

GuestPath®

Primary Business: GuestPath® is Delaware North Companies' systematic approach to the delivery of outstanding guest service. From the development of brand standards to the measurement and analysis of guest feedback, the GuestPath process quantifies outstanding guest service for our team members and clients.

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GuestPath embodies Delaware North Companies' commitment to customer service by "creating special experiences one guest at a time®". Executing outstanding guest experiences to each of the company's 500 million guests around the world, GuestPath's success is measured through our extensive analysis of the GuestPath key success metrics.

In the hospitality industry, great guest service is a strong competitive advantage. Satisfied guests drive incremental revenue. Armed with this knowledge, the GuestPath team promotes the growth of guest loyalty by assessing thousands of standards and holding themselves accountable to the end goal of "creating special experiences one guest at a time." Employees are empowered with the knowledge, skills and tools they need to perform at the highest levels and deliver first-rate service.

GuestPath has been embraced by Delaware North associates at all levels of the organization. However, recognition of the system is now extending beyond the company's 55,000 employees. It has been instrumental in the company's winning new business at places such as Target Field and Newark Liberty International Airport, as well as the reason Delaware North executives have consistently been invited to speak at numerous industry conferences. Guest service and loyalty have kept the company strong even in challenging economic climates, and the GuestPath process contributes to growing guest loyalty and ensures that Delaware North remains the leading guest service provider in the hospitality industry.

Important Facts

- The GuestPath guest service program was launched in 2004 as a way to add structure and measurement to service delivery across all of Delaware North's operating companies.
- To celebrate the fifth anniversary of GuestPath, 2009 was declared the Year of the Guest. The GuestPath team visited units all year, filming guest service highlights and special associate events to record and promote GuestPath in action. The result was a library of online videos showing what it takes to create special experiences and how paying attention to guests can strengthen an operation.
- Delaware North has examined the relationship between guest satisfaction and discretionary spending, revealing an additional advantage of the GuestPath program. The in-depth analysis showed a positive correlation between guest satisfaction and discretionary spending on extras such as spa treatments and retail items.
- Recently, in what has become a tradition at Delaware North, UK and Australian executives learned firsthand what it takes to create special guest experiences. In an exercise called "Walking the GuestPath," senior managers donned uniforms and spent a day on the front lines of service delivery, an enlightening and instructive experience.