

## Now under *old* management



**You won't have seen this sign hanging over a hotel recently but maybe you should have.**

**In Australia, I stayed in a hotel bearing a well-known brand. One day, I went to the concierge and asked him to recommend a restaurant in the area.**

The concierge was a person in his late 20s/early 30s. He googled for a well-known restaurant, called them, booked a table and then told me how to get there based on the map provided online.

As the table reservation was for the following day, I wandered down to take a look in advance. I couldn't find the place at all so, when I got back at the hotel, I asked the concierge to confirm his directions. He did and was overheard by the Head Concierge, a man in his early 60s. Immediately, the boss said the directions were wrong and told me how to get to the restaurant.

### **Gaining the knowledge**

He told me that, when he was a young concierge, he had been required to walk the city to get to know the restaurants, theatres and other sights. He'd passed this and other restaurants and had made a mental note of how to get there. He had been brought up in a pre-internet age and had acquired his experience in a different way.

Wikipedia and Google have a role to play in building up knowledge that can be then conveyed as advice - but there are times and places when such 'knowledge' is not comprehensive, accurate or useful. In such times, perhaps nothing replaces the experience of the years.

Not dissimilar to what we at the team at Hotel Solutions Partnership offer, I thought to myself.

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