

# CHEFTAINS

THE  
HEART  
OF OUR TRIBE

THE FIELD GUIDE



tribe

# Who is a Tribe Chieftain?

As a Tribe Chieftain, you are the soul of our guest experience—the warm welcome, the trusted guide, the thoughtful companion, and the heartbeat of our hospitality. Your role goes far beyond that of a traditional concierge. You are the embodiment of Tribe’s promise to create a “home away from home,” offering guests a stay that is not only seamless and enjoyable, but deeply personal and unforgettable.

You are a leader in the truest sense—reliable, attentive, and present. From the moment a guest begins their journey with us, you are there to shape each interaction with care and intention. Whether it’s curating a bespoke itinerary, introducing them to the hidden gems of Nairobi, planning a surprise celebration, or simply sharing a quiet coffee and conversation, your presence turns every stay into a story.



This manual is your guide. Within it, you’ll find the practices, touchpoints, and service philosophy that define the Chieftain’s journey—from thoughtful pre-arrival preparations to meaningful post-stay engagement. But more importantly, it is a reflection of the values you bring to life every day: warmth, curiosity, intuition, and excellence.

Through your passion, attention to detail, and personal touch, Tribe becomes more than a hotel—it becomes a place our guests long to return to.

# Your Role as a Chieftain

## BEYOND SERVICE

Your role as a Chieftain captures the core of what we strive for at Tribe. You do more than provide standard service; you create tailor-made experiences that resonate deeply with each guest. Your approach is distinctive because you:

- Anticipate needs before they are expressed.
- Infuse surprises and personal touches that delight.
- Forge genuine, meaningful connections.
- Ensure smooth transitions at every stage of their stay.

You are not merely serving; you are curating remarkable experiences. You are not just an employee; you are a creator of magic.

Ultimately, the essence of a guest's stay isn't just about the amenities or the cuisine; it's about the lasting impression and the emotional connection they carry with them. It's about creating an experience so memorable that they are compelled to return.

## Consider This

Your role is integral to the memory and satisfaction of every guest. Each interaction is an opportunity to deepen the guest's affection for our hotel. Embrace your role with pride and commitment, and remember, you are not just part of the experience; you are the experience.

Step into your role as a Chieftain with pride. Because you are what makes Tribe feel like home. Let's continue to make every moment count. One smile, one step ahead, one act of generosity.

## YOU HAVE THE ABILITY TO

Turn a complaint into a compliment

Make someone feel truly seen and valued

Transform a stay into something they'll talk about for years



**Remember:** Anticipation is part of the magic. Let's help build it.

# The Guest Journey

Let's explore the Guest Journey together, from the initial spark of interest in staying with us to the cherished memories they take home. Why is this important? Because each of us contributes to crafting those memorable moments that define our guests' experiences. Exceptional hospitality is no coincidence—it is meticulously forged through deliberate and considerate actions at each point of the journey.



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## 1. Pre-Arrival Preparation

## 2. Arrival Experience

## 3. In-House Experience

## 4. Chieftain On-The-Go

## 5. Departure and Post-Stay Engagement

# 1. Pre-Arrival Preparation



## Guest Research and Profiling

Utilize social media, guest history, and reservation details to understand and anticipate the needs, preferences, and the purpose of the visit for each guest.

## Initial Communication

Send a welcome email or message introducing yourself as their Chieftain, outlining key services, and confirming any special requests such as airport transfers.

## Airport Pickup Coordination

Send detailed pickup information, ensuring a warm and efficient welcome.

## Room and Transport Inspections

Ensure all facilities meet our high standards before guest arrival.

## Personalized Itinerary Suggestions

Based on guest interests and previous stays, suggest personalized activities and experiences.

## Case Study

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Alex Carter is a seasoned diplomat, and one of our highly valued return guests. A few days before his arrival, he receives a personalized message from you.

Subject: Welcome Back to Tribe Hotel!

Dear Mr. Carter,

I hope this message finds you well. My name is Elijah, and I am delighted to be your Chieftain for your upcoming stay at Tribe Hotel. We are thrilled to have the opportunity to host you again!

I have personally ensured that your preferred quiet corner suite is ready for your arrival, and we have stocked it with your favorite Kenyan loose-leaf tea. We aim to make your stay as comfortable and enjoyable as possible.

Should you wish to explore some of Nairobi's finest attractions or experience any special services such as a city tour or a private dining experience, please don't hesitate to let me know. I am here to ensure that every aspect of your visit is seamless and memorable.

Looking forward to welcoming you back to your home away from home.

Warm regards,

Elijah  
Your Chieftain at Tribe Hotel

The guest journey begins long before check-in. As a Chieftain, your role is to anticipate, personalize, and connect with each guest ahead of arrival—laying the foundation for a seamless and emotionally resonant stay.

## 1.1. Guest Research & Profiling

### Purpose

Understanding who your guest is enables tailored service from the very first interaction.

### Tools

Use platforms such as LinkedIn, Instagram, Facebook, and the Marriott IMS portal to gain insights into their profession, interests, and lifestyle.

### Action

Identify preferences, habits, and any prior Tribe visits to personalize the guest profile in Opera. This may include room preferences, allergies, past feedback, or VIP status.

## 1.2. Chieftain Introduction & Communication

### Initial Outreach

Send a warm, professional message (via email or WhatsApp) introducing yourself and the Chieftain program.

### Optional

Offer assistance with transportation if not yet arranged. Confirm airport pick-up if arranged earlier.

### Tone

Use the guest's name and, if applicable, reference previous stays or preferences to establish familiarity and trust.

### Content to Include:

- A short overview of your role and how you'll support them throughout their stay
- Invitation to share preferences, dietary needs, special occasions, or "bucket list" experiences
- Information on hotel outlets and amenities

## Example

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“Jambo, Ms. Patel! I’m Grace, your Chieftain during your stay at Tribe. We’re so excited to welcome you back. I’ve already noted your love for quiet corners and passion for art, and would love to assist in planning your Nairobi adventures or dining experiences. Please let me know how I can tailor your stay!”

## 1.3. Personalization & Thoughtful Touches

### Surprises & Enhancements

- Favorite drink waiting on arrival
- A gift for a guest's pet back home
- Cultural keepsake aligned with their interests
- Room upgrade or preferred layout for returning guests

### Efficiency

- Use pre-arrival intel to streamline logistics like express check-in, transportation planning, or wellness arrangements.
- Do not assume when profiling, use facts.

### Cultural Sensitivity

- Consider religious, gender-based, or cultural needs (e.g. assigning a female Chieftain for a female Muslim guest).
- Respect forms of address and dietary restrictions.

## 1.4. Airport Pick-Up Coordination

### Pre-Arrival Email

Confirm flight details, driver info, car type, and share your WhatsApp contact for real-time communication. Include a photo or description of the paging shield for easy recognition.

### Express Check-In Link

Include a secure form to collect details such as ID/passport copy, contact information, and home address—allowing for faster and smoother arrival processing.

### Ride Experience

Offer comfort items like preferred beverages, snacks, newspapers, or music playlists. Highlight local landmarks or cultural events during the journey. Begin forming a connection through light conversation and open-ended questions

## Key Benefits

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- **Allows for intuitive conversation starters**
- **Informs curated recommendations and itinerary planning**
- **Enables personalized gestures and thoughtful surprises**

## Summary

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The pre-arrival phase is your opportunity to demonstrate care before the guest even steps through our doors. Your ability to research, personalize, and engage ensures every guest feels welcomed, understood, and excited for what's to come—turning arrival anticipation into the first meaningful moment of their Tribe journey.

## 2. Arrival Experience



### Room Preparation

Coordinate with housekeeping to ensure that the room is prepared according to the guest's preferences, including amenities specific to their tastes and the occasion.

### Warm Reception

Confirm details of the guest's arrival and ensure that the pickup experience is smooth, with a personal greeting at the airport.

### Express Check-In

Prepare all necessary documentation beforehand and ensure a quick and seamless check-in, without the need to stop or wait at the check-in counter.

### Property Tour

Offer a guided tour of the hotel, emphasizing amenities and personalizing the introduction to their preferences.

## Case Study

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“Welcome back to Nairobi, Mr. Carter! I hope your flight was smooth. Your ride is ready, and I've set up a relaxing playlist for you - featuring the jazz you enjoyed last time.”

### Arrival

Mr. Carter is met at the airport, immediately recognizing the Tribe shield you are holding.

You have a chilled bottle of water available and have arranged a playlist of jazz music for the ride - based on your knowledge of his music preference.

You're not just providing transportation—you're setting the tone for the stay. Sharing stories, pointing out new sights, and already thinking one step ahead.

As you drive through the city, you can point out some new art installations and upcoming cultural events, seamlessly setting the tone for an enriched stay.

### Check-In: A Seamless Welcome

No front desk. No waiting.

You personally escort your guest to their room, accompanied by a porter with the luggage.

On the bedside table, a handwritten welcome note from you. A bowl of ripe mangoes. A small, handcrafted Kenyan artifact.

These details matter. They say, “We see you. We remember you. We care.”

As a Chieftain, the arrival experience is your first opportunity to set the tone for the guest's stay. From airport pickup to in-room orientation, every step should feel seamless, personal, and warm—laying the foundation for trust, comfort, and connection.

## 2.1. Airport Transfers & Guest Welcome

### Personalized Pickup

Arrive at the airport 30 minutes prior to the guest's landing. Use the branded Tribe shield for easy identification and maintain real-time communication via WhatsApp in case of delays or terminal changes.

Use this time to prepare and read through the guest profile again or plan for suggestions for the guest that matches their profile.

### Anticipate Emotional Cues

If delays or travel stress are evident, offer calm reassurance and communicate that everything is taken care of—beginning the stay with a sense of ease.

### Comfort in Transit

Offer refreshments, control the ambiance (music, temperature), and share helpful information such as estimated arrival time, local events, or points of interest en route. Use this time to initiate casual yet insightful conversation, gathering guest preferences and gauging expectations.

## 2.2. Express Check-In & Orientation

### Efficient Arrival Process

Upon arrival, open the car door, personally greet the guest, and introduce them to porters and GSAs. Hand over the passport to the GSA for scanning while porters manage luggage. Escort the guest directly to their room, bypassing the front desk to ensure a seamless, private check-in.

### Room Orientation

Familiarize the guest with room features and provide a brief tour of hotel amenities (restaurant, gym, spa, pool). If they haven't completed pre-check-in forms, assist them from the comfort of their suite.

## 2.3. Personalized Touches & Thoughtful Gestures

### Welcome Amenities

Place a handwritten note or the guest's preferred treat in the room as a warm, personalized welcome.

### Special Occasion Recognition

If the guest is celebrating a milestone (e.g. birthday, anniversary), leave a small curated gift or note to mark the occasion.

### Family Arrivals

Tailor the welcome for children by age group—small toys, coloring books, or child-friendly treats—and ensure parents feel supported. If needed, coordinate babysitting services with discretion and care.

## 2.4. Building Connection & Loyalty

### Create a Lasting First Impression

Ensure the guest feels seen, known, and appreciated from the start. A smooth and caring arrival experience builds emotional connection and lays the groundwork for loyalty and return visits.

### Live Experience Updates

During transit or orientation, mention any interesting local events, exhibitions, or pop-ups that align with the guest's interests. This sets the stage for a curated stay and positions you as their go-to local expert.

## Summary

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By combining precision, warmth, and attention to detail, the Chieftain turns an arrival into an experience—one that welcomes the guest not just to the hotel, but to a deeper, more personalized journey.

## 3. In-House Experience



### Proactive Concierge Duties

Anticipate and fulfill guest needs promptly. This includes making dining reservations, handling special requests, and tailoring services to enhance guest satisfaction.

### Anticipate and Personalize

Continuously engage with guests to understand their preferences and anticipate their needs. Offer thoughtful gestures that personalize their experience, such as arranging special culinary experiences or cultural tours.

### Maintain Readiness

Ensure continual availability to address any guest inquiries or needs at any time, maintaining a high standard of comfort and satisfaction.

### Daily Engagement

Check in with guests regularly to refine itineraries, confirm reservations, and discuss potential activities. Use these interactions to offer additional bespoke services.

### Fulfill Special Requests

Actively manage and deliver specific guest requests, including dietary accommodations, room setup preferences, and surprise elements to create memorable experiences.

## Case Study

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“Good morning, Mr. Carter. Would you like to start your day with a guided run through Karura Forest or a quiet breakfast at Jiko?”

### You are present, attentive, and guided by intuition.

As a Chieftain, your role truly begins after check-in—this is where you elevate the ordinary into the extraordinary.

Because you remembered they’re a morning person, the guided run was already arranged. It’s thoughtful gestures like these that transform a stay from pleasant to unforgettable.

Throughout the guest’s visit, you remain engaged—never intrusive, always attuned. A dinner booking here, a spontaneous museum visit there, a crisp shirt returned just in time, or an introduction to a local artisan sparked by a casual mention of their love for culture.

You turn small details into lasting impressions. What might have been a simple souvenir becomes a story—because of the connection you helped create.

## 3.1. Personalized Guest Engagement

### Tailored Guest Recommendations

Chieftains are expected to understand and act on each guest's individual preferences and interests. From arrival to departure, offer curated suggestions and thoughtful services that reflect their personality and enhance comfort.

### Issue Resolution

Promptly coordinate solutions to any reported issues—especially maintenance concerns—and follow up to ensure complete guest satisfaction.

### Courtesy Calls & Special Requests

Conduct regular, discreet check-ins with guests to assess satisfaction, address any needs, and respond swiftly to evolving requests. These proactive interactions reinforce attentiveness and guest care.

## 3.2. Experience Curation & Lifestyle Support

### Local Experiences & Excursions

Plan, book, and (where appropriate) accompany guests on experiences aligned with their interests—be it safaris, cooking classes, art tours, or cultural site visits. Add personal touches like refreshments, playlists, or information packs to enhance the journey.

### Dining & Reservations

Understand guests' culinary preferences, dietary needs, and preferred ambiance to recommend and reserve dining spots—either in-house or around Nairobi.

### Retail & Shopping Assistance

Assist guests in sourcing gifts or personal items—from curated trips to the Maasai Market to boutique recommendations. Provide support for last-minute or souvenir shopping, and personal item replacement (e.g., in the case of lost luggage).

## 3.3. Experience Curation & Lifestyle Support

### Laundry & Wardrobe Care

Ensure timely, discreet laundry service, including express or delicate handling where needed. Particularly valuable for long-stay or business guests.

### Health & Wellness Coordination

Support guest wellness routines by scheduling spa treatments, yoga classes, private fitness sessions, or morning run options. Liaise with the kitchen for dietary requirements or prepare light healthy snacks as needed.

### Childcare Services

Coordinate trusted babysitting services for families, and provide kid-friendly amenities or entertainment to ensure both children and parents enjoy their stay.

## 3.4. Moments That Matter

### Special Occasion Planning

Celebrate birthdays, anniversaries, and other milestones with personalized touches—room decor, custom meals, or locally sourced gifts. These thoughtful gestures leave lasting impressions.

### Meeting & Event Coordination

Secure meeting rooms as requested, and ensure setups meet guest expectations—from audio-visual support to refreshments and layout. Be present to oversee smooth execution where necessary.

## 3.5. Support in Unexpected Moments

### Emergency & Healthcare Support

Assist guests during medical emergencies or last-minute travel changes. Provide translation assistance, guide them through local medical services, and ensure they feel safe and supported.

### Lost Luggage Assistance

Liaise with airlines and airports to recover lost items and provide essential toiletries or clothing in the meantime. Support personal shopping for urgent replacements.



**Remember:** Little details make big memories. Stay curious about the guest.

## 4. Chieftains On-The-Go



### Excursion Planning and Execution

Meticulously plan and accompany guests on excursions, customizing each experience to align with their preferences and enrich their journey with personal touches.

### Transport Coordination

Efficiently coordinate all transportation logistics, ensuring punctuality and comfort for all guest excursions, enhancing the overall travel experience. Maintain strict adherence to schedules and uphold our luxury and comfort standards for all guest transportation.

### Cultural Ambassador

Act as a cultural conduit, offering guests exclusive insights and access to Nairobi's hidden cultural gems and activities.

## Case Study

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“Mr. Carter, would you like me to arrange a visit to Tribal Gallery?”

I've arranged a meet-and-greet with one of Nairobi's top painters and there's a great new sushi restaurant in town - would you like me to book a table for you?”

### Create Unexpected Magic

When it's time for a special outing, everything is prepared; you ensure every detail is seamlessly managed. The reservation is confirmed, you have arranged the driver and followed up to ensure the car is ready on time, and sent Alex a WhatsApp update:

“All set for tomorrow at 10 AM. Don't forget comfortable shoes and sunglasses - it's a warm day. I'll have a chilled bottle of water ready for you.”

“I thought you might enjoy some background on the artists before we arrive, so I have attached the artist's bio in case that's helpful.”

### Signature Moments

“Tonight, I've reserved a private dining experience for you at Hero—our rooftop speakeasy. It's a comic-book-inspired culinary journey.”

Your guest is greeted with a custom cocktail, introduced to the chef, and even taken on a kitchen tour. It's not just dinner—it's theatre, it's storytelling, it's you turning service into an experience.

**Through your efforts, your guest feels as though they are a part of the city and our community.**

As a Chieftain, you are more than a guide—you are a companion, cultural interpreter, and experience curator. Whether on the road, in the city, or out in nature, your role is to ensure every excursion is effortless, meaningful, and unforgettable.

## 4.1. Excursion Design & Personal Hosting

### Tailored Itinerary Planning

Craft bespoke experiences aligned with each guest's interests—be it art tours, cultural workshops, scenic hikes, or culinary adventures. Incorporate hidden gems, community-led projects, and volunteer opportunities for guests seeking purpose-driven travel.

### On-the-Ground Hosting

Accompany guests on excursions to provide both guidance and companionship. Your presence brings comfort, motivation, and safety—encouraging guests to step beyond their comfort zones and engage more deeply with the destination.

### Emotional Connection

Be attentive to guest energy levels and emotional cues during excursions. Whether it's offering quiet reassurance during a challenging activity or sharing a laugh over a local tradition, your presence helps turn activities into shared memories.

## 4.2. Logistics & Seamless Coordination

### Transport Management

Arrange transportation that suits the guest's style and purpose—private chauffeurs, luxury vehicles, electric cars, or trusted ride-hailing services. For self-guided guests, provide custom maps, directions, or digital links. Always ensure punctuality, comfort, and flexibility.

### On-the-Go Support

Manage all aspects of logistics: entry tickets, confirmations, route planning, time management, and adapting plans when things change. Eliminate stress so the guest can remain fully present in the experience.

### Activity Bookings & VIP Access

Secure reservations to high-demand events or venues. Where possible, elevate the experience with VIP access—backstage passes, private gallery tours, or sunrise balloon rides. Handle the logistics discreetly and with care.

## 4.3. Culinary Exploration & Dining Experiences

### Elevated Experiences

Where appropriate, elevate dining into an experience: arrange private chef services, suite dining, scenic picnics, or even cooking classes with local chefs (e.g. at Jiko). These moments blend taste with storytelling and local connection.

### Dining Reservations

Recommend restaurants based on the guest's preferences—whether dietary restrictions, ambiance, or cuisine. Handle all bookings in advance and ensure smooth arrivals and service.

## 4.4. Cultural Storytelling & Immersion

### Cultural Interpretation

Act as a cultural ambassador, sharing local traditions, history, and customs throughout the guest's journey. Add meaning to sites visited through storytelling that sparks connection and curiosity.

### Authentic Connection

Introduce guests to artisans, creators, and community leaders. From textile weaving to music, from conservation to cuisine, provide authentic touchpoints that enrich their understanding of Nairobi and its people.

### Profile Updates

Update the guests' profile with information on gifts that have been given, and capture all details from the guests' stay from the whole Tribe team. This is to ensure gifts and issues aren't repeated.

## 4.5. Guest Gifting & Memory Making

### Personalized Departure Gifts

Offer thoughtful gifts that reflect the guest's interests or highlights from their stay.

### Guest Profiles in Opera

Ensure gifting history and preferences are logged in Opera. For repeat guests, avoid duplication and elevate surprises with fresh, relevant touches.

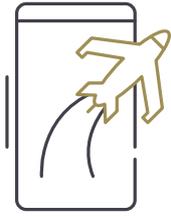
### Some Gift Ideas

- A small art piece from a local artist for art lovers.
- A recipe card or spice kit from a dish they enjoyed at Jiko.
- A framed photo taken during an excursion.
- A voucher for a similar experience (e.g., cooking class or gallery tour).



**Remember:** This is our chance to shine with thoughtful, unexpected touches. The smallest touches during an excursion can become the biggest memories.

## 5. Departure and Post-Stay Engagement



### Efficient Checkout Process

Streamline the checkout experience to be swift and personalized, ensuring all guest preferences and needs are thoroughly met. Address any final inquiries or charges efficiently to conclude their stay smoothly. Reach out to guests prior to check-out to confirm billing. Confirm transport arrangements or share the appropriate information if transport has not been previously arranged.

### Parting Gestures

Provide guests with a thoughtful departure gift that reflects their experiences or preferences, serving as a token of appreciation and a tangible reminder of their stay.

### Continued Engagement

Follow up with personalized emails after guests depart, expressing gratitude for their visit, soliciting feedback, and offering incentives for future stays. This maintains a connection and encourages them to return, enhancing their lasting impression of their experience.

## Case Study

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### Leaving a lasting impression.

When it's time to say goodbye, everything runs smoothly. Checkout is done. The car is waiting. But there's one final gesture: a framed photo from that Karura run and a handwritten note:

“Safe travels, Mr. Carter. Until we meet again.”

And later, a warm follow-up email—not automated, but personal. Because you mean it.

“Mr. Carter, I hope you arrived home safely. I truly enjoyed hosting you and look forward to curating your next adventure in Nairobi. Let me know when you're on your way back!”

As a Chieftain, your final impression is just as important as the first. The departure experience is your opportunity to leave a lasting mark, nurture long-term relationships, and inspire a guest's return. This section outlines how to deliver a seamless goodbye while keeping the connection alive well beyond check-out.

## 5.1. Seamless Departure & Loyalty Recognition

### Express Check-Out

Prepare a pre-printed invoice for review to streamline the check-out process. Acknowledge any personalized services or preferences from their stay as a sign of attentiveness and care. Ensure the departure is smooth, timely, and hassle-free.

### Loyalty Appreciation

Recognize returning or long-stay guests by mentioning any exclusive perks or future offers. Reinforce their value to Tribe and create excitement for their next visit.

### Airport Drop-Off

Arrange a comfortable and well-coordinated airport transfer. Where possible, assign their preferred driver and offer a parting refreshment. This consistency from arrival to departure reinforces a sense of being personally looked after.

## 5.3. Post-Stay Follow-Up & Continued Connection

### Personalized Follow-Up Communication

Send a warm thank-you email or message within 24–48 hours of departure. Refer to specific moments from their stay to reinforce emotional connection. For example:

“It was a joy to celebrate your anniversary with us—your surprise dinner at Hero was one of our highlights too!”

### Feedback & Engagement

Invite guests to share their experience via TripAdvisor or direct feedback. This positions Tribe as a responsive, guest-centric brand and creates space for ongoing dialogue.

### Tailored Recommendations

Suggest future experiences based on past preferences (e.g., upcoming exhibitions, new restaurants, or cultural events). Position yourself as their inside source for planning their next stay.

## 5.4. Well-Being & Relationship Building

### Check-In on Guests' Lives

Reach out with genuine interest—ask how they're settling in, how their family is doing, or how a recent event turned out. These gestures go beyond hospitality—they build friendship and deepen loyalty.

### Share Tribe Updates

Keep former guests informed about exciting hotel news, events, or seasonal promotions that align with their interests. Frame updates like you would to a friend: warm, relevant, and inviting.

## Summary

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Departure isn't the end of the guest journey—it's the beginning of a long-term relationship. As a Chieftain, your thoughtfulness during this stage transforms service into connection, and guests into lifelong friends of Tribe.



**Remember:** Guests may forget a room layout, but they'll never forget how you made them feel. Every goodbye is a chance to plant the seed for a return visit.

## 6. Communication and Record Keeping

### Guest Information Documentation

Maintain detailed records of guest preferences, stays, and feedback in the hotel's management system.

### Feedback Collection and Analysis

Regularly collect and analyze guest feedback to continuously improve service and guest satisfaction.

## 7. Special Procedures

### Cultural Sensitivity Practices

Adopt practices that respect diverse cultural backgrounds, ensuring that all interactions are considerate and appropriate.

### Emergency and Special Needs Handling

Be equipped to handle emergencies and special needs with sensitivity and efficiency, ensuring guest safety and comfort at all times.

## Conclusion

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Your role as a Chieftain is crucial in shaping the experiences of our guests. By following these structured procedures, you ensure that our guests not only enjoy their stay but leave with lasting memories that encourage return visits. Embrace your responsibilities with enthusiasm and professionalism, knowing that you are the heartbeat of Tribe Hotel's hospitality.

# Daily Operations

## A Day in the Life of a Tribe Chieftain

Chieftains operate in three distinct shifts, each structured to meet the diverse needs of guests throughout the day. While many tasks are shared across shifts, such as welcoming guests and providing personalized assistance, certain responsibilities are exclusive to specific shifts based on timing and guest arrivals. By having dedicated Chieftains available around the clock, the hotel maintains high service standards and ensures that every guest feels valued and cared for, regardless of when they arrive or depart.

Review the arrival list, special requests, and VIP guests.

## Room Inspections

Ensure all designated rooms are impeccable and personalized for arriving guests.

## Guest Engagements

Check in with in-house guests to ensure satisfaction and offer additional concierge services.

## Activity Coordination

Arrange and confirm excursions, dining experiences, and transport as per guest requests.

## Evening Round-Up

Verify the next day's preparations, update guest profiles with preferences and feedback, and prepare for evening activities.

## Operating Principles

## Conclusion

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Embody the spirit of Tribe, making every guest's stay not just a visit, but a story worth retelling.

### Professionalism

Maintain a high standard of attire, punctuality, and guest interaction.

### Empathy and Personalization

Understand and anticipate guest needs, creating bespoke experiences.

### Confidentiality and Respect

Handle all guest information with the utmost discretion and respect.

### Continuous Improvement

Seek feedback and continuously adapt services to enhance guest satisfaction.

Embody the spirit of Tribe, making every guest's stay not just a visit, but a story worth retelling.

	AM SHIFT	PM SHIFT	NIGHT SHIFT
Arrival List Perusal	●		●
Guest Amenities	●		
Excursions	●	●	●
Room Inspections	●	●	●
Pre-Arrival Emails	●		
Executive Lounge / Jiko Interactions	●		
Airport Pick-Ups / Drop-Offs	●	●	●
Logistics Assistance	●		
Email Communications	●		
Lobby Ambassadors	●		
Courtesy Calls		●	●
Post-Departure Emails		●	●
Front Desk Assistance Room Orientation for all Check-Ins		●	
Souvenir Shopping		●	
Guest Gifts		●	
Preliminary Guest Research			●
Update Transport Requests			●
3-Day Departure Update			●
Next-Day Arrivals			●
Express Check-In	●	●	●
Guest Queries			●

# Your Daily Checklist

- Arrival List**

Review booking details for alerts, estimated arrival times, special requests, airport transfers, and VIP status.
- Guest Amenities**

Requisition amenities based on VIP status, guest preferences, and special occasions such as birthdays and anniversaries.
- Excursions**

Coordinate excursions, liaise with the restaurant for early departures, and ensure timely arrival of transportation.
- Room Inspections**

Collaborate with housekeeping to prepare rooms for early arrivals and special requests. Conduct thorough inspections to ensure all amenities are properly stocked and facilities are operational.
- Pre-Arrival Emails**

Send introductory emails, confirm airport pickup, and tailor communications for long-stay guests.
- Executive Lounge/ Jiko Interactions**

Engage with in-house guests, gather special requests, and discuss daily itineraries.
- Pickups/Drop-offs**

Communicate via WhatsApp before pickup, prepare check-in materials, and ensure vehicles meet standards for cleanliness and amenities.
- Logistics Assistance**

Monitor shuttle services to key destinations, and inspect vehicles for readiness.
- Email Communications**

Coordinate with reservations to personalize guest experiences and confirm bookings for services such as spa treatments and excursions.
- Lobby Ambassadors**

Assist with guest arrivals and departures, facilitate escort to meeting rooms, and provide site inspections.
- Courtesy Calls**

Check on overnight arrivals and in-house guests to assess satisfaction and address any needs.
- Post-Departure Emails**

Thank guests for their stay and encourage feedback via TripAdvisor links.
- Front Desk Assistance**

Support front desk operations during peak arrival times, ensuring smooth guest transitions.
- Room Orientation**

Familiarize guests with room features and hotel amenities upon check-in.
- Souvenir Shopping**

Assist guests in selecting souvenirs and personal shopping experiences.
- Guest Gifts**

Prepare and present personalized gifts based on guest preferences and stay details.
- Preliminary Guest Research**

Utilize quieter night shifts to research upcoming guest profiles and prepare reports.
- Update Transport Requests**

Manage and update weekly transport requests to ensure all guest needs are met.
- 3-Day Departure Update**

Update relevant staff about upcoming departures within a three-day window.
- Next-Day Arrivals**

Prepare for next-day arrivals by checking profiles and special requests in advance.
- Express Check-Outs**

Organize folios in advance for long-staying guests to review, ensuring a swift check-out process.
- Guest Queries**

Address and resolve guest complaints and service recovery issues, ensuring guest satisfaction throughout their stay.

# Signature Experiences - Evaluation

## Purpose

To curate and maintain a portfolio of exceptional guest experiences that embody Tribe's commitment to creativity, community, and personalization. Each signature experience should reflect the values of the Chieftains Program and contribute to Tribe's brand as a culturally rich, forward-thinking destination.

## Core Evaluation Criteria

Each experience is rated on a scale of 1–5 (1 = Minimal, 5 = Exceptional) across the following categories:

Criteria	Description	Score (1-5)
<b>Exclusivity</b>	Is the experience unique to Tribe and not widely accessible elsewhere? Does it feel "one-of-a-kind"?	
<b>Founder or Creative Access</b>	Does the guest interact directly with a local founder, artist, artisan, or cultural leader? Is there a meaningful story or connection being shared?	
<b>Personalization Potential</b>	Can the experience be tailored to a guest's preferences, interests, or special occasion?	
<b>Community Impact</b>	Does the experience support local creatives, makers, or causes? Does it uplift or give back to the local community in a tangible way?	
<b>Wow Factor</b>	Does the experience surprise or delight the guest in a memorable way? Does it create a strong emotional or aesthetic impression?	
<b>Cultural Immersion</b>	Does it offer genuine insight into local culture, heritage, or innovation? Is there learning or discovery involved?	
<b>Photogenic Quality</b>	Does the experience offer visually striking moments worth capturing or sharing?	
<b>Scalability &amp; Operational Feasibility</b>	Can it be executed consistently and seamlessly, with room for enhancement and evolution?	
<b>Sustainability</b>	Does the experience promote sustainability or highlight conservation efforts?	

## Scoring Guide

Total Score	Determination	Result
<b>35 – 40</b>	SIGNATURE EXPERIENCE	Include in official portfolio
<b>28 – 34</b>	STRONG CANDIDATE	May require refinement or enhancement
<b>20 – 27</b>	SUPPORT EXPERIENCE	Add to general list of excursions, but not as a Chieftains Signature
<b>Below 20</b>		Not recommended for a guest experience

# Signature Experiences - Evaluation Template

INTERNAL USE ONLY

<b>Experience Title</b>		
<b>Location</b>		
<b>Description</b>		
<b>Chieftains Involved</b>		
<b>Community / Partner (if any)</b>		
<b>Date Reviewed</b>		
<b>Reviewed by</b>		
		SCORE
<b>Exclusivity</b>	Is the experience unique to Tribe and not widely accessible elsewhere? Does it feel "one-of-a-kind"?	
<b>Founder or Creative Access</b>	Does the guest interact directly with a local founder, artist, artisan, or cultural leader? Is there a meaningful story or connection being shared?	
<b>Personalization Potential</b>	Can the experience be tailored to a guest's preferences, interests, or special occasion?	
<b>Community Impact</b>	Does the experience support local creatives, makers, or causes? Does it uplift or give back to the local community in a tangible way?	
<b>Wow Factor</b>	Does the experience surprise or delight the guest in a memorable way? Does it create a strong emotional or aesthetic impression?	
<b>Cultural Immersion</b>	Does it offer genuine insight into local culture, heritage, or innovation? Is there learning or discovery involved?	
<b>Photogenic Quality</b>	Does the experience offer visually striking moments worth capturing or sharing?	
<b>Scalability &amp; Operational Feasibility</b>	Can it be executed consistently and seamlessly, with room for enhancement and evolution?	
<b>Sustainability</b>	Does the experience promote sustainability or highlight conservation efforts?	
<b>TOTAL SCORE</b>		
<b>Notes / Comments / Suggestions</b>		



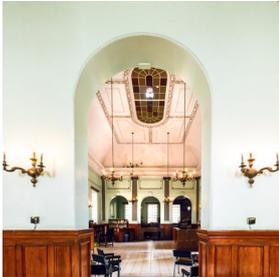
## National Museum – Private Night Tour

An exclusive after-hours tour of Kenya's National Museum. Led by a private guide, guests enjoy an intimate journey through the country's rich natural history, art, and cultural heritage—without the crowds.



## Matatu Art Tour

Explore the bold, street-smart world of matatu art—custom-painted minibuses that reflect Nairobi's urban culture. This experience includes a guided tour of decorated vehicles, meeting artists, and understanding the creative movement behind the iconic mobile murals.



## Library Tour

A curated visit to Nairobi's historic or modern literary spaces, highlighting African literature, archives, and architecture. Ideal for book lovers or guests seeking a reflective, intellectual experience.



## Artist Studio Visits

Go behind the scenes of Nairobi's contemporary art scene with private visits to working studios. Meet local painters, sculptors, or ceramicists and explore the inspirations behind their work—with the option to purchase directly from the artist.



## Procera Gin Experience

A premium gin-tasting and distillation tour at Nairobi's award-winning Procera distillery. Guests learn about African botanicals, meet the makers, and sample exclusive blends in a refined setting.



## Kenyan Originals Tasting & Gin Lab

An interactive distillation workshop where guests create their own signature gin. Led by expert guides, the session blends.



## ForestFoods Regenerative Farm Tour

Visit a pioneering organic farm in Limuru practicing syntropic agroforestry. Guests explore natural food ecosystems, enjoy a farm-fresh tasting, and engage with Kenya's sustainability movement.



## Karoga Experience

Visit a pioneering organic farm in Limuru practicing syntropic agroforestry. Guests explore natural food ecosystems, enjoy a farm-fresh tasting, and engage with Kenya's sustainability movement.

# Signature Experiences

SHOPPING & DESIGN



## Siafu Home Tour

A private visit to Siafu Home, a Nairobi-based textile studio working with local weavers. Guests browse handloomed cotton homeware, from napkins to robes, while learning about Kenya's revived textile heritage.



## Ubuntu Life

Meet the founders and women behind Ubuntu Life Foundation—a social enterprise that began with a small sewing group and now empowers over 400 women, transforming lives through meaningful work and global partnerships.



## West African Art Market

A vibrant marketplace showcasing fashion, fabric, jewelry, and crafts from across West Africa. Guests can immerse themselves in the region's creative spirit and explore rare pieces not found elsewhere in Nairobi.



## Beekeeping Experience

Beekeeping description

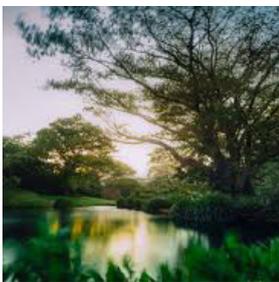
# Signature Experiences

## FARM TOURS



### Valentines Flower Farm Tour

A behind-the-scenes look at one of Kenya's leading flower farms. Guests tour vibrant greenhouses, learn about flower cultivation and export, and take in breathtaking floral landscapes.



### Meyer's Water Spring Visit

Visit the natural spring where Tribe sources its signature water. Set in a serene landscape, this immersive experience connects guests to the purity and sustainability behind every sip—ideal for wellness-focused travelers or those curious about the hotel's eco-conscious ethos.



### Tea Farm Visit

A scenic day trip to a Kenyan tea estate. Guests walk through lush plantations, learn about traditional tea processing, and enjoy a guided tasting session with stunning views and fresh-brewed teas.



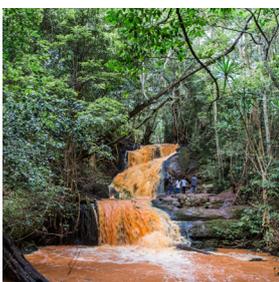
### Karunguru Coffee Farm

A heritage coffee estate offering immersive tours on bean-to-cup production. Guests enjoy tastings, learn about sustainable farming practices, and take home freshly roasted Kenyan coffee.



### Helicopter Tour

Tribe's exclusive helicopter experience offers a rare chance to soar above Kenya's stunning landscapes—from dramatic escarpments and volcanic craters to shimmering lakes and roaming wildlife—combine luxury, freedom, and unforgettable views into one breathtaking journey.



### Karura Forest - Guided Walk

Karura Forest Reserve is the largest urban forest in the world, and a model of what communities can achieve in the conservation and management of shared natural resources. The forest offers running and walking paths, waterfalls and caves.



### Night Game Drive in National Park

A Night Game Drive in Nairobi National Park offers a rare glimpse into the wild after dark. The National Park comes alive under the stars with prowling predators, grazing herbivores, and glowing eyes in the night—an unforgettable, intimate safari experience like no other.



### Sheldricks Trust - Private Visit

For wildlife and conservation enthusiasts, this private visit offers an unforgettable experience. Guided by a senior Keeper, you'll meet orphaned elephants beginning their journey back to the wild, hear their stories, and witness their playful moments up close.

# Signature Experiences

FITNESS & WELLNESS



## Run with a Marathon Champion

Join elite Kenyan marathon runners for a guided jog or track session. Whether for inspiration, fitness, or bragging rights, this rare opportunity offers insight into Kenya's world-famous running culture.



# VIP Levels & Gifts

VIP 1	
DESCRIPTION	GIFT
Heads of State	Cultural book (e.g Nairobi 54324, Elephant Book) Local artefact (shield, engraved) Leather sleeve laptop bag Leather sling bag
Secretary Generals	
Company Owners & Founders	
President or Chair of Board	

VIP 2	
DESCRIPTION	GIFT
CEO	Caddy of Kenyan loose leaf tea Bag of Kenyan roasted coffee beans Cultural book (e.g Nairobi 54324, Elephant Book)
Directors	
Ambassadors	
Prime Ministers	
Vice Presidents	
University Chancellors	

VIP 3	
DESCRIPTION	GIFT
Return Guests	Local gift (e.g. beaded bracelet) Half bottle of red or white wine Chocolate platter Fruit platter Room decor with fresh flowers
Honeymooners	
Birthdays	
Anniversary	
Celebrities	
MUSICIANS, ACTORS, SUPER MODELS, JOURNALISTS, BEST-SELLING AUTHORS, TV PERSONALITIES	

VIP 4	
DESCRIPTION	GIFT
Physically Challenged Guests	

VIP 5	
DESCRIPTION	GIFT
Director's Guests	Handwritten note Chocolate platter Fruit platter

VIP 6	
DESCRIPTION	GIFT
Long Staying Guests MINIMUM 21 CONSECUTIVE NIGHTS	Handwritten note Chocolate platter Fruit platter

VIP 7	
DESCRIPTION	GIFT
Previously Complaining Guest	Letter of acknowledgement
NOTE: Complimentary rooms will be issued with VIP status at leadership team's discretion	Handwritten note Chocolate platter Fruit platter

# Marriott Bonvoy Status

Status Level	Welcome Note	Welcome Platter	Bonus Points	Upgrade	Lounge Access Welcome	Checkout Time
<b>MEMBER</b>	●					
<b>SILVER ELITE</b>	●		10%			subject to availability
<b>GOLD ELITE</b>	●	●	25%			2:00 pm late checkout
<b>PLATINUM ELITE</b>	●	●	50%	Enhanced room upgrade SUBJECT TO AVAILABILITY	●	4:00 pm late checkout
<b>TITANIUM ELITE</b>	●	●	75%	Enhanced room upgrade SUBJECT TO AVAILABILITY	●	4:00 pm late checkout
<b>AMBASSADOR ELITE</b>	●	●	75%	Enhanced room upgrade SUBJECT TO AVAILABILITY	●	4:00 pm late checkout

# Marriott Bonvoy Status

	Silver Elite	Gold Elite	Platinum Elite	Titanium Elite	Ambassador Elite	Cobalt Program
	10+ PER YEAR	25+ PER YEAR	50+ PER YEAR	75+ PER YEAR	100+ PER YEAR +20K REVENUE	INVITE ONLY
<b>Ambassador Services</b> A member is matched with a personal Ambassador, who is the member's point person for every stay.				●	●	●
<b>Yours 24/7</b> Flexibility to check in and out of the room outside of normal arrival and departure times.					●	●
<b>48 Hours Guaranteed</b> Guaranteed Room Types 48 hours in advance				●	●	●
<b>Lounge Access</b> Access to lounge, or approved alternative, for members plus one guest.			●	●	●	●
<b>Welcome Gift</b> Welcome Gift points are per stay, NOT per day.			●	●	●	●
<b>Free WIFI</b> Complimentary Unlimited WIFI to be provided	●	●	●	●	●	●
<b>Welcome Gift Ideas</b>			Handwritten note Local gift Local beer Half bottle of red or white wine Chocolate platter Fruit platter	Handwritten note Local gift Local beer Half bottle of red or white wine Chocolate platter Fruit platter Caddy of Kenyan loose leaf tea Bag of Kenyan roasted coffee beans	Handwritten note Local gift Local beer Half bottle of red or white wine Chocolate platter Fruit platter Caddy of Kenyan loose leaf tea Bag of Kenyan roasted coffee beans Cultural book	Handwritten note Cultural book Local artefact Leather sleeve Laptop bag Leather sling bag

# Standards of Professionalism & Conduct

As a Chieftain, you are the heartbeat of Tribe hospitality. Your conduct, presence, and energy shape the experience for every guest you encounter. These guidelines ensure consistency, professionalism, and the personal warmth that defines Tribe.

## Chieftain Code of Conduct THE TRIBE FRAMEWORK

This framework is your daily compass—whether you're preparing an itinerary, guiding an excursion, or sharing coffee with a guest.



## Best Practices for Arrival & First Impressions THE TRIBE FRAMEWORK IN ACTION

- T** **Tailor Every Interaction**
- Communicate via the guest's preferred channel (WhatsApp, email, phone).
  - Send a personalized pre-arrival message including:
    - Chieftain name and photo
    - Contact details
    - Brief overview of what to expect upon arrival
  - Prior to arrival, gather key details:
    - Flight number and ETA
    - Beverage and dietary preferences
    - Special requests (e.g. minibar setup, room type)
    - Confirm transportation arrangements and vehicle preferences.

## **R** Respect Culture & Confidentiality

- Always protect guest information and handle all requests with discretion.
- Demonstrate cultural sensitivity based on guest background—e.g., assign a female Chieftain for a Muslim woman if appropriate.
- Respect quiet moments and body language, especially during travel.

## **I** Inspire Moments of Joy

- Based on guest insights, aim to surprise and delight:
  - Stock their favorite drink in the car cooler
  - Offer flowers for special occasions (birthday, honeymoon)
- Present thoughtful touches that show you've truly listened and remembered their preferences.

## **B** Be Present & Proactive

- Arrive at the airport 30 minutes prior to the guest's arrival.
- Ensure vehicle is pristine, with cold beverages in place.
- Greet guests with a warm smile and Tribe shield.
- Introduce yourself clearly using your first name.
- Escort them to the hotel, manage luggage, and assist with a smooth in-room check-in.
- Anticipate unspoken needs and make the transition from transfer to room effortless.

## **E** Engage with Purpose

- During the drive, assess whether the guest prefers quiet or conversation.
- If appropriate, share highlights of their personalized itinerary and provide local insights.
- Upon arrival, ensure a warm welcome and help settle them into their room.
- Confirm they know how to reach you for anything they may need throughout their stay.
- Within 12 hours of check-in, follow up via message or call to ensure everything is going smoothly and address any concerns.

# General Conduct Guidelines

## Purpose of the SOP

---

These standards are designed to elevate every Tribe guest journey through consistency, cultural intelligence, and heartfelt hospitality.

By following the TRIBE framework, you embody our promise of tailored, thoughtful service—where every guest feels known, valued, and at home.

Regular feedback, reflection, and retraining will help maintain these standards while also inspiring innovation and personal growth within your role.

### 1. Professional Appearance

- Maintain a polished look: Clean, well-fitted uniform and neat grooming at all times.
- Adhere to Tribe's dress code with pride and consistency.

### 2. Punctuality

- Arrive on time for every shift, meeting, and guest engagement.
- If delays are unavoidable, inform guests or your supervisor promptly.

### 3. Positive Demeanor

- Always carry a warm, friendly, and approachable attitude.
- Use uplifting language and maintain a welcoming presence.

### 4. Respect & Courtesy

- Address guests by name and title with sincerity and professionalism.
- Practice active listening and respond thoughtfully to guest needs.

### 5. Guest Privacy & Confidentiality

- Safeguard guest information at all times.
- Only share guest details with relevant team members for service purposes.

### 6. Anticipating Guest Needs

- Be observant and proactive; offer assistance before it's requested.
- Note habits, preferences, and remarks to personalize future experiences.

### 7. Clear Communication

- Speak respectfully and clearly with guests and colleagues.
- Keep guests informed of their itineraries, updates, and relevant hotel information.

## 8. Tailored Itineraries

- Collaborate with guests to design experiences aligned with their interests.
- Provide full details about activities, including timing and safety guidelines.

## 9. Safety & Security

- Prioritize guest safety during all experiences.
- Always carry emergency contacts and a first aid kit when off property.

## 10. Cultural Sensitivity

- Lead with respect for Kenyan customs and global guest expectations.
- Guide with awareness of cultural norms and guest-specific sensitivities.

## 11. Feedback & Improvement

- Welcome guest feedback graciously and use it to grow.
- Share constructive input with leadership to enhance Tribe's service standards.

## 12. Ongoing Training

- Attend refresher training on service excellence, culture, and emergency protocol.
- Stay updated on new experiences, hotel policies, and local insights.

## 13. Team Collaboration

- Support fellow Chieftains and departments to ensure seamless guest service.
- Share guest insights respectfully across departments.

## 14. Conflict Resolution

- Address concerns with empathy, clarity, and timeliness.
- When needed, escalate issues to the relevant manager with a solution-oriented mindset.

## 15. Alcohol Consumption

- Under no circumstances should Chieftains consume alcohol during guest engagements, excursions, or nightlife experiences.

## 16. Nightlife & Guest Outings

- When escorting guests to concerts or clubs:
- Same-gender Chieftain pairing is encouraged.
- Two Chieftains should accompany the guest when possible.
- All excursions should conclude by 11:00 p.m.
- Chieftains must remain sober and fully professional at all times.



## SOP

# Airport Pick-Up

THE TRIBE FRAMEWORK IN ACTION

Tailor Every Interaction

Respect Culture & Confidentiality

Inspire Moments of Joy

Be Present & Proactive

Engage with Purpose

## Purpose

---

To provide a seamless, welcoming, and luxurious arrival experience for every guest arriving in Kenya, ensuring they feel personally cared for, valued, and excited for their stay at Tribe.



### **T** Tailor Every Interaction

#### Preferred Communication

- Communicate using the guest's preferred method (e.g. WhatsApp, email, phone). Begin building rapport before arrival.

#### Guest Information Gathering

- Confirm arrival details: flight number, landing time, terminal.
- Confirm minibar personalization, special requests (e.g. beverage preferences, dietary needs).

#### Pre-Arrival Messaging

- Send a pre-arrival message including:
  - A warm welcome
  - The Chieftain's name and contact info
  - Photo for recognition
  - Brief on what to expect upon arrival

### **R** Respect Culture & Confidentiality

#### Discretion

- Ensure privacy in all communication and during the airport welcome.
- If cultural or religious considerations apply (e.g. gender-specific greeters), ensure alignment.

#### Guest Security

- Respect privacy at all times. Never discuss guest details publicly.

### **I** Inspire Moments of Joy

#### Personalized Welcome Gift

- Based on gathered info, prepare a gift (e.g. flowers for a honeymoon, preferred drink, local delicacies).

#### Vehicle Prep

- Ensure the vehicle is clean, temperature-controlled, and stocked with the guest's favorite refreshments.
- Include a cooler, napkins, and music tailored to the guest's taste if known.

#### Arrival Presence

- Arrive 30 minutes before scheduled landing.
- Hold the Tribe shield and offer a sincere, warm smile.
- Greet the guest by name and introduce yourself clearly.



## **B** Be Present & Proactive

### Monitor Flight Status

- Track delays or early arrivals.
- Adjust timing to ensure you're ready when the guest exits.

### Smooth Arrival

- Handle luggage
- Escort guest directly to vehicle
- Briefly outline the next steps (hotel arrival, check-in, room orientation)

### Express Room Readiness

- Confirm the guest's room is ready.
- Coordinate express check-in en route if needed.

## **E** Engage with Purpose

### Read the Energy

- Sense whether the guest prefers quiet or conversation.
- If open, begin light conversation about their journey, expectations, or itinerary.

### Personal Connection

- Share personalized suggestions based on known interests.
- Reinforce availability and how to contact you during their stay.

### Follow-Up

- Within 12 hours of arrival, send a follow-up message to:
  - Check on comfort
  - Offer assistance
  - Reinforce your role as their Chieftain

## Summary

---

By delivering exceptional airport pick-up experiences, Tribe Chieftains set the tone for a stay defined by warmth, personalization, and unforgettable hospitality.



## Visual Checklist

---

- Flight details confirmed
- Vehicle Details confirmed
- Preferences confirmed
- Pre-arrival message sent with photo & contact
- Gift & refreshments prepared
- Vehicle ready & clean with functioning radio and wifi
- Arrival 30 mins prior
- Warm greeting delivered
- Luggage handled & guest escorted
- Express check-in initiated
- Follow-up sent within 12 hrs



## SOP

### Excursions

#### THE TRIBE FRAMEWORK IN ACTION

Tailor Every Interaction

Respect Culture & Confidentiality

Inspire Moments of Joy

Be Present & Proactive

Engage with Purpose

## Purpose

---

To transform excursions into extraordinary journeys that reflect the spirit of Tribe: thoughtful, personalized, and rich in cultural immersion. Each experience should leave the guest feeling inspired, engaged, and eager to return.



### **T** Tailor Every Interaction

#### Understand Guest Preferences

- Communicate using the guest's preferred channel (e.g. WhatsApp, email, in-person).
- Inquire about interests: cultural exploration, wellness, adventure, cuisine, art, or shopping.
- Offer curated options aligned with these interests.

#### Customized Planning

- Recommend signature Tribe experiences (e.g. run in Karura with a marathoner, Tigoni farm tours, Nairobi National Park picnic).
- Confirm guest availability, transportation preferences, and dietary restrictions.
  - Brief on what to expect upon arrival

### **R** Respect Culture & Confidentiality

#### Cultural Sensitivity

- Consider religious, dietary, or cultural needs when designing experiences.
- Engage respectful, well-briefed local partners or guides.

#### Discretion and Safety

- Maintain confidentiality around guest details.
- Ensure all safety protocols are in place (emergency contacts, insurance where applicable).

### **I** Inspire Moments of Joy

#### Personal Touches

- Stock vehicle with favorite snacks, drinks, or custom playlists.
- Include a welcome kit relevant to the excursion (e.g. branded water, sunhat, map).

#### Elevated Experiences

- Surprise elements: impromptu stops at scenic spots, private performances, sunset toast.
- Provide additional tools for enjoyment (e.g. binoculars for wildlife tours, bird books, art journals).

#### Preparedness

- Bring an emergency kit: sunscreen, insect repellent, first aid.



## **B** Be Present & Proactive

### Pre-Excursion Readiness

- Arrive 30 minutes before departure.
- Ensure vehicle is spotless, stocked, and on-brand.
- Confirm all materials: itinerary, kits, local contact numbers.

### Guest Comfort Throughout

- Monitor energy levels; adjust pace accordingly.
- Offer refreshments and regular comfort checks.

## **E** Engage with Purpose

### Cultural Engagement

- Share meaningful stories and local insights.
- Facilitate respectful interactions with artisans, chefs, performers, and guides.

### Memory-Making

- Take discreet photos (with guest consent).
- Present photos as digital keepsake or include in a thank-you card.

### Post-Excursion Follow-Up

- Gather feedback and ask if further experiences are of interest.
- Send a personalized thank-you message.
- Note preferences and insights in Opera for future stays.

## Summary

---

By delivering excursions with intentional care and personal flair, Chieftains create more than experiences—they create lifelong memories that define Tribe.



## Visual Checklist

---

- Guest preferences & timing confirmed
- Transportation booked & prepped
- Welcome kit, snacks, and surprises ready
- Emergency kit packed
- Arrived early & briefed guest on plan
- Cultural immersion opportunities integrated
- Follow-up message & thank-you sent



## SOP

# Airport Dropoff

## THE TRIBE FRAMEWORK IN ACTION

Tailor Every Interaction

Respect Culture & Confidentiality

Inspire Moments of Joy

Be Present & Proactive

Engage with Purpose

## Purpose

---

To ensure that each guest's departure from Tribe is as exceptional as their arrival. This SOP guides Chieftains in delivering a seamless, personalized, and heartfelt farewell that reinforces Tribe's spirit of exceptional hospitality.



## **T** Tailor Every Interaction

### Confirm Departure Details

- Review guest's reservation, flight time, and transportation preferences.
- Note any special requests (e.g. preferred route, music, beverage choice).

### Timely Guest Reminders

- Message the guest 1 hour prior to pickup.
- Confirm readiness and offer assistance with last-minute needs (e.g. breakfast, luggage help).

## **R** Respect Culture & Confidentiality

### Discreet Preparation

- Knock softly and greet warmly (e.g. "Good morning, [Guest Name], I'm here to assist with your departure.")
- Respect privacy while offering luggage assistance.

### Thoughtful Escort

- Walk the guest to the lobby with warmth.
- Acknowledge any repeat visits with personal recognition.

## **I** Inspire Moments of Joy

### Parting Gift

- Prepare a small farewell token: a hand-written note, local treat, or curated souvenir.
- Present it with sincere well-wishes.

### Guest-Centric Comfort

- Ensure the vehicle is stocked with their preferred refreshments and reading materials.
- Offer temperature and music control.



## **B** Be Present & Proactive

### Lobby Presence

- Arrive before the guest to coordinate with porters and drivers.
- Introduce the guest to the driver by name.

### Airport Transition

- Escort the guest to the correct terminal and assist with luggage.
- Offer a quick rundown of check-in procedures if helpful.

## **E** Engage with Purpose

### Farewell Dialogue

- If welcomed, engage in conversation about their next destination.
- Offer local tips or extend well-wishes for the journey ahead.

### Post-Departure Connection

- Within 24 hours, send a follow-up message:
  - Thank the guest for staying with Tribe
  - Mention a highlight or personal moment
  - Extend an invitation to return (with a future stay offer if applicable)

## Summary

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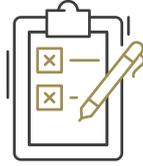
By ending the Tribe journey with intention and warmth, Chieftains ensure that the final memory is as magical as the first.



## Visual Checklist

---

- Guest's departure details reviewed
- Reminder message sent
- Farewell gift prepared
- Vehicle stocked & driver introduced
- Luggage assistance offered
- Terminal guidance provided
- Follow-up message sent within 24 hrs



## SOP

### Room Inspection THE TRIBE FRAMEWORK IN ACTION

Tailor Every Detail

Ready the Room with Care

Inspire Arrival Moments

Build Atmosphere

Escort & Explain

## Purpose

---

To elevate the guest arrival experience by ensuring every room is pristine, thoughtfully arranged, and personalized according to guest preferences. The goal is to reflect Tribe's hospitality ethos through exceptional attention to detail, sensory delight, and seamless coordination across departments.

# SOP - Room Inspection

## THE TRIBE FRAMEWORK IN ACTION



### **T** Tailor Every Detail

#### Initial Room Inspection

- Conduct a full walk-through of the room, including bedroom, bathroom, living area, and balcony.
- Ensure all furniture is undamaged, in place, and arranged for both aesthetics and comfort.

#### Cleanliness & Freshness

- All surfaces should be dust-free and polished.
- Linens must be crisp and freshly laundered.
- Eliminate any lingering odors and introduce a subtle signature scent (via diffuser or candle).

#### Aesthetic Appeal

- Adjust lighting for warmth and ambiance.
- Ensure windows and curtains are clean and functional, allowing for natural light and privacy control.

### **R** Ready the Room with Care

#### Welcome Touches

- Add a handwritten welcome note from the Chieftains Team.
- Include personalized amenities (e.g. favorite snack, wine, or chocolates).

#### Luxury Bathroom Setup

- Arrange high-end toiletries with care.
- Place bathrobes and slippers neatly for easy visibility and access.

#### Functional Review

- Test all electronics: lights, TV, AC, thermostat.
- Check and stock minibar, coffee/tea station, and safe.

#### Final Approval

- Conduct a last sweep of the room.
- Inform relevant departments that the room is guest-ready.



## **I** Inspire Arrival Moments

### Tech Personalization

- Pre-set lighting or entertainment settings based on guest profile.
- Place a welcome tablet or digital guide with tailored content.

### Surprise & Delight

- Add a thoughtful, unexpected gift (e.g. local treat, spa voucher, signature tea blend).
- Upgrade in-room amenities if appropriate.

### Enhanced Beverage Station

- Feature a curated selection of teas, coffees, and a craft soda or herbal infusion.
- Display complimentary water in both still and sparkling options.

## **B** Build Atmosphere

### Mood Setting

- Play gentle background music (if approved by guest profile).

### Comfort Layers

- Arrange throw pillows and blankets artfully.
- Consider seasonal or floral arrangements to bring freshness and color.

## **E** Escort & Explain

### Guest Arrival Coordination

- Notify Front Desk and other departments once the room is ready.
- Escort the guest personally, offering a warm welcome.

### Orientation & Connection

- Walk the guest through the room's features.
- Highlight any upgrades or surprise elements.
- Ensure the guest knows how to contact their Chieftain.

## Summary

---

Flawless preparation of a guest room is the foundation of exceptional hospitality. With each thoughtful touch, Chieftains set the tone for a memorable Tribe stay.



## Visual Checklist

---

- Room inspection complete
- Welcome note & personalized amenities placed
- Tech, minibar & bathroom tested
- Lights & scent ambiance ready
- Beverage station stocked
- Final approval & team notified
- Guest escorted & room explained



## SOP

# Handling Guest Complaints

THE TRIBE FRAMEWORK IN ACTION

Take Ownership Immediately

Respond with Solutions

Inspire with the Unexpected

Be Proactive in Closure

Evolve Through Feedback

## Purpose

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To transform guest complaints into opportunities for deeper loyalty and improved service. Through active listening, thoughtful responses, and personalized gestures, Chieftains can turn challenging moments into brand-defining experiences.

# SOP - Handling Guest Complaints

## THE TRIBE FRAMEWORK IN ACTION



### **T** Take Ownership Immediately

#### Acknowledge & Listen

- Listen first, let the guest vent and express themselves prior to responding - do not interrupt the guest.
- Respond promptly and respectfully.
- Use verbal cues and body language to show empathy.
- Say: "I understand how frustrating this must have been. Thank you for sharing."

#### Clarify the Issue

- Repeat the issue in your own words to the guest.
- Ask open-ended questions to get full context.
- Take discreet notes of key concerns and preferences.

#### Apologize Sincerely

- Offer a genuine, personalized apology, regardless of fault.
- Example: "I'm truly sorry that your expectations weren't met."

### **R** Respond with Solutions

#### Offer Empowered Options

- Present 2-3 viable, thoughtful solutions.
- Allow the guest to choose what best suits them.

#### Tailor the Recovery

- Match the resolution to the guest's personality and preferences.
- E.g. if a food order was delayed and the guest loves wine, offer a glass on the house.

#### Collaborate with Teams

- Brief relevant departments on resolution plans to ensure consistency.

### **I** Inspire with the Unexpected

#### Go Beyond Expectations

- Include a personalized note from leadership.
- Send a small amenity: chocolates, flowers, or their favorite treat.

#### Elevate the Experience

- Offer a complimentary experience (e.g. spa session, room upgrade, or curated local experience).



## **B** Be Proactive in Closure

### Follow Up Thoughtfully

- Within 12–24 hours, check on guest satisfaction.
- Ask: “How is everything going now? Is there anything further I can assist you with?”

### Document the Journey

- Log the issue and resolution in Opera.
- Share learnings with Chieftains and department heads.

## **E** Evolve Through Feedback

### Invite Honest Feedback

- Encourage guests to reflect on how their complaint was handled.
- Use this feedback as a growth tool.

### Improve Systems

- Share learning during daily briefings.
- Review trends monthly with leadership.
- Adjust SOPs or training based on recurring issues.

## Summary

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Great hospitality isn't the absence of error, but how beautifully we respond to it. Chieftains transform challenges into chances to build trust, connection, and unforgettable service.



## Visual Checklist

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- Complaint acknowledged & notes taken
- Empathy expressed
- Options presented & guest choice documented
- Recovery action executed
- Follow-up completed within 24 hours
- Issue & feedback recorded in Opera



## SOP

# Guest Follow-Up Procedures

THE TRIBE FRAMEWORK IN ACTION

**Time Your Touchpoints**

**Respond Personally**

**Inspire Continued Connection**

**Build Loyalty Moments**

**Evolve Through Insight**

## Purpose

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To ensure lasting connections with guests through timely, personalized, and thoughtful follow-up practices. By reinforcing care beyond the stay, Chieftains nurture loyalty, encourage return visits, and elevate Tribe's hospitality experience.

# SOP - Guest Follow-Up Procedures

## THE TRIBE FRAMEWORK IN ACTION



### **T** Time Your Touchpoints

#### Set a Follow-Up Schedule

- Reach out within 24 hours after check-in or a service interaction.
- Adjust timing for special occasions or long stays.

#### Collect Guest Feedback

- Use short, friendly feedback forms.
- Engage in casual in-person chats to gauge impressions and satisfaction.

### **R** Respond Personally

#### Use Their Name

- Always address guests by name in follow-ups.

#### Reference Their Stay

- Mention specific moments or requests (e.g., "We hope the wine pairing at Jiko was a highlight!").

#### Tailor Communication

- Use the guest's preferred channel (WhatsApp, phone call, or email).
- Share updates or content that reflect their interests (e.g., upcoming events, gallery exhibitions, or seasonal offers).

### **I** Inspire Continued Connection

#### Thoughtful Follow-Up Methods

- Send a handwritten thank-you note or a curated email with post-stay highlights.
- Call with a personal touch when the relationship or feedback warrants it.

#### Curated Recommendations

- Suggest activities or offers for their next visit, such as spa sessions, excursions, or new culinary experiences aligned with their past preferences.



## **B** Build Loyalty Moments

### Recognize Return Guests

- Acknowledge their loyalty with perks like room upgrades or early check-in invites.

### Special Offers

- Include a bespoke offer for their next booking (e.g., “We’d love to welcome you back with a complimentary dinner on us.”)

### Engage Socially

- Inform the guest about the auto-email, which will be shared post-departure; they can choose to publish the review online, or privately to the hotel.
- Invite them to connect on social media or share a memory from their visit.

## **E** Evolve Through Insight

### Log Every Interaction

- Record guest comments, follow-ups, and feedback in Opera for future personalization.

### Review and Improve

- Identify patterns and areas of opportunity through regular feedback reviews.
- Role-play effective follow-ups in monthly team huddles.

### Empower the Team

- Equip Chieftains with discretion to make goodwill gestures during follow-ups.

## Summary

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The guest experience doesn’t end at checkout. With every follow-up, Chieftains plant the seed of return—and make Tribe a place they’ll always remember.



## Visual Checklist

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- Follow-up initiated within 24 hours
- Guest addressed by name
- Stay reference personalized
- Feedback gathered and logged
- Thank-you note or offer shared
- Loyalty perks highlighted
- Trends reviewed by Chieftains team



## SOP

# Chieftains VIP Report Creation

## THE TRIBE FRAMEWORK IN ACTION

Time Your Preparation

Respond Personally

Inspire with Personalization

Build the Experience Brief

Evolve Through Tracking

## Purpose

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To ensure consistency, attention to detail, and personalization in the creation of the VIP Report. This report serves as a key internal tool for all Chieftains and operational departments, enabling seamless collaboration to deliver exceptional, tailored experiences to Tribe's VIP guests.

Aligned with the TRIBE framework, this SOP provides a structured guide to preparing a thoughtful, accurate, and guest-centric VIP Report.

# SOP - Chieftains VIP Report Creation

## THE TRIBE FRAMEWORK IN ACTION



### T Time Your Preparation

#### Gather Information in Advance

- Access the correct PowerPoint slide from the shared drive.
- Review the hotel's arrivals list for upcoming VIPs.
- Use internal platforms (emails, shared documents, Opera, Bonvoy) to consolidate guest profiles.
- Use external sources (Google, LinkedIn, Instagram, etc.) for public guest information.
- Liaise with Reservations, Sales, Kitchen, Housekeeping, and Front Office to gather full guest details.

#### Confirm and Record VIP Details

- Guest full name and title
- Room allocation and VIP tier (1-9)
- Bonvoy status
- Social media profiles and influence level
- Company name and booking channel  
OTA, DIRECT, AGENCY
- Dedicated Chieftain
- Excursion plans  
BOOKINGS, FOLLOW-UPS
- Dietary requirements and amenity preferences
- Special requests  
ARRIVAL TIME, PILLOW PREFERENCE, FLOOR LEVEL, ETC.
- Legacy notes  
MEMORABLE GUEST HISTORY, LIFE ACHIEVEMENTS
- Arrival and departure dates/times and transport details
- Previous stay history, compliments/complaints
- Number of guests and nights
- Group affiliation if any
- Gift or amenity arrangements

### R Respond Personally

#### Input on Report Cover Page

- Date of guest arrival
- Total number of VIPs arriving
- Prepared by (Chieftain's name)
- Ensure all entries are clearly written and reflect a personalized guest tone

#### Department-Specific Insights

- **Kitchen:** allergies, preferences, previous feedback
- **Housekeeping:** room setup requests, past impressions
- **Front Office:** early/late check-in/out, billing notes, upgrades
- **Spa:** booked or complimentary treatments, past experiences
- **Events:** group meeting needs, in-house bookings
- **Chieftains:** assigned host, excursions, touchpoints
- **Management:** networking relevance, recognition cues



## I Inspire with Personalization

### Highlight Opportunities to Wow

- Special occasions (e.g., anniversaries, honeymoons)
- Favorite wine, fragrance, music, or snack preferences
- Recommend tailored surprises (e.g., welcome poem, room scent, curated books)

### Suggest Cultural Enhancements

- Exclusive excursions (e.g., artist studio tours, Maasai market walkthroughs)
- Private dining experiences
- Access to Nairobi's hidden gems curated by Chieftains

## B Build the Experience Brief

### Share the Report

- Save and export the report as a PDF
- Proofread for formatting, grammar, tone, and accuracy
- Send out to relevant teams by 23:59 pm the day before arrival

### Distribution List

- **Directors:** Hooman, Sham, GM's (Corporate & Tribe)
- Sales, Reservations, Marketing, and Events Teams
- **Front Office:** Duty Managers, Supervisors, Chieftains
- **Housekeeping:** Manager and Supervisors
- All front of house staff
- **Jiko:** Executive Chef, Manager, Supervisors, Hostesses

## E Evolve Through Tracking

### Opera Profile Documentation

- Update guest records with:
- Preferences
- Complaints and service recoveries
- Excursions participated in
- Gifts received and given

### Key Takeaways

- Share learning insights in Chieftains huddles
- Adjust future welcome experiences based on observations



## Visual Checklist

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- Guest profile fully completed
- All departments briefed
- Gift/amenity confirmed
- Wow factor included
- Report sent by 23:59 pm
- Guest profile updated in Opera

## Summary

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VIP guests don't just remember service—they remember how you made them feel. The VIP Report is your roadmap to getting it exactly right.

## Tips for Excellence

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- Triple-check spellings, job titles, and social media links
- Use the guest's preferred form of address (e.g., Dr., Ambassador, Hon.)
- Where relevant, align hosting plans with guest's professional role or influence
- Aim to exceed expectations in every line item



## SOP

# Guest Privacy Protection

## THE TRIBE FRAMEWORK IN ACTION

Trust Through Transparency

Restrict & Respect

Implement Secure Practices

Be Discreet in Dialogue

Empower Through Feedback & Emergency  
Response

## Purpose

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To uphold the highest standards of discretion, trust, and respect by safeguarding guest information throughout every stage of their stay. This SOP ensures that privacy is not only protected but becomes an integral part of the guest's sense of security and comfort at Tribe.

# SOP - Guest Privacy Protection

## THE TRIBE FRAMEWORK IN ACTION



### **T** Trust Through Transparency

#### Understand Guest Privacy

- Define privacy to include personal information, preferences, stay-related communications, and identity.
- Know and comply with all local data protection laws and global privacy standards (e.g., GDPR).

#### Train and Reinforce

- Attend regular privacy training sessions.
- Ensure every team member understands their role in protecting guest privacy and the importance of protocol.

### **R** Restrict & Respect

#### Limit Information Access

- Share guest details only with authorized personnel who require the data for service.
- Secure physical documents in locked storage and protect digital data with password-encrypted systems.

#### Respect Guest Requests

- Adhere to do-not-disturb preferences, anonymity requests, and discretion in all communications.
- Always confirm the identity of a guest before fulfilling any room service, maintenance, or service requests.

### **I** Implement Secure Practices

#### Room Access

- Only enter guest rooms when absolutely necessary and with prior notice whenever possible.
- Log and track all room entries for transparency and accountability.

#### Data Disposal

- Shred all physical documents containing guest information when no longer needed.
- Ensure proper digital deletion protocols for all outdated electronic files.



## **B** Be Discreet in Dialogue

### Confidential Communication

- Discuss guest matters only in private, secure spaces.
- Use discreet language when speaking in shared areas.

### Internal Messaging Etiquette

- When emailing or messaging about guests, avoid sharing sensitive information unless absolutely necessary and secure.

## **E** Empower Through Feedback & Emergency Response

### Emergency Situations

- Follow proper protocols to access guest details responsibly.
- In the event of a privacy breach, notify the guest immediately and explain what corrective measures are being taken.

### Encourage Open Dialogue

- Create a safe space for guests to express privacy concerns.
- Collect feedback and integrate guest privacy preferences into Opera and internal systems.



## Visual Checklist

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- Staff trained on latest privacy protocol
- Access limited to essential team members
- Private conversations away from public areas
- Room entry logged and minimized
- Paper and digital records securely handled
- Guest privacy preferences recorded in Opera
- Feedback collected and reviewed

## Summary

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Guest privacy is a silent promise—it's what transforms service into trust and Tribe into home.



## SOP

### Express Check In THE TRIBE FRAMEWORK IN ACTION

Time the Arrival Experience

Receive with Intention

Inspire with Personal Touches

Be Efficient, Yet Thoughtful

Extend the Experience

## Purpose

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To deliver a seamless, efficient, and highly personalized arrival experience that sets the tone for an extraordinary stay. The express check-in SOP ensures that Chieftains are prepared to welcome guests with thoughtful precision and warmth from the very first interaction.

# SOP - Express Check In

## THE TRIBE FRAMEWORK IN ACTION



### **T** Time the Arrival Experience

#### Pre-Arrival Preparation

- Review guest profiles in advance via Opera and Bonvoy, noting preferences, special requests, and prior experiences.
- Ensure the guest's room is clean, staged, and stocked with preferred amenities (snacks, drinks, toiletries).

#### Welcome Communication

- Send a personalized welcome message (WhatsApp, email, or SMS) that includes:
  - Room details
  - Express check-in confirmation
  - Chieftain name and contact
  - Any curated touches or surprises planned

### **R** Receive with Intention

#### Warm Welcome

- Greet the guest by name with a smile and enthusiasm: "Welcome back, Mr. Smith, we're so happy to see you again."

#### Dedicated Check-In Area

- Escort the guest directly to their room for express check-in.
- If their room is not immediately available, escort the guest to a private express check-in space away from the main reception.
- Use this time to connect, not just check boxes.

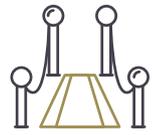
### **I** Inspire with Personal Touches

#### Welcome Kit

- Present a kit that includes:
  - A personalized note
  - Room key
  - Wi-Fi details
  - Dining highlights and local recommendations

#### Tailored Amenities

- Place a meaningful welcome item in the room aligned with the guest's preferences, such as local delicacies, a small potted plant, or a spa voucher.



## **B** Be Efficient, Yet Thoughtful

### Streamlined Check-In

- Have forms pre-filled with guest data.
- Verify ID and payment swiftly, minimizing delays.

### Room Escort and Orientation

- Personally escort the guest to their room.
- Offer a quick orientation of the space and highlight key features: lighting, entertainment, mini-bar, and room service access.
- Mention any custom inclusions: "We placed your favorite red wine in the minibar as requested."

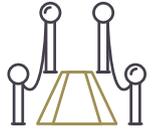
## **E** Extend the Experience

### Immediate Follow-Up

- Within one hour of check-in, place a courtesy call or message to confirm guest satisfaction.
- Offer to assist with first-night plans or any additional requests.

### Gather Feedback

- Invite feedback on the check-in experience and room setup.
- Record all guest preferences and notes in Opera.



## Visual Checklist

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- Room prepared with guest-specific amenities
- Personalized welcome message sent
- Guest greeted by name
- Welcome drink offered
- Welcome kit provided
- Identity and payment verified
- Guest escorted and room oriented
- Post check-in follow-up completed

## Summary

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Express check-in isn't just about speed—it's about impact. It sets the tone, starts the story, and reminds the guest that every detail at Tribe is designed around them.



## SOP

### Express Check-Out THE TRIBE FRAMEWORK IN ACTION

Thoughtful Transitions

Respectful Farewell

Inspire Lasting Impressions

Be Efficient & Transparent

Extend the Relationship

## Purpose

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To deliver a seamless and heartfelt departure experience that leaves guests with a lasting positive impression. Through attention to detail, thoughtful gestures, and streamlined processes, Chieftains ensure each guest departs with a sense of appreciation and a desire to return.

# SOP - Express Check-Out

## THE TRIBE FRAMEWORK IN ACTION



### T Thoughtful Transitions

#### Pre-Check-Out Preparations

- **Review Guest Profiles:** Understand preferences, service history, and any unresolved requests.
- **Prepare Documents:** Finalize the guest's bill, loyalty details, and any departure notes in advance.
- **Account Settlement:** Inform the guest of the option to settle their account through a secure link, shared over email, or at the reception desk, if they prefer.
- **Send Reminders:** A day before check-out, send a courteous SMS or email confirming check-out time and offering assistance.
- **Wake-Up Call:** Offer a personalized call on departure day to ensure they are ready and feel supported.

### R Respectful Farewell

#### Warm Departure Hosting

- **Personal Welcome:** Greet the guest by name and thank them genuinely. "It's been a pleasure having you, Mr. Patel."
- **Check-Out Area:** Use a discreet space for check-out, separate from the main reception when possible.

#### Departure Comfort

- **Farewell Gift:** Offer a small token of appreciation—artisan snack, Tribe-branded item, or handwritten note.
- **Express Transportation:** Ensure car arrangements are confirmed. Share the driver's name and contact card.
- **Hand off:** If the Chieftain is unavailable to accompany the guest to the airport, share the driver's name and contact card with the guest.

### I Inspire Lasting Impressions

#### Wow Moments

- **Thoughtful Details:** Reflect the guest's preferences one last time (e.g., their favorite tea for the road).
- **Service Continuity:** Suggest ideas for their next visit—"Next time, you might enjoy our curated city art trail."



## **B** Be Efficient & Transparent

### Streamlined Check-Out

- **Verification:** Quickly and courteously confirm guest identity and outstanding charges.
- **Bill Presentation:** Present the bill in a bespoke folder. Highlight loyalty earnings and any rewards.
- **Return Incentives:** Offer a personalized reason to return—complimentary service, room upgrade, or local experience.

## **E** Extend the Relationship

### Farewell & Follow-Up

- **Meaningful Goodbye:** “We hope your travels are smooth, and that Tribe remains a fond memory.”
- **Follow-Up Email:** Send a warm thank-you message with a link for feedback and their exclusive return offer.



## Visual Checklist

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- Pre-check-out reminders sent
- Bill reviewed and prepared
- Wake-up call confirmed
- Departure amenity/gift packed
- Transportation confirmed and driver briefed
- Personalized thank-you note included
- Follow-up email scheduled

## Summary

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A memorable goodbye is the beginning of a beautiful return. Let Tribe be the last smile they remember from Nairobi.