



PathWays

Creating special experiences one guest at a time.SM

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Vol. 13 / Feb. 2010

Walking the GuestPath® at Yosemite.

In 2009, the Delaware North GuestPath® team at Yosemite decided to change up the way it recognizes associates for their hard work. The team implemented "Carnival," an afternoon of games and food held in different areas of the park that allows more associates to get involved and have fun.

"After doing Big Spins for the past few years, we realized we needed to give more people a chance to win prizes and be rewarded for their performance," said Joan Barker, manager of training and development at Yosemite. "Now we do Carnival with fun games and lunch."

In addition to putting on Carnival in the afternoon, five or six general managers Walk the GuestPath® in the morning. The general managers then attend Carnival in line uniforms with their associates.

"It's so impactful for associates to see the general managers in uniform," said Barker. "People approach them more readily; associates ask them how their morning went. It's truly upbeat and very rewarding."

A well-deserved "WOW" at The Lodge at Geneva-on-the-Lake.

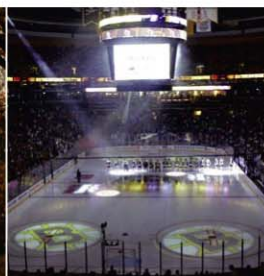
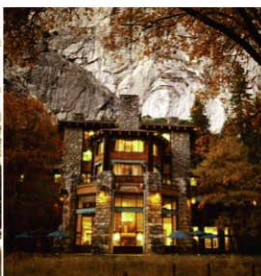
The Lodge at Geneva-on-the-Lake recently had an outpouring of teamwork from its staff, which earned many of them a "WOW!". Deborah Post, human resources manager at Geneva, said, "On Jan. 23, a large group of visitors needed a late checkout at 3 p.m., instead of the usual 11 a.m. On a Saturday, it is an almost impossible task for the housekeeping department to turn over 33 rooms in just one hour. Front Desk Manager Ben Smith, Maintenance Supervisor Charlie Leighner, and Food and Beverage Manager Robert Muller were stripping beds, running vacuums and doing anything they could to help the housekeeping staff. Together they were able to have all the rooms cleaned and ready for the next guests at 4 p.m.

The housekeeping staff at the lodge appreciated the teamwork and wanted to "WOW" the three men.

"At Geneva-on-the-Lake, we are trying to "WOW" our guests in the off-season by doing something different each month – apples at check-in during January, chocolate hearts to guests in February. The guests seem to enjoy the extra amenity, as we have had many positive comments," said Post.



Associates at Geneva accept their "WOW."





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Creating special experiences at Kennedy.

Anyone who has worked with GuestPath® knows the Delaware North Companies service promise of “Creating special experiences one guest at a time.®” A great example of creating a special experience for a guest this month comes out of Kennedy Space Center Visitor Complex. Peter, a visually impaired guest, wrote the following to associates after spending a day at Kennedy:

“I want to thank you for helping to facilitate the adaptive component of my trip to Kennedy Space Center. I really enjoyed the time with Noah and with Michael Mijon. Both of them were extremely knowledgeable and informative and had an excellent capacity to describe using words and readily shared their enthusiasm. The scale models of Saturn V and the shuttle were immensely useful in me obtaining a realistic appreciation for what these remarkable crafts look like. Also, the tour of the Shuttle Explorer was very interesting and informative. I also had a chance to clamber around the two life-sized capsules in the Rocket Garden and I participated in the Shuttle Launch Experience. All these aspects were tremendously useful to me as an individual with a visual impairment.”

Phil Clarke, the manager of operations and guest services at Kennedy Space Center Visitor Complex, explained the efforts made by Delaware North associates at Kennedy for visually impaired visitors:

“Our information agents have access to several scale models of spacecraft, including a Space Shuttle stack (orbiter, external tank, and solid rocket boosters), a Saturn V and an Apollo capsule,” said Clarke. “The information agents spend time with visually impaired guests letting them touch the models as they provide a description.”

Clarke added, “For certain pre-arranged cases, we work with our exhibits team to allow access to the crew deck and flight deck of the Space Shuttle Explorer mock up that is located adjacent to the Shuttle Launch Experience. This allows more tactile interaction with a full life-size model.”

Daytona Beach recognizes GuestPath role model.

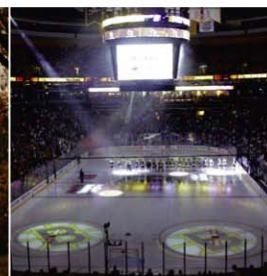
On Feb 10, the management of the Daytona Beach Kennel Club & Poker Room recognized housekeeper Roberto Yan as a role model for GuestPath®.

Yan received the Associate of the Month award, a check for \$300, use of the Associate of the Month parking space and his picture on the Wall of Fame.

“Roberto has a great attitude towards his duties,” said Tim Neeson, Roberto’s supervisor. “He greets and socializes with the patrons in a positive way. He works well with others and is dependable. We could use more Robertos.”



Roberto Yan is Daytona’s associate of the month.





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Guests recognize hard-working associates at Sommet Center.

William Bennett, a retail associate at Sommet Center, recently received great praise from a season-ticket holder by way of Retail Supervisor, Melissa Beard.

"A season-ticket holder approached me last night just ranting and raving about how amazing William is," said Beard. "She said that each time she comes through the store, she seeks out his line to make sure to get in it, and says he is always so friendly and fun. Definitely keeps her coming back!"

Chris Threkill, who works on the Sommet Center's club level at the Asian Cart, was also recognized for outstanding customer service in an e-mail sent in by a season-ticket holder.

"I wanted to say that I had an excellent stir fry from Chris in the club level. He is, in my opinion, the hardest working guy on your team. He juggles multiple orders at one time and is always super friendly to everyone."

A "suite" serenade.

TD Garden Suites Manager Derek Ryan made a special contribution to the *Disney on Ice* birthday celebration for homeless children, held before Disney's *Let's Celebrate* performances. Derek, who has performed the national anthem at Bruins games, sang "Happy Birthday" with Mickey and Minnie Mouse to those with February birthdays.



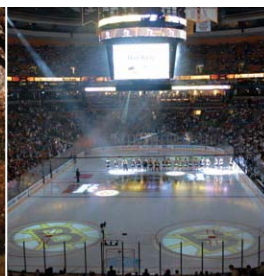
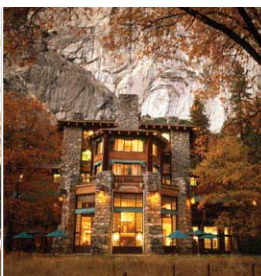
Derek Ryan sings "happy birthday" with Minnie and Micky.

Coordinator grabs attention at Austin-Bergstrom.

Corey Saucier, the new GuestPath® coordinator at Austin-Bergstrom International Airport, has been thinking outside the box recently. "GuestPath coordinator is a new position here in Austin, so I'm learning as I go and I'm allowed to be a bit creative with ideas to help out with GuestPath."

Corey came up with a new concept called "G.R.A.B." that is a "motivator for our associates to more easily remember a few of the most commonly missed points from our previous GuestPath secret shops." The anagram is:

- Greet each and every guest
- Remember to smile
- Announce the method of payment. "Out of \$20? On your card?;" and
- Boost your upsales! Always offer one extra item.





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GuestPath 2010 Regional Meetings

Process Refinement



Please plan to join us for one of the GuestPath regional meetings this year. The meetings will be predominately working sessions concentrating on problem solving, critical thinking, and application of the knowledge that is generated.

Areas of focus are.

- Keeping it Fresh
- Putting Data to Use
- Service Recovery Strategies

Three scheduled meetings:

- Tenaya Lodge & Resort: **April 12 - 14**
- Nashville Sommet Center: **June 22 - 24**
- Gideon Putnam Resort: **Sept. 29 – Oct. 1**

You may attend any of the three meetings, based on your schedule. Specific booking information will be sent six weeks prior to the start of the meeting. Please do not hesitate to contact your GuestPath Business partner for further information.

They said it.

"I would like to comment on the wonderful experience I've had working with Daisy Hall to confirm and set up a small getaway to your lodge for my parents. Ms. Hall has been professional and superb in dealing with my questions and concerns, and has been a joy to do business with. Her help with all aspects of this reservation is impeccable, and she is a true asset to your establishment. People like her make it a pleasure to plan these often hectic and convoluted excursions, and she deserves a great deal of credit in this reservation. I had contacted numerous venues when starting this plan, and it was her masterful communication skills that helped me choose The Lodge at Geneva-on-the-Lake over other avenues."

– *Kathryn Gainard*

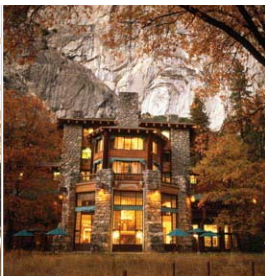
"I would like to comment briefly on my recent experience dining at Vito's in the Newark Airport (C terminal). I was preoccupied with travel concerns and preparing for a telephone job interview when I stopped to get a sandwich. Agnes assisted me and was so cheerful and friendly that she put me at ease. Her positive attitude and shining smile put me in the right frame of mind to do well on my interview. Agnes is a great worker and I hope she continues to shine for other travelers as she did for me."

– *S F Thornton, Syracuse, New York*

"I just wanted to say that my girlfriend and I were at Newark International Airport on Christmas Eve, when our flight was delayed. We ended up having two rounds of by far the best Bloody Marys we've ever tasted, ever. Specifically, this would have been at 9:30 a.m. and then again at 11:45 a.m. Yes, you read that correctly, Bloody Marys in the morning, prepared by Don, and he made them from scratch. Excellent! Indeed, Liz and I wish we could take a morning off some time just to go back there and have a few more. Thanks for making it the best flight delay we could possibly imagine!"

– *David Arthur Bachrach*

Have a GuestPath® story to share? E-mail Jesse Baier at jbaier@dncinc.com.



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