

CONNECTIONS

Newsletter of **GUESTCONNECTION**
Issue 3, 2011



CRUISE CONTROL IN GALAPAGOS

Where in the world can you come face to face with dolphins, sharks, killer whales, penguins, sea lions and turtles, all in one place? It's very possible on the Galapagos islands, an archipelago in the Pacific, 1500 kilometers off the coast of Ecuador. Discovered by accident in 1535 by the Bishop of Panama, it was Charles Darwin who really put it on the map after his brief visit in 1835. The scientist was inspired by the diversity and variety of nature, which inspired him to write 'On the origin of species', the foundation for his evolution theory.

Evolution is the right word for the growth of tourism in the Galapagos. In the last 20 years the islands have seen a quiet and sustainable change from a rural fishermen community to a diversified economy in which tourism plays a significant role.

Therefore, Mr. Martien van der Valk, a third generation hotelier, whose family owns a chain of over 70 hotels in the Netherlands, Belgium and Germany, saw great opportunities. He was already owner of Buddy Dive Resort on the Caribbean island of Bonaire; a hotel known for its world-class diving operation. He decided to join forces with a strategic partner, Mr. Franklin Romero, a major player in the Galapagos hospitality industry. Together they embarked on a spectacular adventure: the creation of the first cruise ships designed especially for divers: Buddy Dive Liveaboards. With nine spacious cabins, a bar, dining room and living room, a jacuzzi, a sundeck and first class diving, the two boats were destined to bring cruising in the Galapagos to a whole new level. (see next page).

FULL GROWTH

As 2011 comes to a close, we can already say that this year has been the most prosperous for **GUESTCONNECTION**, since its inception 2 years ago. We have seen especially growth in training and education. It is rewarding to help increase the know-how of a new generation of hospitality professionals. After all, as Walt Disney once eloquently said: "The growth of a company is directly related to the growth of its human resources". Let us grow together in the coming year.

Willem van Rossem





WHAT CUSTOMERS SAY ABOUT GUESTCONNECTION:

"The training course facilitated by GUESTCONNECTION has emphasized the importance of guest loyalty and was well received by participants".

- Toni Contreras, Project Manager, IMET, Vilanova i la Geltru, Spain -



"The presentation of Mr. Willem van Rossem was magnificent. It was a very vivid and excellent performance; he was very professional and above all an unprecedented expert in this field".

- Anonymous student CETT Summer Course, CETT, Barcelona, Spain -

CRUISE CONTROL IN GALAPAGOS

In order to guarantee a level of guest service that would match the ship facilities, Buddy Dive turned to GUESTCONNECTION. The consulting company took care of designing and implementing service and operational standards and training of the crew, to create a internal culture of excellence. It also helped in the purchase of hospitality equipment, design of food and wine menus and guest surveys. Making the leap from pre-opening to the maiden voyage of the ships, GUESTCONNECTION accompanied the guests and crew during

the first trips. This way procedures and standards could be assured and adapted at the same time, better satisfying known and new guest needs. And analyzing the first guest reactions and guest satisfaction surveys, we can proudly say that a firm and successful foundation has been laid for, as Charles Darwin would call it, the survival of the fittest, which Buddy Dive Liveboards will be in the Galapagos Islands.



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SOLUTIONS FOR HOTELS

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