

HOSPITALITY ACADEMY

Hospitality

Guest experiences that drive repeat business.

Programmes for hotels and hospitality businesses on guest experience, sales and digital strategy, sustainable staff performance, service excellence and online reputation.

5

practical courses for frontline teams and managers

3

ways to learn: in-house, open-house and online or blended

200+

clients served by CDC Consult since 2003

The courses at a glance

Five programmes that help hotels and hospitality businesses win loyal guests, fill rooms and protect their reputation, while keeping teams productive through demanding shifts. Each can be tailored to your property.

- 01 Guest Experience Mastery**
Turn every guest interaction into a reason to return.
- 02 Sales, Marketing and Digital Strategy**
Drive demand and revenue through sharper sales and digital marketing.
- 03 Sustainable High Performance for Hospitality Staff**
Keep hotel teams productive through demanding shifts.
- 04 Customer Service Excellence for Repeat Business**
Turn ordinary transactions into repeat business.
- 05 Managing Online Reputation & Social Media Engagement**
Monitor, protect and grow your online reputation.

WHO SHOULD ATTEND

Front desk and guest relations staff, housekeeping and food and beverage teams, supervisors, front office, sales, marketing and digital managers, customer service managers and general managers.

CHOOSE HOW YOUR TEAM LEARNS

In-house

Customised training delivered at your property, scheduled around your shifts.

Open-house

Scheduled sessions at a neutral venue, learning alongside peers from other properties.

Online and blended

Through Adanson, CDC's e-learning platform, with progress tracking and certificates.

COURSE 01 · CDC-HOS-01

Guest Experience Mastery

Turn every guest interaction into a reason to return.

Builds skills in emotional intelligence, journey mapping, proactive personalisation and service recovery, moving staff from transactional service to lasting guest loyalty.

MODULES

1. From Transactional Service to a Guest-Centric Mindset
2. Excellence at Every Moment of Truth in the Guest Journey
3. De-Escalation & Turning Service Failures into Loyalty
4. Personalisation & Creating Memorable "Wow" Moments

WHO SHOULD ATTEND

Front desk officers · Guest relations · Supervisors

COURSE 02 · CDC-HOS-02

Sales, Marketing and Digital Strategy

Drive demand and revenue through sharper sales and digital marketing.

Covers sales planning, online reputation and digital channels such as OTAs, SEO and social media to optimise distribution and achieve profitable occupancy.

MODULES

1. Integrated Sales & Marketing Planning Aligned to Brand Value
2. Digital Marketing Tactics: SEO, Social Media & Paid Advertising
3. Data-Driven Pricing & Inventory Strategy Across Digital Channels
4. Monitoring & Leveraging Guest Reviews for Reputation & Loyalty

WHO SHOULD ATTEND

Front office managers · Sales managers · General managers · Marketing managers · E-commerce and digital marketing managers

COURSE 03 · CDC-HOS-03

Sustainable High Performance for Hospitality Staff

Keep hotel teams productive through demanding shifts.

Practical task-management, communication and stress-reduction strategies that help staff deliver consistently excellent service while preventing burnout.

MODULES

1. Task Management & Workflow Skills for Busy Operations
2. Focus, Communication & Coordination to Reduce Errors
3. Energy & Stress-Management Techniques to Prevent Burnout
4. Building Sustainable Productivity Habits for Long-Term Wellbeing

WHO SHOULD ATTEND

Frontline staff · Supervisors · Operational teams (housekeeping, food and beverage) · Managers

COURSE 04 · CDC-HOS-04

Customer Service Excellence for Repeat Business

Turn ordinary transactions into repeat business.

Teaches advanced communication, empathy and service recovery so every employee can exceed expectations, earn referrals and build lifetime customer value.

MODULES

1. Moving Beyond Satisfaction to Exceeding Expectations
2. Active Listening, Empathy & Personalised Interactions
3. Anticipatory Service: Meeting Needs Before They're Asked
4. Managing Complaints & Service Recovery for Renewed Loyalty

WHO SHOULD ATTEND

Frontline staff · Supervisors · Managers · Sales and marketing teams

COURSE 05 · CDC-HOS-05

Managing Online Reputation & Social Media Engagement

Monitor, protect and grow your online reputation.

Participants learn to use social listening tools to track mentions and spot crises early, and to respond to customers in a consistent, on-brand voice.

MODULES

1. Monitoring Software & Social Listening Tools
2. On-Brand Voice & Consistent Customer Engagement
3. Real-Time Crisis Protocols & De-Escalation
4. Analysing Metrics: Sentiment, Engagement & ROI

WHO SHOULD ATTEND

Sales managers · Marketing managers · E-commerce and digital managers · Customer service managers · General managers

HOW EVERY PROGRAMME WORKS

Learning you can measure

1 Baseline test

A pre-assessment pitches facilitation at participants' level and shows learning gaps.

2 Practical delivery

Case studies, group work and real-world exercises, tailored to your property.

3 Outcome test and evaluation

A post-assessment measures improvement, with feedback within 24–48 hours.

Bring these programmes to your property

- 1 Tell us what your teams need**
Choose one course or several, from frontline guest service to sales and digital strategy.
- 2 Receive a tailored proposal**
We adapt content, duration and format to your property and shift patterns, with dates and a quotation.
- 3 Train in-house, open-house or online**
Delivered at your property, at a public session, or through Adansonia, with assessments and an evaluation report.

TALK TO US

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