

# Forbes Travel Guide & Lobster Ink Launch The Ultimate Online Luxury Service Training Program

**Interactive online training for hospitality professionals to solidify their foundation in the essentials of luxury service.**

ATLANTA, OCTOBER 16, 2018 – Forbes Travel Guide, the global authority in luxury hospitality, launches today a digital program for luxury service training and certification with Lobster Ink, the world leader in online hospitality training. Tailor-made for hospitality professionals, this comprehensive program, in combination with Lobster Ink’s extensive learning library, offers on-demand training with interactive video lessons and real-time feedback.

*“Forbes Travel Guide is proud to have partnered with Lobster Ink to develop an exceptional hospitality training program on Lobster Ink’s next-generation training platform,”* said Jeff Wielgopalan, Senior Vice President, Learning & Development at Forbes Travel Guide. *“The program delivers a scalable, interactive way for hospitality professionals to build a solid foundation on Global Luxury Standards.”*

Forbes Travel Guide Online Luxury Service Training offers department-specific courses and customizable learning paths, aimed at teaching the philosophy of luxury and how best to implement service standards that are true to each hotel’s brand. The program consists of 13 courses that provide new team members with an introduction to luxury service and standards, while enabling existing team members to refresh their knowledge and upgrade their existing skills. It empowers teams to identify opportunities, proactively make decisions and deliver unparalleled guest experiences confidently and authentically.

*“Bringing Forbes Travel Guide’s world-renowned luxury service training into the digital realm has allowed us to create a one-of-a-kind training program,”* said Wolfgang Lindlbauer, CEO Hospitality, Lobster Ink. *“As an ex-operator myself, I know that there is no 'how to' guide for luxury — it takes years and years of experience, insight and a genuine love of hosting to consistently deliver memorable guest experiences. And that’s what we’ve managed to capture together with Forbes Travel Guide.”*

The program provides a holistic training solution for every department in luxury hospitality and fully complements existing live training initiatives. With 43 video lessons and 16 interactive lessons, the program covers an overview of luxury standards, arrival and departure services, housekeeping services, food and beverage services as well as bar, lounge and in-room dining services. Participants will learn to appreciate and apply the philosophy behind the standards, use their technical skills and develop an eye for the details that create an atmosphere of luxury with every guest interaction.

Over the last 10 years, Lobster Ink has delivered standout returns to more than 20,000 establishments, completing more than 11 million lessons across 120 countries. Its advanced training platform represents a new approach to learning and development — where content and technology work together to deliver a more engaging and efficient learning experience. Interactive lessons allow learners to immerse themselves fully in each standard and revisit key concepts as often as they wish, entrenching a philosophy of luxury service.

## About Forbes Travel Guide

Forbes Travel Guide is the only independent, global rating system with an integrated guest service excellence team of consultants for luxury hotels, restaurants and spas. Started as Mobil Travel Guide in 1958, the company created the first Five-Star rating system in the United States. Today, Forbes Travel Guide’s incognito inspectors travel the world, evaluating properties based on up to 900 rigorous, objective standards. The company’s annual Star Ratings, reviews and daily travel stories help discerning travelers select the world’s best luxury experiences. For more information about Forbes Travel Guide, visit [www.forbestravelguide.com](http://www.forbestravelguide.com).

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#### ABOUT LOBSTER INK

**Enable the potential in your team!**

**We're Lobster Ink, the world's leading hospitality learning platform.**

The Lobster Ink learning experience platform, coupled with its industry-leading content production capability, enables leading hospitality brands to gain and sustain competitive advantage through performance-driven L&D. Lobster Ink's learning methodology combines the best of cognitive understanding, video techniques and behavioral science to deliver practical training on skills, knowledge and behavior. Its unique methodology, with the ability to serve "just enough" training by job function, has been proved to reduce seat time while improving learning outcomes for leading brands. For more information, visit [www.lobsterink.com/hospitalitytraining-for-enterprise](https://www.lobsterink.com/hospitalitytraining-for-enterprise).

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