

INCLUSIVE GUEST SAFETY EXCELLENCE



Powered by
Maiden
Voyage



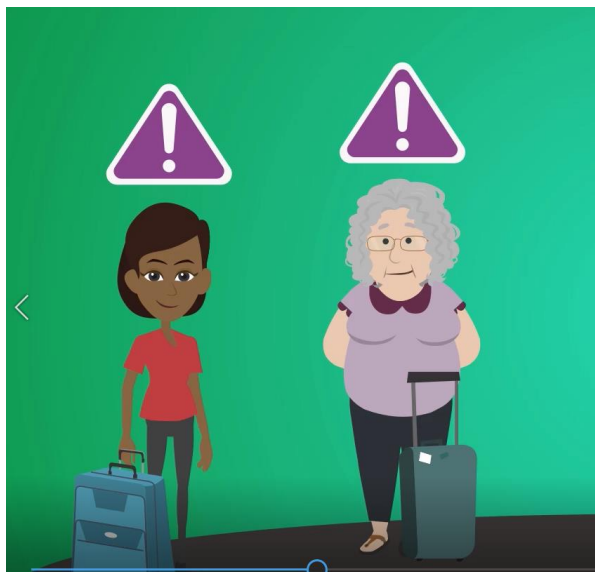
TODAY'S FACILITATORS – CAROLYN PEARSON



Carolyn is the founder and CEO of Maiden Voyage, specialising in inclusive travel safety and security for minority groups. Carolyn and her team work with employers, academic institutions and travel industry suppliers, helping them to safeguard their business travelers.

Carolyn has been a long-standing member of the Global Business Travel Association Risk Committee and a trustee of the UK's largest domestic violence charity. She is widely quoted in the press and a regular speaker at international conferences on the subjects of travel security and personal safety.

ABOUT MAIDEN VOYAGE



INDUSTRY TMC PARTNERSHIPS



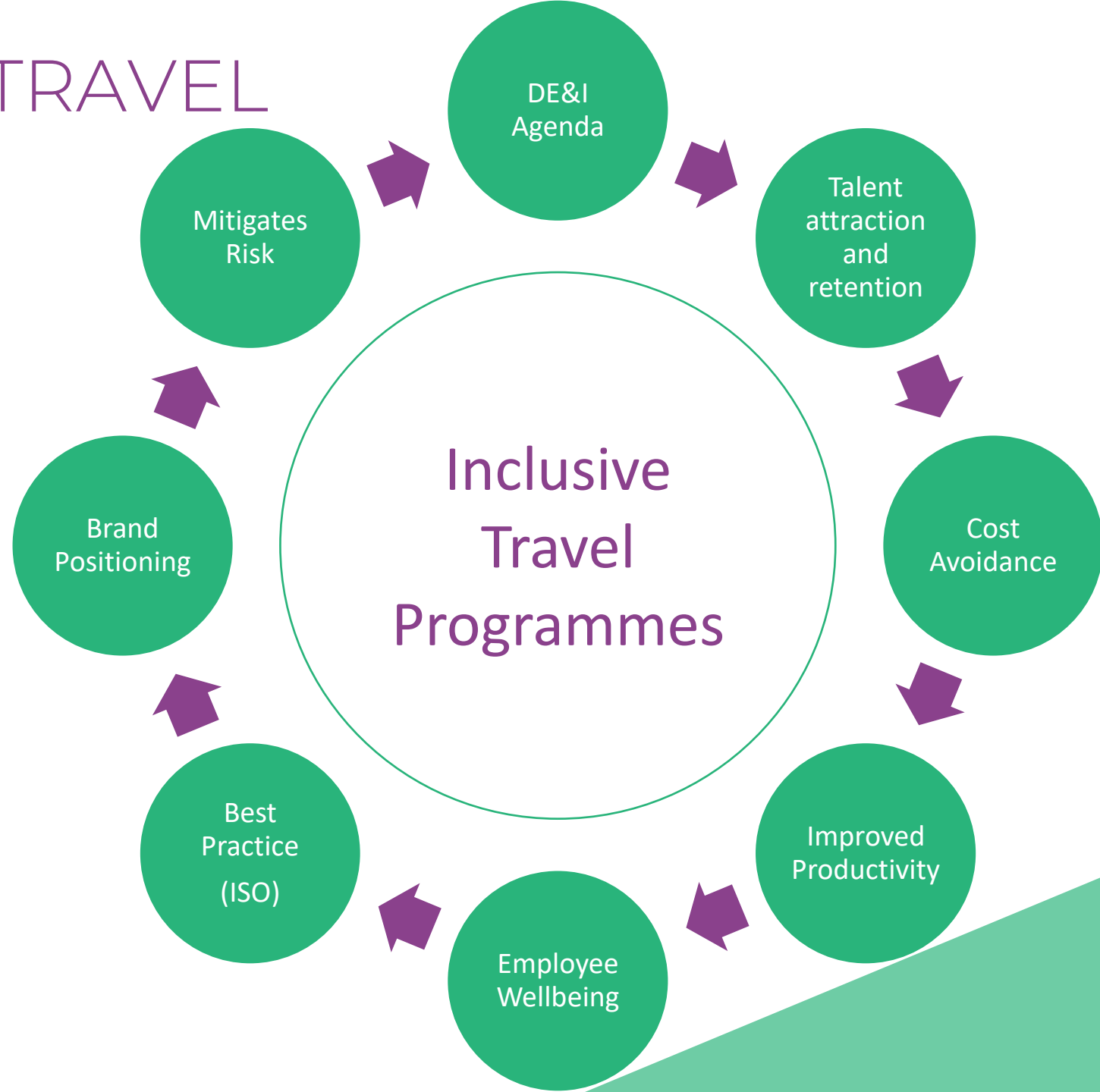
WHY INCLUSIVE GUEST EXCELLENCE?

Demand
from
properties

Demand
from buyers
& bookers

Intelligence
gathered in
courses

CORPORATE TRAVEL



Taster Session





Inclusive Guest Excellence

The commitment and ability of an accommodation provider or venue to provide exceptional service and experiences to all guests and delegates regardless of their background, preferences, abilities, or identities.

Creating an environment where everybody feels welcome, respected, and valued.

HOW DO YOUR GUESTS FEEL?

*“I’ve learned that people will forget what you said, people will forget what you did but people will never forget **how you made them feel**”*

Maya Angelou



ESG AND THE SOCIAL IMPACT

1. Employee welfare
2. Guest safety and wellbeing
3. Local community engagement
4. Accessibility and inclusivity
5. Ethical supply chain and responsible sourcing
6. Human Rights



WHY IS INCLUSIVE GUEST EXCELLENCE IMPORTANT?

- Right thing to do
- Reflects a move towards ESG and global social responsibility
- Direct impact on the bottom-line
- Guests and corporate bookers are demanding it
- Avoids negative PR
- Brings positive reviews
- Brings repeat business & guest retention
- It is a legal requirement

GUEST INCLUSIVITY



WOMEN





SEXUAL ASSAULT

X Factor star Lucy Spraggan steps back from social media after revealing she was raped by hotel porter

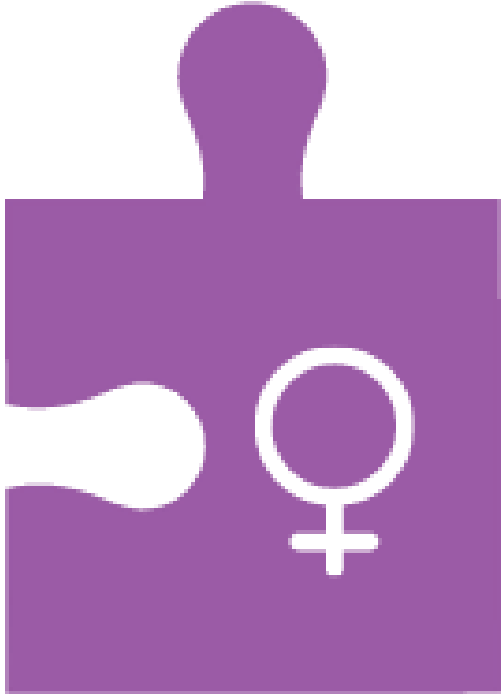
The incident occurred while she was a contestant on the hit show



Daisy Jackson - 17th July 2023

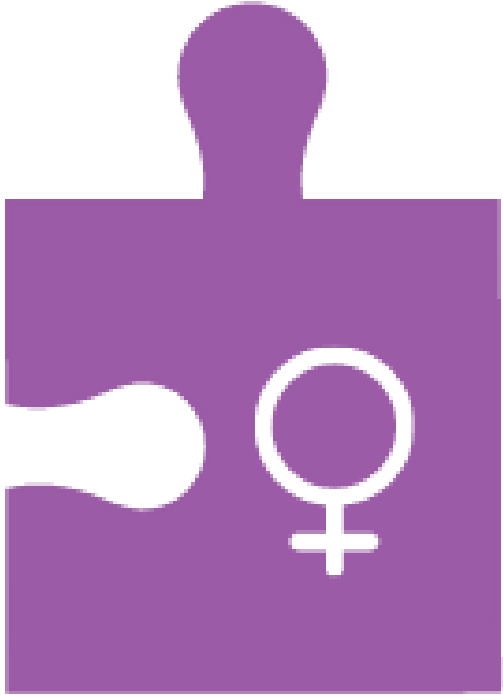


Lucy Spraggan has spoken out about a 'life-altering trauma' during her time as a contestant on the X Factor, describing how she was raped by a hotel porter.



EXPERIENCES

- Room numbers shouted out or requested in public
- Sexual harassment
- Sexual assault
- Stalking by known individuals
- Unwanted room calls
- Room intruders
- Bag & valuables theft
- Drink spiking

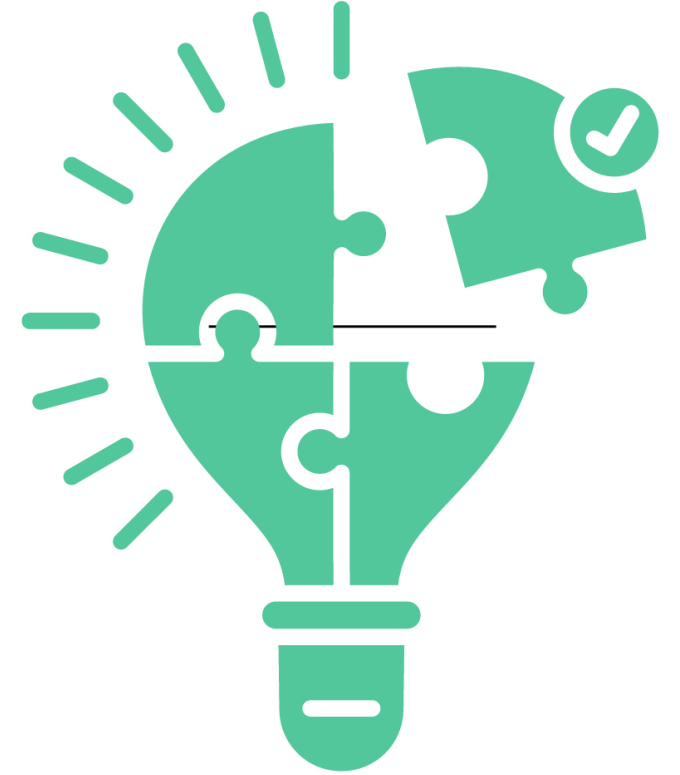


EXPERIENCES

- Inappropriate rooming experiences
- Inappropriate room allocation
- Feeling worried, unsafe, insecure (and therefore unable to sleep) in their hotel room
- Barricade themselves in their rooms or place object in front of the door
- Need emergency access to sanitary products
- Feel penalised by tray charges

THINGS TO CONSIDER!

- Don't announce room numbers out loud
- Room in well occupied areas/main building
- Door-wedge if rooming
- Have a safe word for guess needing assistance
- Complimentary sanitary protection on site



DISABLED TRAVELLERS



WHEELCHAIR USER

BBC

Your account



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NEWS

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Premier Inn: Disabled woman 'left behind' during hotel fire alarm

24 March



DR HANNAH BARHAM-BROWN/INSTAGRAM

Dr Barham-Brown said the way she was treated "makes you feel like you're not worthy of being kept safe"



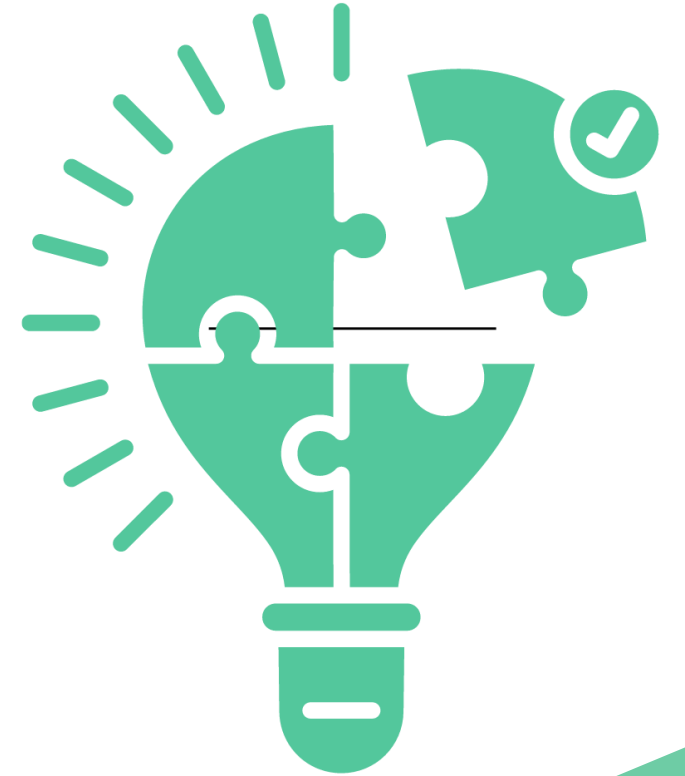


EXPERIENCES

- Inadequate facilities
- Insufficient policies
- Untrained staff
- Not being valued as a person, see as less than
- Dietary requirements not catered for
- Access to water for medication
- No fire alarms for deaf guests

THINGS TO CONSIDER!

- Dedicated number managed by knowledgeable staff about accessibility features
- Accessibility features clearly stated on website and to include video or comprehensive photographs
- Details of local or onsite disabled parking spaces
- Accessible check-in desk



WHAT CAN YOU DO?

- Each guest has different needs and might include:
 - A quiet place to have breakfast
 - A later checkout to avoid a busy airport
 - Extra guidance on room location
 - Refraining from using strong smelling odours in the bedroom
 - ...



LGBTQ+



Maiden
Voyage



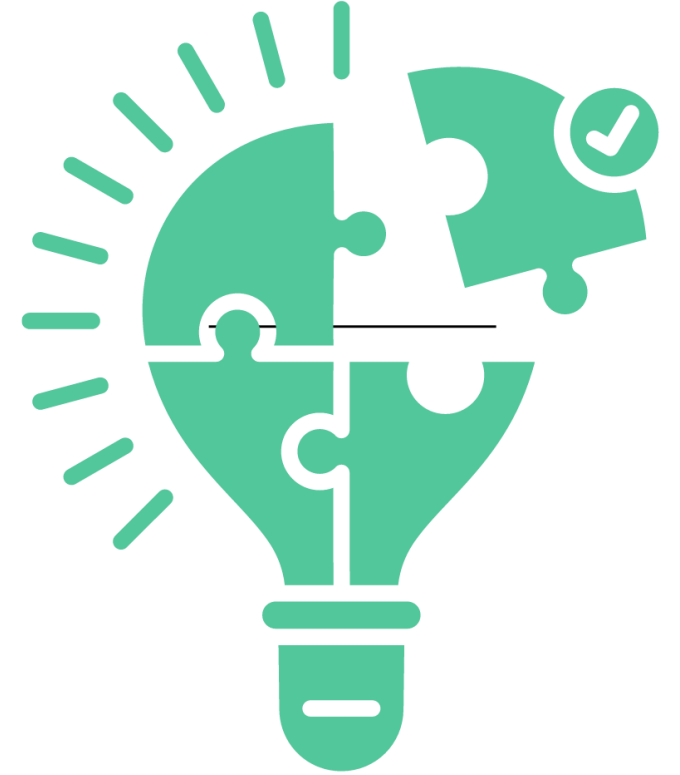


EXPERIENCES

- Homophobia
- Transphobia
- Inappropriate comments
- Mis-gendering
- Questioning re same sex occupants of a hotel room

THINGS TO CONSIDER!

- Be welcoming
- Encourage colleagues to be their true authentic selves at work
- Display anything LGBTQ+ that you are supporting
- Be informed about the local LGBTQ+ scene, events and groups
- Get involved in public facing events such as Pride.



ETHNICITY



RACISM



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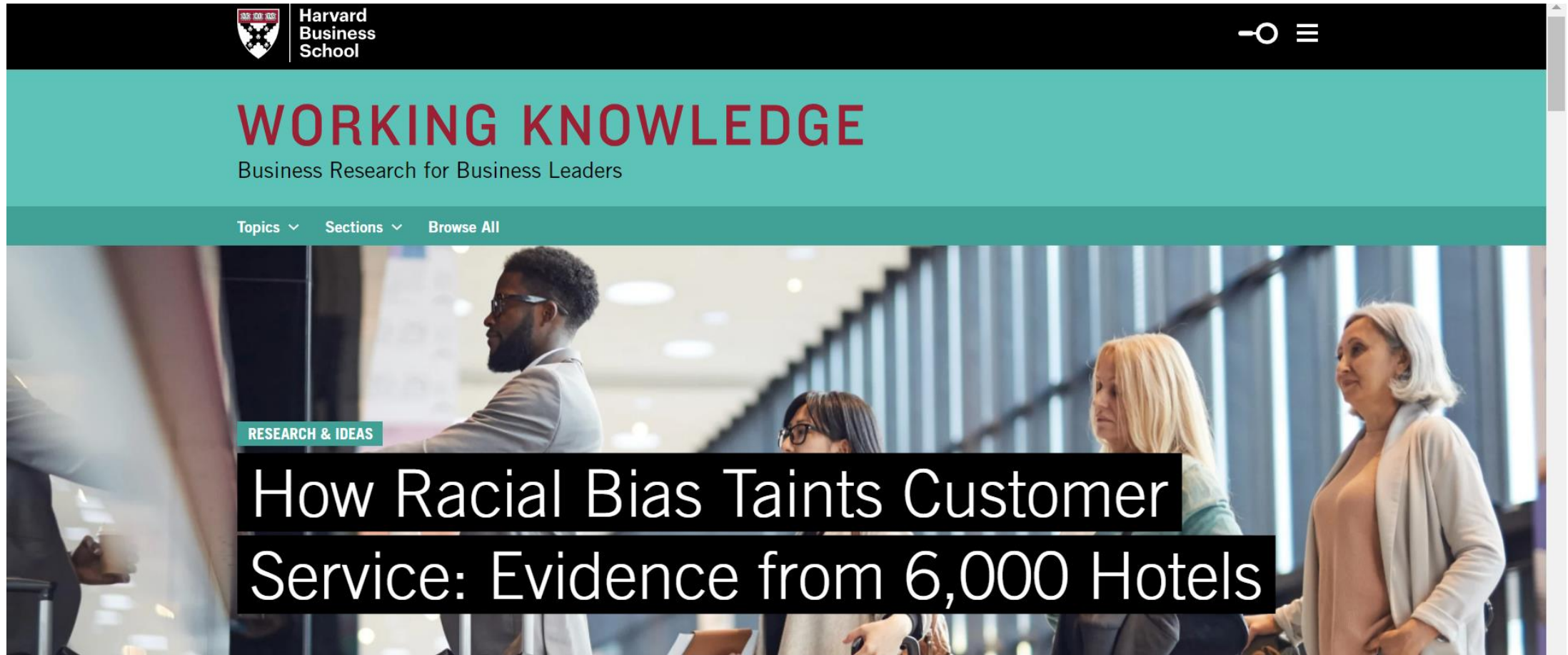
NEWS INDEPENDENT TV CLIMATE SPORT VOICES CULTURE PREMIUM INDY/LIFE INDYBEST INDY100 MY INDEPENDENT VOUCHERS COMPAI



**COUPLE SAYS HOTEL OWNER TURNED
THEM AWAY 'BECAUSE HE DOES NOT
ACCEPT DARK-SKINNED GUESTS'**

aiden
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RACISM



The image is a screenshot of the Harvard Business School Working Knowledge website. At the top, the Harvard Business School logo is on the left, and a search icon and menu icon are on the right. Below the logo, the text "WORKING KNOWLEDGE" is displayed in large, bold, red letters, with "Business Research for Business Leaders" in smaller black text underneath. A teal navigation bar contains the links "Topics", "Sections", and "Browse All". The main content area features a large photograph of four business professionals in a modern office setting. Overlaid on the bottom half of the photograph is a black rectangular box containing the article title "How Racial Bias Taints Customer Service: Evidence from 6,000 Hotels" in white text. A small teal box with the text "RESEARCH & IDEAS" is positioned to the left of the title.

Harvard Business School

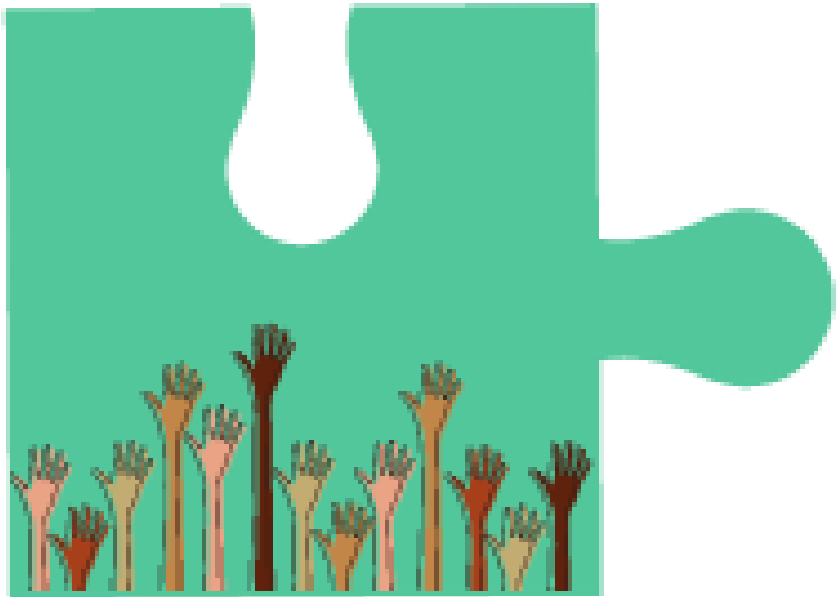
WORKING KNOWLEDGE

Business Research for Business Leaders

Topics Sections Browse All

RESEARCH & IDEAS

How Racial Bias Taints Customer Service: Evidence from 6,000 Hotels

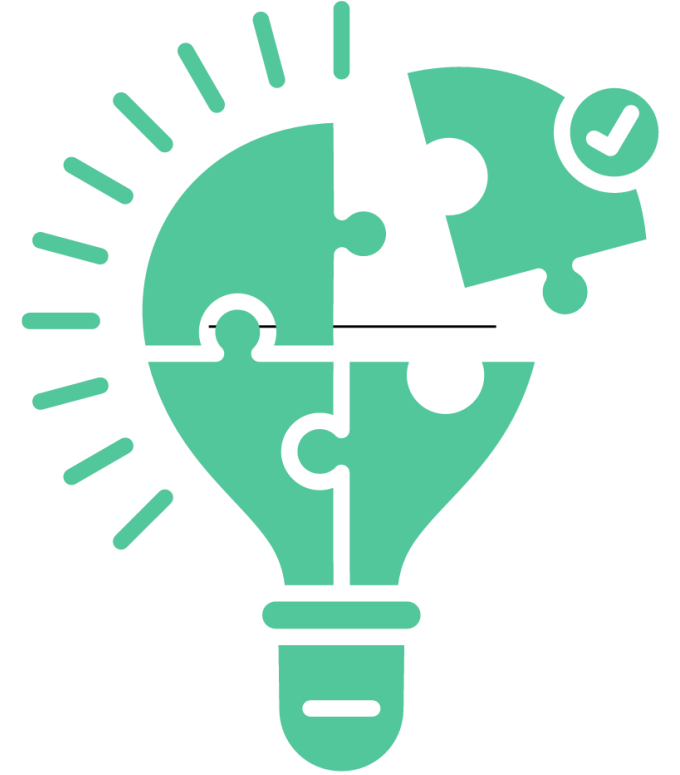


EXPERIENCES

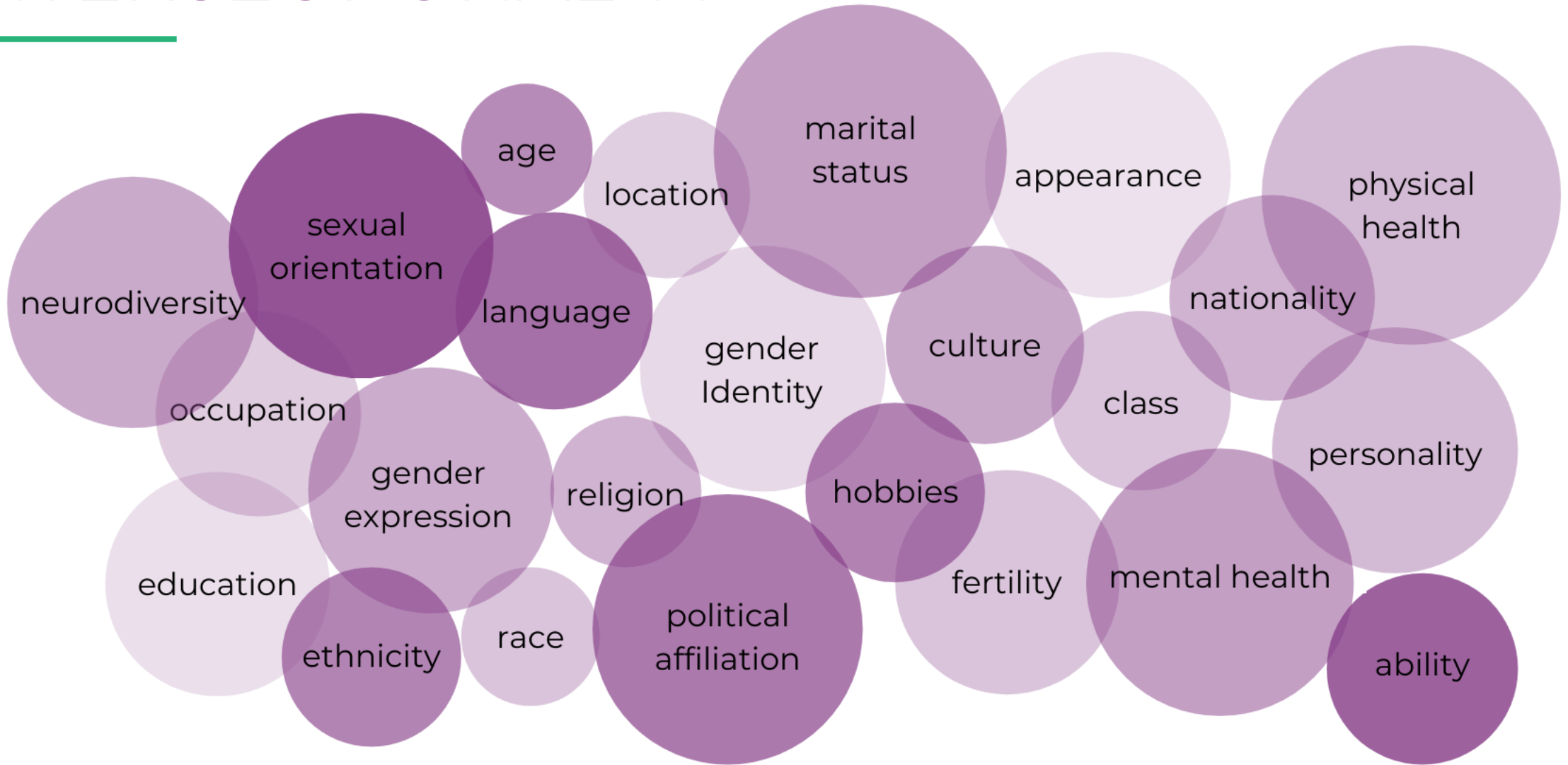
- Racial profiling
- Assumption that the hotel guest is a criminal or a sex worker
- Assumption that the person is not a guest/is an intruder

THINGS TO CONSIDER!

- Embrace your culturally diverse workplace
- Call out racism from other guests
- Celebrate events such as Black History Month, Eid al-Fitr and Chinese New Year



INTERSECTIONALITY



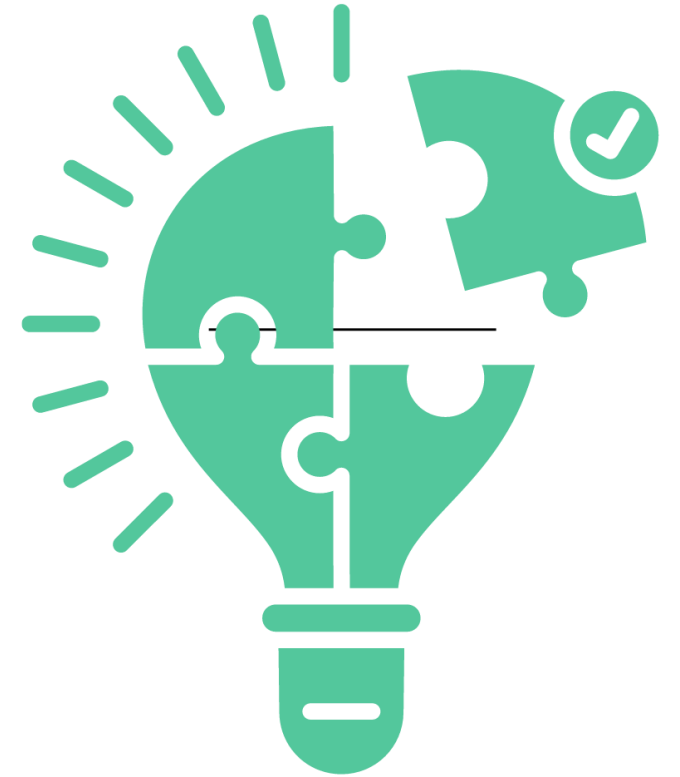
EVENTS





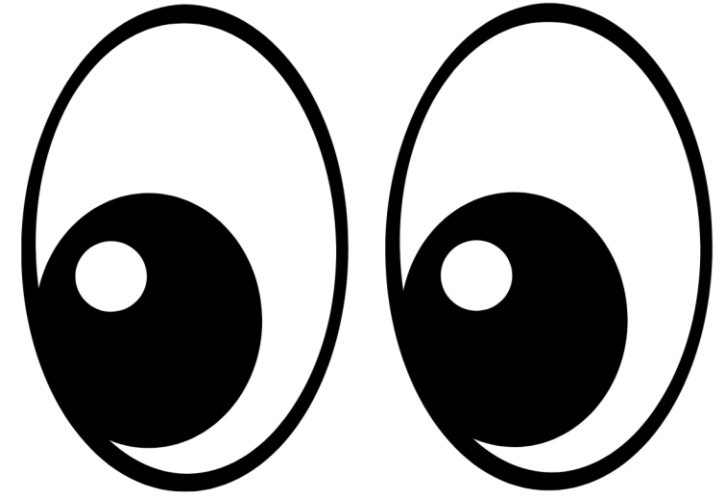
EVENTS

- Event planning – start with inclusivity in mind
- Pre-event/attendee anti-harassment agreement
- Communicate venue and parking accessibility details in advance
- Ensure signage and visuals are accessible
- Provide a quiet zone and/or multi-faith room
- Suggest a buddy system to attendees



ALL EYES ON YOU

- Guests
- Observations of other guests
- Event delegates
- Corporate event bookers
- Travel Managers
- Travel Management Companies
- Employees
- Reviews
- Press
- Euan's Guide (disabled access reviews)
- Quiet quitters and the people they tell



GETTING STARTED

1. Appoint an inclusive guest excellence champion(s)
2. Run training and awareness sessions
3. Review staff DE&I policy and look for cross-overs, opportunities with the inclusive guest experience
4. Engage with employee groups, get insights and do testing
5. Get guest feedback
6. Agents make sure you know where the duty of care lies



NEW COURSES

Inclusive Guest Excellence



Creating Inclusive Events



LISTINGS ON MAIDEN VOYAGE

Newcastle



INNSiDE By Meliá Newcastle



INNSiDE Newcastle, part of Meliá Hotels International, is a 161-room hotel which brings a slice of continental living to Newcastle's vibrant Quayside. Offering breath-taking views across the River Tyne, and an eclectic home-from-home feel for guests,

Find out more



Manchester



INNSiDE by Meliá Manchester



* ACCREDITED * Situated within close walking distance to all major corporate offices and landmarks, INNSiDE Manchester is the city's newest lifestyle hotel.

Find out more





THANK YOU!
QUESTIONS?



LET US CONNECT



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