

## Experience-rich culture from start to finish

It's no accident that award-winning The Henry Jones Art Hotel, in the heart of Hobart's waterfront, provides a rich experience for its guests.

Not only has the hotel's distinctive blend of local heritage and art, contemporary design and sense of place been carefully planned and executed but it is delivered through an experience-rich service culture.

"In a hotel, it's typical to focus on televisions, mini-bars and nice pillows but here, it's all about core values that provide a unique experience. We focus on the culture of Tasmania and its people," says General Manager, Matt Casey.

"We deliberately go beyond 'meet and greet' and use history and art as catalysts to engage our guests, and we make sure our staff have the tools they need to do this so that the outcome is more meaningful.

"Our frontline staff have to know the contents of a 15-page briefing document on relevant history and we also get our curator to run art appreciation training every few months," Matt says.

Awareness of core values extends across the operation, from administrative to restaurant and bar staff.

"We've won a 'best bar' award for three years running and I know that an important reason was because the judges got something unexpected – our guys not only knew about the wine list but they could also talk knowledgeably about the history of wine in Tasmania."

The hotel's interior and exterior surrounds – including original features of the former IXL jam factory, Tasmanian art throughout the hotel, and Sullivans Cove art and heritage precinct and nearby University of Tasmania Art School – are used as 'props' that create vivid impressions and strong bonds with guests.



"The hotel is famous for its service and we deliberately create personal connections through lots of interaction that's focussed on the experience we define through our core values. It's warm, friendly and we like our staff and guests to have fun in the interaction," Matt says.





“Because we place a great emphasis on the level and quality of engagement with our guests, we are very careful to recruit people who are bubbly, professional, articulate and have confident personalities with the ability to carry out a good, knowledgeable conversation.

“We want people who are enthusiastic about working here and also about history and art. We can address any skill deficits through such things as training, mentorship and succession planning.”



The Henry Jones gives a depth of experience that has its guests coming back for more. “We firmly believe that people want so much more than a bed and good service – they want to be enriched and they want the sense that they’re part of something that matters,” Matt says.

