



LUXURY HOSPITALITY

The company that empowers the industry one yacht at a time



While working as a chief steward on board several of the world's most recognised superyachts, Peter Vogel had an idea. He'd been lucky enough to work for the late Paul Allen across his fleet that, at the time, included the 92-metre *Tatoosh*, the 60-metre *Meduse* and the 126-metre *Octopus*.

Paul Allen made everyone he employed feel respected. Consequently, the service he received on board was something to be proud of. Paul harnessed Peter's passion for developing in-house training programmes to establish a consistently high level of personalised service across his yachts, villas and planes. This training and signature style of service was too good not to share – and that's when Peter had his light-bulb moment. He would use everything he'd learned to create a pioneering new business.

HERE TO EMPOWER

Luxury Hospitality (LH) was launched to give those who work in the service industry the tools to deliver the ultimate guest experience. For the superyacht industry, it's no longer enough to be the largest or shiniest yacht out there – there must be a happy and confident crew who work in harmony with great leadership. With a content crew such as this, 7-star service will come naturally.

As a company, Luxury Hospitality skyrocketed when Peter started assembling his team of expert trainers and got their offerings recognised by the GUEST Program and Certificate of Competence, which is the only internationally-accredited hospitality programme available to luxury superyacht crews.

Formed of ex-crewmembers, psychologists, hospitality experts and life coaches and more, the team at Luxury Hospitality have a range of different strengths and is the ideal example of a well-matched workforce. Together, the team have developed Luxury Hospitality into one of the superyacht industry's leading development enterprises.

A UNIQUE STARTING POINT

Regardless of whether they are helping an entire team, business or an individual, the LH approach to training always starts in a unique and captivating way. Anyone training with LH will receive access to LH Dynamics, a talent profiling tool that offers insight into a person's strengths and challenges. After answering a set of straightforward, multiple-choice questions, a user will see how their character is divided between four energies: dynamo, blaze, tempo and steel.

An insightful debrief with one of Luxury Hospitality's expert trainers is included in the process to give the user a better understanding of themselves and their talents, and how best to use them. If LH Dynamics has been used on a team, the trainer will decipher the group dynamics and how the flow of the team can be improved. This awareness is an essential asset for anyone to have and is continuously touched upon during every one of the LH training programmes in order to enhance talents and empower people.



ESSENTIAL DEVELOPMENT

Armed with plenty of self-awareness, a trainee can opt for one of the hospitality courses, masterclasses or leadership training. Of course, the LH team is always on hand to guide and advise their trainees on the best route to take. There are also specialist classes and shoreside training days to help crews deliver in technical areas such as cigar services, housekeeping, barista and beverages. These hands-on training sessions with LH's expert trainers can be tailored to suit any yacht, vessel or team, but all share a common goal: to embed knowledge and inspire. Benefitting from new skills and motivation, the workforce will feel more confident and in turn, provide a better guest experience.





ONE STEP FURTHER

A key part of any LH training is ensuring that the teachings stick. One way this is done is through confidential coaching and mentoring sessions with the experienced LH coaches. Offering support, guidance and motivation comes naturally to the Luxury Hospitality team, and if needed, they can monitor the development of trainees during their time together.

Another way is through the Train the Trainer programme – a two-day training session LH has created especially for those who are curious about the qualities needed to advance their current and future career. Ideal for supervisors, team leaders or managers, this course is for anyone with a responsibility for the development and training of others and wanting a wealth of new leadership and technical skills.

FULL-CIRCLE APPROACH

By starting with self-awareness and moving to training, development and mentoring, Luxury Hospitality can assist service workers with every phase of their career. Even if looking to start their own business, a trainee can turn to LH for consultancy services to train their workforce to be clued up and performing at their best. This full-circle idea ensures that anyone trained by LH walks away feeling motivated and with enough self-belief, skills and knowledge to provide the ultimate guest experience.

WANT TO KNOW MORE?

Find Luxury Hospitality online at luxuryhospitalitymgm.com, on social media, or via the Power of Purpose podcasts on Apple and Spotify. Any one of the LH team would be happy to guide you on your next step to empowerment.

If you're looking to train with LH, why not try one of the upcoming shoreside training days? In partnership with Warsash Superyacht Academy and many other industry experts, these training days are open to everybody wanting to gain a deep and practical understanding of excellent 7-star service. You can find a training day that suits you this year in Amsterdam, Antibes, Barcelona, Genoa, Monaco and Palma with all training accredited to international recognised standards. Just check our website at luxuryhospitalitymgm.com or contact marketing@luxuryhospitalitymgm.com



**PETER HAD HIS LIGHT-BULB
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TO CREATE A PIONEERING
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