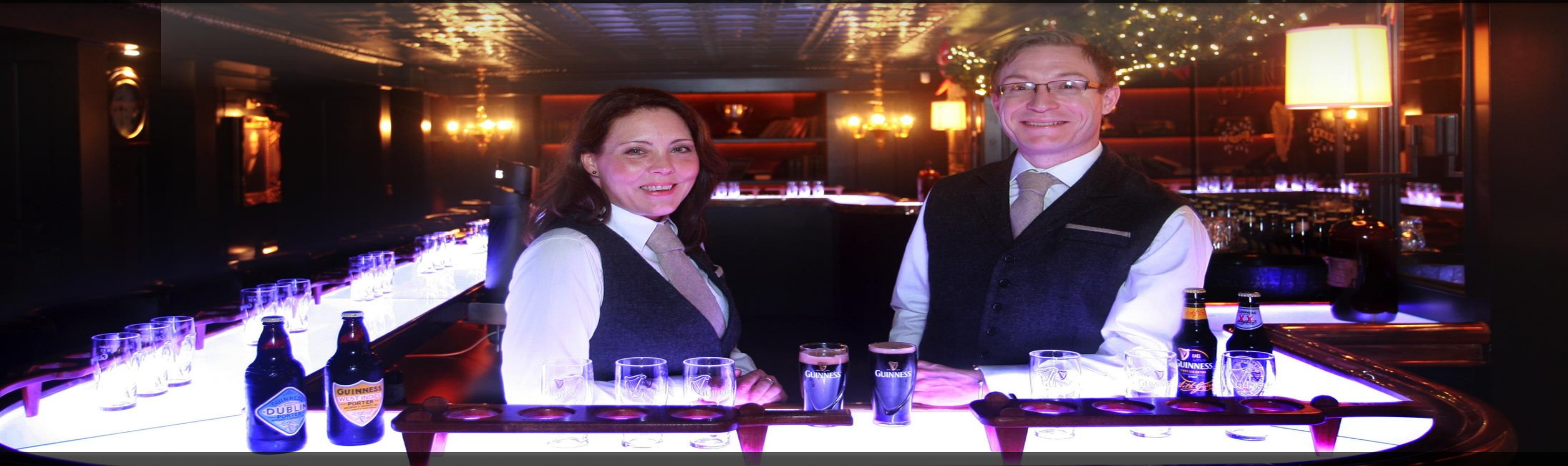
THE TEAM DELIVERING FOR THE CUSTOMER

Recruitment

- **'HIRE THE ATTITUDE TRAIN THE SKILL'**
- **HOSPITALITY SECTOR**
- **VALUES (PRIDE, COURTEOUS, SOUL AND QUALITY)**

Development

- **BEER SPECIALIST ROLES**
- **GAIETY SCHOOL OF ACTING**
- **TRAINEE TEAM LEADER ROLES**
- **S.T.E.P. DEVELOPMENT PROGRAMME**



Engagement

- **ENGAGEMENT & TEAM BUILDING SESSIONS**
- **ANNUAL ENGAGEMENT SURVEY**

Reward

- **BONUS LINKED TO CUSTOMER EXPERIENCE**
- **RECOGNITION FOR OUTSTANDING PERFORMANCE**

A man and a woman are standing on a platform with a metal railing, looking at a large waterfall exhibit. The man is reaching out towards the water. The scene is lit with blue light. In the background, other visitors are visible, and there are informational signs on the wall, including one that says "WATER".

DELIVERING A MEMORABLE EXPERIENCE...

FUN, ENGAGEMENT,
AUTHENTICITY

CATERING FOR...

SNACKERS

GRAZERS

GLUTTONS



CREATING UNIQUE EXPERIENCES FOR ALL VISITORS

pour **YOUR OWN** *pint*



TASTE
more



YOUR Guinness **YOUR** *way*

Reaching the world over...
WEST INDIES PORTER

Rich, deep and characterful, as you'd expect from a beer with a seafaring heritage reaching back to the 1800s. Brewed to stay fresh on long sea voyages, sweet with chocolate and coffee flavours and a smooth easy finish.



At the heart of our city...
DUBLIN PORTER

Inspired by our brewer's Dublin roots, back to 1776. The golden age of porter. Sweet and smooth, with malt and dark caramel notes, an easy finish and a delicate hop aroma to savour.



AIRBNB NIGHT AT

THE ULTIMATE MEMORABLE EXPERIENCE

- » Over 1 Billion Media Impressions
- » 5.1 Million Social Media Impressions
- » 40,000 Entries
- » 171 US & Canada Broadcast Stations
- » Jimmy Kimmel Show
- » International media coverage from China, France, Spain, Italy , Australia & Germany.

Supported By:



Get the facts. Be **DRINK AWARE** <

Visit drinkaware.ie



OUTSOURCING SERVICES

FOOD & BEVERAGE, CLEANING AND MAINTENANCE – FOCUS ON YOUR CORE REMIT



Learnings: Retail, Food & Beverage location within The Storehouse

WHAT WE MEASURE....

WHAT GETS MEASURED IS IMPORTANT



VISITOR NUMBERS

MYSTERY SHOPPER

NET PROMOTOR SCORE

How likely are you to recommend Guinness Storehouse to a family member or friend.

RED C RESEARCH

CLOSENESS TO THE GUINNESS BRAND

ROI

SOCIAL MEDIA

PROFIT

MEDIA IMPRESSIONS: 1.2 BILLION PER YEAR

EMPLOYEE SATISFACTION

CUSTOMER SATISFACTION



**OVERALL
MYSTERY SHOPPER
SCORE**

88%



**OVER 50% OF OUR
VISITORS SAID WE
EXCEEDED THEIR
EXPECTATIONS**
- Red C Research

OUR VISITORS



**20% OF VISITORS TASTE THEIR FIRST GUINNESS AT THE HOME OF GUINNESS
40% VISIT BECAUSE A FRIEND RECOMMENDED IT TO THEM
60% SAY THEY WILL DRINK MORE GUINNESS AS A RESULT OF THEIR VISIT
98% RATE OUR STAFF AS EXCEPTIONALLY FRIENDLY AND KNOWLEDGABLE**

**'What a great place this was!!
Staff knew their stuff in the
storehouse and it was very
enjoyable. Especially the
Gravity Bar at the top with
360 view of Dublin!! Highly
recommend'**

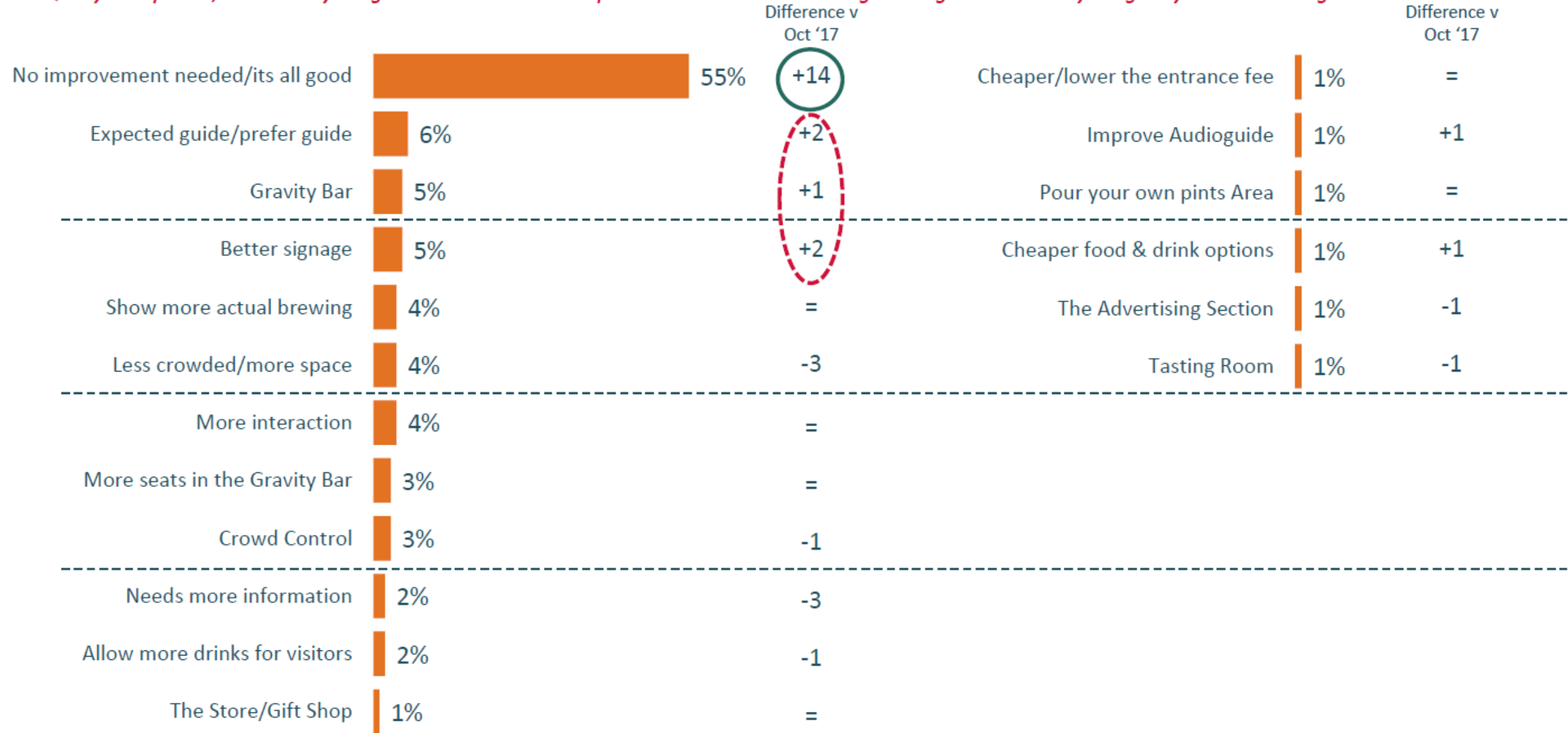


**'Excellent trip - well worth a
visit even just for the smells
and the views! Great first taste
of Guinness and very
informative staff regarding the
history'**

Areas to Improve On (Open Ended)

(Base: All Visitors – 407)

Q. In your opinion, is there anything the Storehouse can improve on? Is there something missing or is there anything they could be doing better?



Over half of visitors to the Storehouse feel that there was no improvements needed to the Storehouse. 1 in 20 think that the Gravity Bar, Signage or tour guides could be improved, a marginal increases versus Oct '17.

Areas to Improve on – Verbatim Comments

More interaction. Would like a **tour guide.** **Better prices for students.**

Not enough signs. Wasn't sure where I should go next.

Very long line at tasting. Lady said 2 minute wait but it was at least 10 minutes, so I had to leave.

Maybe **explanation of making beer.** More creativity is needed.

Too busy. Hard to follow without guidance.

More interactive activities. Photo booths.

More pictures of Guinness brewing.

A bit **crowded and warm.**

More seats for the elderly. **Better prices for pensioners.**

Guides to assist rather than wander around yourself.

More directions where to go on the tour.

Show something like a packing room, factory atmosphere etc.

Not enough seats in top bar. Not cosy - a few sofas.

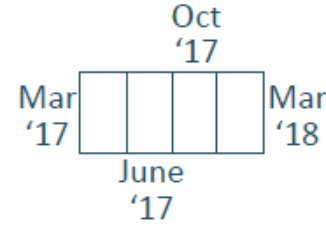
Show **more production.**

Reduce the crowds in pour your own pint.



Staff Rating - I

(Base: All Visitors – 407)



Q. Thinking about the staff at the Guinness Storehouse can you please rate your experience of the staff on the following measures on a scale where 5 is very good and 1 is very poor?

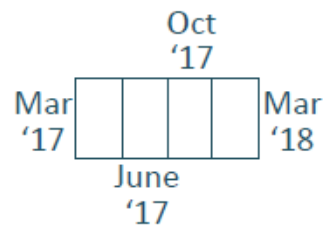


Staff excellence within the Storehouse continues to be very strong across Helpfulness, Friendliness and Professionalism, all scoring top marks.

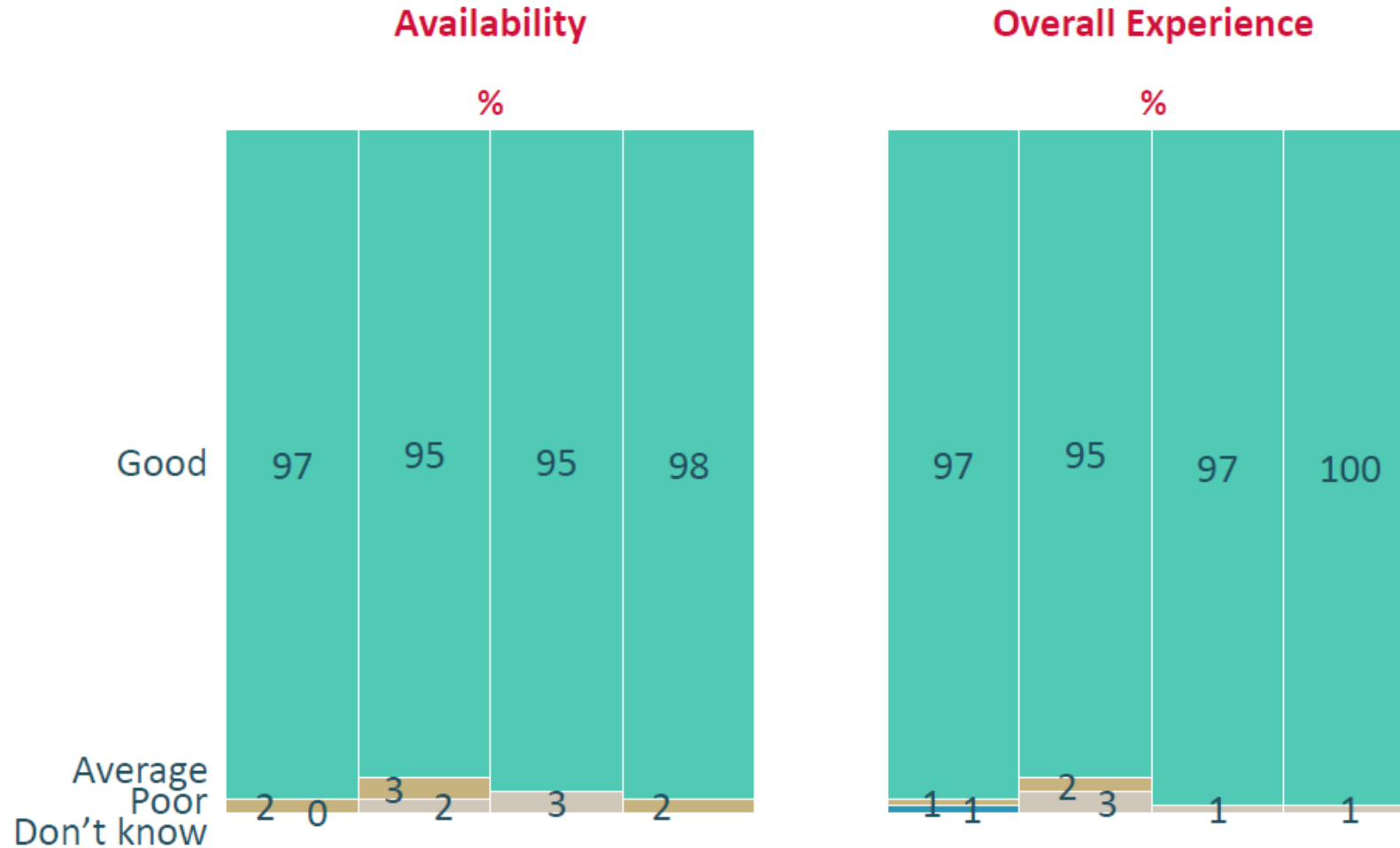


Staff Rating - II

(Base: All Visitors – 407)



Q. Thinking about the staff at the Guinness Storehouse can you please rate your experience of the staff on the following measures on a scale where 5 is very good and 1 is very poor?



Rating of staff in terms of availability and overall experience are also remain very high.



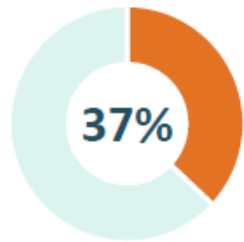
Incidence of Member of Staff Standing Out

(Base: All Visitors – 413)

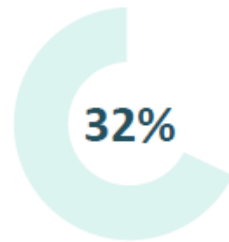


- Q. Were there any members of staff who stood out as having given you great service?
- Q. Can you recall the name of the staff member who gave the great service today at the Storehouse?

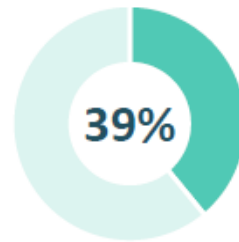
June 2016



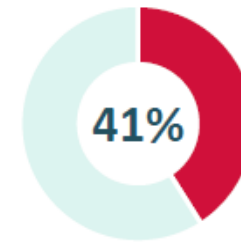
Oct 2016



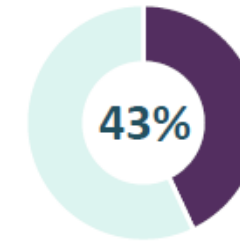
Mar 2017



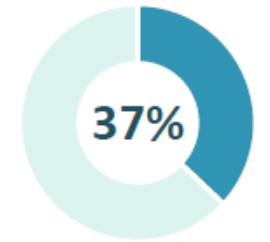
June 2017



Oct 2017



Mar 2018



Juan David - Gravity Bar. Hard working, friendly and helpful.



Ross, retail store - really friendly, tax discount, made an effort.

Kerrie was our guide. Very good, knowledgeable, friendly and helpful.



George, Romanian guy at the pour your own pint area. Friendly and managed people well. Also cashier at store, friendly.

Eoin in the pour your own pint room. He was friendly and funny. Very engaging.

Around 4 in 10 consistently report a staff member standing out in terms of great service.

REDC

(Q.18)

ECONOMIC IMPACT OF THE GUINNESS STOREHOUSE

Objective: Establish the economic contribution that the Guinness Storehouse makes to Dublin and Ireland

APPROACH

- Survey visitors to the Storehouse - 542 interviews with a representative sample of visitors to find out where they came from, why they came to Dublin, and how important the Storehouse was in motivating them to visit
- Estimate how much visitors spend during their time in Dublin, and the economic value of this spend
- Analysis of the direct contribution of the Storehouse's operations in terms of employment, purchasing , and tax.
- Consider the tourism, social and cultural contributions

KEY FINDINGS



GUINNESS AS THE MAIN AWARENESS DRIVER OF IRELAND

38%



GUINNESS STOREHOUSE AS MAIN REASON TO VISIT DUBLIN

23%



DECISION TO VISIT GUINNESS STOREHOUSE BEFORE TRAVELLING

84%

ECONOMIC IMPACT OF THE GUINNESS STOREHOUSE



REVENUE IMPACT

€381M



EMPLOYMENT

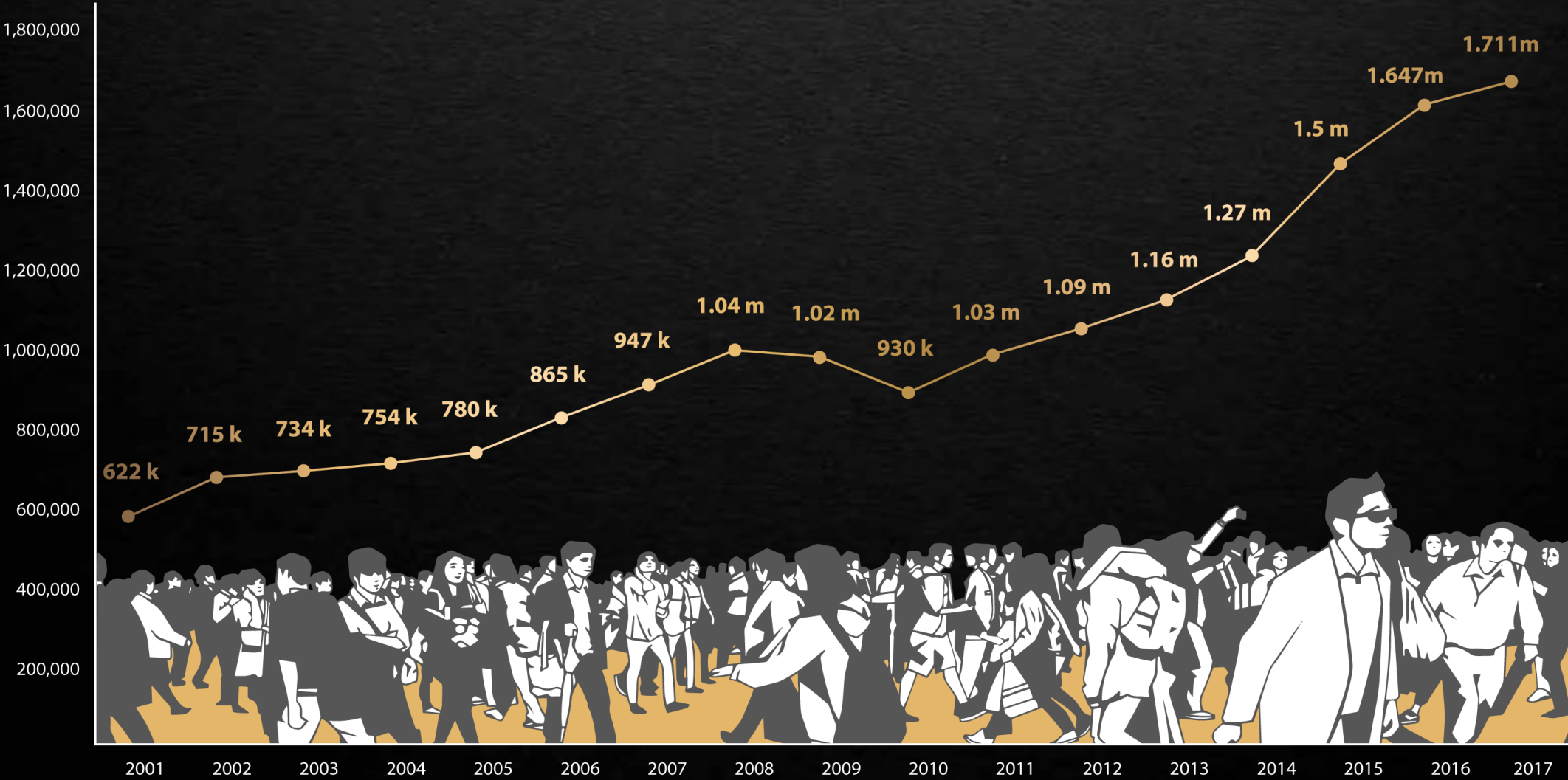
9,289



TAX

€80M

VISITOR NUMBERS since opening in 2000



CONTRIBUTORS TO OUR SUCCESS

INDUSTRY COLLABORATIONS





THE FUTURE

GRAVITY BAR EXPANSION



2017

PLANNING BEGINS



€16 MILLION

INVESTMENT



2019

SUMMER OPENING

OUR *2020* *ambition...*

We will...

Immerse
+2M VISITORS
annually

BE THE
global beacon
FOR GUINNESS BEER
& BRAND
STORYTELLING

DELIVER
truly unique
'MADE OF MORE'
experiences

ANY QUESTIONS?



**GUINNESS
STOREHOUSE**



GUINNESS[®]
STOREHOUSE

Thank you