



# **Give Your Guest A Wow!: 21 ways to create impeccable hotel customer service that leaves a lasting impression**

*Adam Hamadache*

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Imagine that every hotel guest you serve walked out the door and told just five people how amazing their experience was... To get it right, it's going to take so much more than good customer service. It'll be the 'little things' that count, those WOW Moments that create an experience for the guest they haven't had anywhere else and are left feeling compelled to share with their nearest and dearest. Give Your Guest A WOW! presents 21 WOW Moments to help your hotel achieve the 'FOUR MORES': MORE repeat and referral bookings (coming to you direct). MORE positive reviews on Trip Advisor. MORE spend during the guests' stay. MORE remarkable experience that is shared time and time again. Adam Hamadache will help you to add a WOW Moment to every stage of your guest's experience, ensuring that you and your guests sleep a little easier. Adam Hamadache is the founder of hotel training company The Wow Guest Group and PMPM Hotel Marketing. Since 2008 Adam has held contracts with over 600 hotels including the likes of Marriott, Best Western & Hilton. A regular speaker at hotel industry events including The Hotel Summit, The Hospitality Exchange, as well as regular columnist of Hotel Owner Magazine, Adam shares his experience of wowing guests to create and leverage word of mouth marketing that drives more repeat and referral bookings, coming through directly to the hotel. "This book gives a real insight into elevating the guest experience to new levels ... will be of real benefit to those in the hotel industry!" - Janice Gault, CEO, Northern Ireland Hotel Federation

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