



*Propelling the advancement
of teaching and learning.*



Federation On Fire

🔥 **Central CHRIE Federation on Fire!**

🚀 **The Continual Evolution of Guest Experience;** 🎤 **Insights from a Hospitality Leader!**
🏠 ✨

Ignited.by;

Dr. Pei Liu, Director of Education, Central CHRIE

Director of HM Graduate Program, University of Missouri



The January CentralCHRIE ZoomIn Session featured **Matt Schalk**, the General Manager of Hyatt Regency McCormick Place, who brings nearly 35 years of leadership experience in operations, revenue management, and team development. As a member of HSMI's Revenue Optimization Advisory Board and a passionate advocate for innovation in the hospitality industry, Matt offered unique perspectives on the topic, »The.Continual.Evolution.of. Guest.Experience;

During the session, Matt shared key insights into how the guest experience has evolved in response to technological advancements, changing consumer expectations, and the industry's focus on sustainability. He highlighted practical strategies for enhancing guest satisfaction by leveraging data-driven decision-making, fostering team collaboration, and creating tailored experiences that align with guest needs.

To watch the full video 🎥, please click the link, [The Continual Evolution of Guest Experience.](#)



Matt.Schalk?General.Manager?Hyatt.Regency.McCormick.Place?Chicago?IL

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