



# G.U.E.S.T.

## PROGRAM



*Guidelines for Unified Excellence in Service Training*

CULTIVATING SEVEN STAR STANDARDS IN LUXURY HOSPITALITY





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# G.U.E.S.T.

## PROGRAM

Put simply, G.U.E.S.T.  
represents the  
ultimate in premium  
luxury hospitality  
and service  
standards.

## WHAT IS G.U.E.S.T.?

The G.U.E.S.T program is growing rapidly and we would like you to join us in developing this exciting movement in the yachting industry.

Designed to **....develop, inspire  
& support**

.....current and future Stewards and Stewardesses working in the interior department of the luxury Super Yacht sector, G.U.E.S.T provides a standardised training and career pathway for interior crew.



Not only does this standard of training assure credibility and quality for students, it also provides the industry benchmark to assess the value and legitimacy of courses crew are undertaking in preparation for this essential front line guest service role.



Training content and standards are matched across all accreditation G.U.E.S.T training providers worldwide, meaning Captains, Owners and Managers can trust the authenticity and standards of G.U.E.S.T training certificates regardless of where in the world the training was obtained.

Working with Junior interior Crew right through to Heads of Department, our top hospitality trainers and mentors give luxury yachting interior crew the skills and confidence required to deliver and exceed the seven star service standards expected by our esteemed yacht owners and guests.

G.U.E.S.T accredited trainers all have extensive yachting and high end hospitality backgrounds and undertake regular Continuing Professional Development as a compulsory element of their accreditation within the program. They fully understand the pressures of working in a multifaceted luxury yachting environment and the quantity and quality of the skills required for optimum interior crew performance.

Formed by yachting industry and interior crew professionals, G.U.E.S.T training is designed to be progressively refined and shaped by trends and owners requirements through regular feedback and consultation, enabling our professionally trained crew to consistently deliver outstanding hospitality experiences with confidence.

[www.guest-program.com](http://www.guest-program.com)



## *Our Mission*

G.U.E.S.T is the internationally acknowledged Accreditation Program designed to cultivate and promote Excellence of Service in Luxury Hospitality Industries.

The mission of the G.U.E.S.T program is to provide assured standards of outstanding quality training In luxury hospitality services worldwide.

The accreditation training offered is instrumental in creating confident, highly effective and fully engaged professionals, resulting in increased job satisfaction for individuals and the reduction in costs and risks to the employers, who then benefit from a higher return of investment in their staff.



Nearing **6,000** Super Yachts over 24 meters worldwide.



Employing an estimated **58,000** Super Yacht Crew worldwide.



*Why do we need*  
**G.U.E.S.T**

Estimated **30,000** additional crew needed within the next decade.



**40%** of this number represents the Interior Department = **12,000** new interior crew required !

As our sector grows we become more and more exposed to increased regulations and the expectation of current and potential new yacht owners to ensure quality, safety and service following a 7 star standard – without exception.





Through targeted awareness programs and promotion, the G.U.E.S.T Program aims to demonstrate to yacht managers and owners that training budgets need to increase proportionally in order to meet and exceed guests' expectations.



# What are G.U.E.S.T Awareness Days?

G.U.E.S.T Awareness Days are designed to inform attendees about the benefits of the G.U.E.S.T Program as well as highlight the incredibly high standards and details of training involved.



## *What's included?*

Presented by our team of G.U.E.S.T accredited Trainers from all over the world, we host a variety of fun and interactive sessions throughout the day, showcasing the diversity of service styles and depth of training delivered on our courses. Participants experience a taste of what is taught, including practical elements such as laundry, food safety & hygiene, housekeeping, etiquette, service, leadership and even wine tasting!

## *Why are they so important?*

It is vital for interior crew at all levels, and those who are working with yachts owners and guests, to have a full understanding and awareness of the exclusive seven star education being offered by the G.U.E.S.T program and how this can positively impact their clients.

## *When and where are they held?*

G.U.E.S.T Awareness Days are held throughout the year and during key yachting events in the calendar. For upcoming dates and to secure a spot please see our website

[www.guest-program.com](http://www.guest-program.com)

With many opportunities for open discussion, participants have the chance to contribute ideas and give constructive feedback on the development of the program in order for us to maximise the continuing advancement of the G.U.E.S.T Program.



# What heads of industry have said about the G.U.E.S.T Awareness Training Days

*"We need to raise the industry and owner expectations so that only the best is accepted"*

*"Its hard to understand why this training has not been there before!"*

*"Great range of topics covered from the technical to the practical – both classroom and interactive"*

*"Currently many people feel that the level of interior training is ok, however there are obviously a lot of pitfalls and this Awareness Day has highlighted quite a few"*

*"Much more interesting than expected, it definitely exceeded my expectations"*

*"I will be reminding people that this industry is about the Owner – so crew Managers and Brokers won't let their crew get away with mediocre service"*

*"I didn't realize there was so much involved in interior training"*

*"Outstanding insight to G.U.E.S.T in perfect facilities"*

*"I have already pushed to increase the training budget for the interior department on board – following this workshop"*



# YOUR ROLE IN SUPPORTING G.U.E.S.T

As a business or organisation that represents the interests of our most important yacht owners and guests, we are asking for your support in this industry led movement in the form of an annual financial contribution.

Your contribution enables our senior trainers and representatives to host seminars and events throughout the yachting year to promote the G.U.E.S.T program, particularly the G.U.E.S.T Industry Awareness days and goes towards administration and other marketing initiatives aimed at raising overall understanding and adoption of the training program industrywide.

By aligning with the G.U.E.S.T Program your brand will be in excellent company and your organisation can be seen as being seriously committed to promoting 7 star service excellence throughout the superyacht sector.

Alongside leading industry businesses and organisations, your support will assist the development and integration of the G.U.E.S.T Program throughout the worldwide yachting industry and further the pursuit of excellence in service delivery across the board.



## G.U.E.S.T. IS SUPPORTED & ENDORSED BY

“One of the main goals of SYBAss is to elevate the level of professionalism throughout the superyacht industry, and professional training and qualifications play a vital role in achieving this. SYBAss is therefore pleased to support the GUEST programme, recognising as we do that the first-class yachts built by our members are only enjoyed to their full potential when operated by a first-class crew.”

– **Michael Breman, SYBASS President**

“MYBA is a worldwide professional trade association dedicated to the sale, purchase, charter and management of crewed superyachts. Our objectives are to steer the highest standards of professional principles throughout the industry and this includes managing the expectations of our discerning clients. As soon as our clients step on board, we hand responsibility for their well-being to the yacht’s crew, especially the interior crew, so it is crucial that we as an Association have complete faith in those charged with meeting their expectations. The GUEST program is the platform for the improvement and recognition of professional standards amongst interior crew in the superyacht industry and MYBA is proud to support & endorse it.”

– **Fiona Maureso, MYBA President**

“Although there is no mechanism in place to make interior training a mandatory requirement, as an industry, together, we do have the power and ability to make excellence in service training an industry-led standard.”

– **Andrew Schofield, PYA President**

“Heads of the yachting sector understand that if we want a comprehensive professional industry we must ensure that those individuals who are expected to provide “excellence in service” are encouraged and fully supported in being able to develop their skills to the highest possible standard.”

– **Joey Meen, PYA Head of Training & Certification**



# ANNUAL G.U.E.S.T SPONSORSHIP PACKAGES

Extend your brand exposure with G.U.E.S.T.

| Annual G.U.E.S.T. Partnership Packages  | 5 STAR<br>€1,000<br>per<br>annum | 6 STAR<br>€3,750<br>Per<br>annum | 7 STAR<br>€7,250<br>per<br>annum |
|---|----------------------------------|----------------------------------|----------------------------------|
| G.U.E.S.T. Website: Sponsor page logo and link  | ★                                | ★                                | ★                                |
| Benefiting from association with the ISS, SYBAss and MYBA endorsement and promotion of G.U.E.S.T.   | ★                                | ★                                | ★                                |
| G.U.E.S.T. social media coverage of your support, linked to Facebook pages / website  | ★                                | ★                                | ★                                |
| Promotion to all G.U.E.S.T. schools worldwide, processing thousands of students per year, including promotion in their Newsletter   | ★                                | ★                                | ★                                |
| Branding on student course notes and within online student intranet portal including link to your site  |                                  | ★                                | ★                                |
| Media coverage: press releases and articles in all major yachting publications and websites, your brand listed as an official G.U.E.S.T partner                               |                                  | ★                                | ★                                |
| Supporting partner at all G.U.E.S.T Awareness days: logo on event promotion and media coverage, banners & brochures at the event, product placement in goody bags, networking |                                  | ★                                | ★                                |
| Sponsor logo on annual surveys to 58,000+ crew from all departments (Captains, Engineers, Interior and Chefs)   |                                  |                                  | ★                                |
| Headline partner at G.U.E.S.T events (Awareness days and others) and invitation to sit on panels where appropriate, networking opportunities                                  |                                  |                                  | ★                                |



# GUEST Application form & agreement for partnership packages

Extend your brand exposure with G.U.E.S.T.

**Company Name:**

**Contact Name (s):**

**Landline number (s)**

+  
+

**Mobile number (s)**

+  
+

**Social media:**

**Email address:**

**Web site:**

**www.**

Please supply your logo (by email) and required URL link for website use.

**Company Address**

*Attention of:*

*Building / House:*

*Town / City:*

*County/State:*

*Post Code/Zip:*

*Country :*

**Billing Address (if different)**

*Attention of:*

*Building / House:*

*Town / City:*

*County/State:*

*Post Code/Zip:*

*Country :*

**Method of payment:** *(will be invoiced)*

- Cheque**  
 **Credit Card**  
 **Bank Transfer**  
 **Other - please state:**

**Number of years pledged:**

- 1 year**  
 **2 years**  
 **3 years**  
 **4 years +**

**ANNUAL G.U.E.S.T PARTNERSHIP PACKAGES**

- 5 Star (€1000 per year)**  
 **6 Star (€3750 per year)**  
 **7 Star (€7250 per year)**

*Please refer to Terms and Conditions.*

**Willing to contribute prizes to the annual GUEST Table Setting Competition?**

- Yes**  
 **No**  
 **Maybe**

**Signature:**

**Name (please print):**

**Date:**

**Office use:**



## **Terms and Conditions for the Annual G.U.E.S.T Sponsorship Packages**

*These are the Terms and Conditions of the agreement between the PYA GUEST Program and the Company (partner) for the G.U.E.S.T annual partnership package indicated and signed for on the application form.*

*This agreement will be in place for a minimum of one year from the date of a signed application form. This will be renewable thereafter on request of the said Company.*

*This agreement can be terminated with one month's written notice from either party, however once the funds have been donated (cleared) this will be a binding agreement for the said year.*

*It is the responsibility of the company to provide the G.U.E.S.T marketing director with the relevant logos, URL's and adverts (if relevant to the package) for the GUEST website, media and all other promotions.*

*Banners and promotional items:*

*There are strict restrictions on size and content of banners and flags. All banners and flags will have to be approved pre-production by the G.U.E.S.T marketing director – so please ask for advice on this. Please note that we have restricted storage available and cannot keep large volumes of promotional items in-house.*

*It is the responsibility of the Company to ensure brochures and promotional materials arrive on time for the relevant events and at no cost to G.U.E.S.T. We will refuse delivery on packages that require further fees to be paid unless pre-arranged between the Company and G.U.E.S.T.*

*G.U.E.S.T takes no responsibility or liability for loss or damage to any Company promotional or marketing material.*

*G.U.E.S.T is not liable for any misrepresentation of your Company's promotional items, either at events or in the media. We will report only on the Companies contributions to the GUEST program and their on going support.*

*It is up to the individual Companies to ensure that text and adverts are proof read and meet the deadlines given ready for printing.*

*Misuse of the GUEST logos or publicity from the Company will result in the termination of the agreement.*

*For more information please contact the Marketing Director:  
[guestprogram.marketing@gmail.com](mailto:guestprogram.marketing@gmail.com)*



# CONTACT

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