



## From the Editor

*Another great article from The Rooms Chronicle®: the #1 journal for hotel rooms management! \*\*\*Important notice: This article may not be reproduced without permission of the publisher or the author.\*\*\* College of Hospitality and Tourism Management, Niagara University, P.O. Box 2036, Niagara University, NY 14109-2036. Phone: 866-Read TRC. E-mail: editor@roomschronicle.com*

*Notice: The ideas, opinions, recommendations, and interpretations presented herein are those of the author(s). The College of Hospitality and Tourism Management, Niagara University/The Rooms Chronicle® assume no responsibility for the validity of claims in items reported.*

The other day while traveling on a business trip my colleague and I were driving to the hotel. My role was navigator for the day. After spending 15 minutes attempting to find our hotel, I did what most men wouldn't do – call the hotel for directions. Let's just say it became a more frustrating experience.

After informing the hotel's front desk clerk of our location, I was given directions that took us in the opposite direction away from the hotel, so we backtracked. After calling the hotel a second time, yet another front desk clerk insisted that we were only half a mile away and we should be able to see the hotel from our present location. When we repeatedly told her our exact street location and mentioned that there was a small mountain blocking our view, she grew impatient and passed us to another clerk with similar results. Finally, we were transferred to the hotel's general manager who calmly explained for us directions to the hotel.



In the end, after 35 minutes of driving in circles, we truly were only half a mile from the hotel when we first called. But of course, with it being Pittsburgh, there WAS a small mountain in the way. The real problems were the clerks' inability to provide clear directions and their temperament. They were unfamiliar with nearby street names in the neighborhood of their hotel. More significantly, they grew impatient and assumed that all people knew where the hotel was located, even though it was hidden behind a casual restaurant. I guess that would be all people, except for those who lived in Pittsburgh? And if we lived in town, why would we need to stay at this hotel anyway?

When is the last time you asked someone to call your hotel for directions just to see how your employees would respond? Remember, in a guest's mind, first impressions set the tone for the remainder of the stay, even if the first "touch" is via a phone call.

William D. Frye, Ph.D., CHE  
Executive Editor