



Hotel Guest Relations Management Training Course

7 – 11 February 2027
Marbella



Hotel Guest Relations Management Training Course

Ref: 1581_216577 **Date:** 7 – 11 February 2027 **Location:** Marbella **Fees:** 5700 Euro

Overview

Hotel Guest Relations Management Training Course is a one-week intermediate programme for hospitality professionals responsible for proactive guest engagement across the stay lifecycle. Participants design consistent recognition, preference use, pre-arrival planning, welcome, in-stay contact, special-occasion support, VIP protocols, digital communication, interdepartmental coordination, feedback intelligence, and post-stay continuity. The course distinguishes relationship management from complaint handling by concentrating on anticipation, personalisation governance, and sustained connection. Each participant leaves with a Guest Relations Management Plan. Agile Leaders Training Center provides this course to strengthen thoughtful and discreet guest relationships.

Who Should Attend

- Guest relations officers and supervisors
- Front office, concierge, and reservations teams
- Duty managers and guest experience coordinators
- VIP services and special-occasion teams
- Hospitality professionals responsible for personalised engagement

Departments and Industries

- Hotels, resorts, serviced accommodation, and luxury lodging
- Guest relations, front office, concierge, and reservations
- Housekeeping, food and beverage, spa, and recreation interfaces
- Guest experience, loyalty, digital support, and quality functions
- Tourism, leisure, and high-touch hospitality services

Learning Objectives

- Map relationship opportunities across pre-arrival, arrival, stay, departure, and post-stay stages
- Create useful guest profiles while applying privacy and discretion principles
- Plan recognition, personalised contact, special occasions, and VIP service protocols
- Coordinate guest preferences and commitments across hotel departments
- Use digital communication and feedback intelligence to sustain relationships
- Develop an integrated Guest Relations Management Plan



Course Agenda

Day 1: Guest Relations Strategy and Journey Mapping

1. Define the purpose and boundaries of hotel guest relations
2. Map relationship touchpoints across the guest lifecycle
3. Segment engagement needs with a Guest Relationship Matrix
4. Identify moments of recognition, reassurance, and added value
5. Set guest relations objectives and service principles

Day 2: Guest Profiles, Recognition, and Personalisation

1. Identify useful preference information and its service purpose
2. Create a privacy-aware Guest Preference Profile
3. Distinguish recognition from intrusive or unsupported assumptions
4. Plan pre-arrival contact, welcome, and in-stay engagement
5. Apply a Personalisation Decision Checklist

Day 3: Special Occasions, VIP Protocols, and Coordination

1. Plan special-occasion recognition and service moments
2. Structure VIP arrival, stay, departure, and discretion protocols
3. Coordinate preferences across front office, housekeeping, and food and beverage
4. Manage accessibility, cultural awareness, and communication preferences
5. Run a cross-department Guest Relations Briefing

Day 4: Digital Engagement and Feedback Intelligence

1. Select appropriate personal, telephone, messaging, and digital touchpoints
2. Write concise and discreet guest communications
3. Capture feedback and relationship signals in a Guest Contact Log
4. Separate individual preferences from recurring service patterns
5. Escalate sensitive information through defined privacy and management paths

Day 5: Relationship Continuity and Management Planning

1. Plan departure recognition and post-stay communication
2. Define relationship continuity across repeat visits
3. Set guest relations measures and management review routines
4. Test consistency with a Guest Relationship Scorecard
5. Present a Guest Relations Management Plan



Practical Exercises

- Map guest relationship touchpoints across a sample stay
- Build a privacy-aware guest preference profile
- Plan pre-arrival, welcome, and special-occasion engagement
- Coordinate a VIP stay across hotel departments
- Present a Guest Relations Management Plan

Frequently Asked Questions

Is this a complaint-handling course?

No. It focuses on proactive relationship design, recognition, personalisation, coordination, and continuity rather than reactive service recovery.

Does personalisation mean recording every guest detail?

No. The course emphasises relevance, privacy, consent, discretion, and controlled access to useful information.

Is the course limited to luxury hotels?

No. Its principles can be adapted to different hotel types and service levels that use structured guest relations.

Conclusion

Participants finish able to design proactive, discreet, and coordinated guest relationships across the stay lifecycle using an integrated Guest Relations Management Plan.