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How Hoteliers Can Elevate the Guest Experience

| By [Jennifer LeClaire](#)

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Westin Tampa Harbour Island is a 229-room full-service hotel in Downtown Tampa's waterfront on Harbour Island.

ATLANTA—Atlanta's **hotel** industry is growing more competitive across all sectors. With everything else being equal, the question often becomes how to elevate the guest experience for a particular target audience.

GlobeSt.com caught up with **Jeff Sime**, vice president of operations, restaurants at **Legacy Ventures**, to get some insights in part one of this exclusive interview. Be sure to check out part two in which he will discuss what customers really want today.

GlobeSt.com: Why is the food and beverage component an important component to the guest experience?

Sime: The guest experience is influenced by all the senses. Food and beverage is an integral component of the sights and smells of a **hotel**.

An inviting atmosphere and fresh innovative taste profiles contribute to a positive overall experience for our guests. A delicious, satisfying, and enjoyable food and beverage experience always translates to our guests having an even more wonderful experience at our **hotel**.

GlobeSt.com: *What can a hotel do to elevate the guest experience through food and beverage?*

Sime: **Hotels** should make collaboration with the hotel, chef, and F&B operations team a priority. The culture of the **hotel** and the food service staff need to be in alignment.

The **hotel** can elevate the experience by ensuring there is no service interruption or “drop off” as the guest is moving from hotel service to the F&B environment and vice versa. A seamless integrated experience, complete with the best in food and beverage and customer service can greatly elevate the guest experience.

Wondering what hotel amenities Millennials really want? [Check out my exclusive column](#).

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