

HOSPITALITY TRAINING VENDOR OUTREACH + COMPARISON SCORECARD

Ritz-Equivalent Executive Recommendation Pack

Date: 2026-03-28 (UTC)

Objective

- Provide a practical outreach script, side-by-side vendor comparison, rollout timeline, and cost framework for selecting hospitality training platforms.

Important Pricing Note

- Figures below are planning-level ROM ranges based on typical enterprise training structures.
- Final pricing must be confirmed directly with each vendor during discovery.

1) VENDOR OUTREACH SCRIPT (COPY/PASTE)

Subject: Enterprise Hospitality Training Inquiry (Luxury Service Standard)

Hello [Vendor Team],

We are evaluating hospitality training partners for a multi-site portfolio and want to implement a Ritz-equivalent service standard with measurable operational performance.

Please provide:

- 1) Program options for leadership + frontline tracks
- 2) Delivery formats (online, onsite, hybrid)
- 3) Time-to-completion by role
- 4) Certification/credential structure
- 5) Enterprise pricing tiers and pilot options
- 6) LMS/reporting integration capabilities
- 7) Earliest implementation timeline

Initial scope:

- Pilot cohort: 20–50 team members
- Expansion cohort: 100+ team members
- Focus areas: guest experience, service recovery, SOP adherence, quality consistency

Thank you,

[Name / Title]

2) COMPARISON SCORECARD (EXECUTIVE VIEW)

Vendor 1 — Forbes Travel Guide

Primary Strength

- Luxury service standards and premium guest-experience positioning

Delivery Mode

- Online + select in-person/executive formats (program-dependent)

Typical Timeline

- Pilot setup: 2–4 weeks
- Initial certification cadence: 4–8 weeks

ROM Cost Range

- Pilot (20–50 users): ~\$20K–\$60K
- Multi-site expansion: ~\$75K–\$200K+

Best Use

- Luxury benchmark and service-quality elevation

Vendor 2 — AHLEI

Primary Strength

- Scalable role-based hospitality certifications and broad industry acceptance

Delivery Mode

- Primarily online; can support blended models via partners

Typical Timeline

- Pilot setup: 1–3 weeks
- Track completion: 3–8 weeks by role

ROM Cost Range

- Pilot (20–50 users): ~\$10K–\$35K
- Multi-site expansion: ~\$50K–\$150K+

Best Use

- Portfolio-scale standardization and certification throughput

Vendor 3 — EHL Executive Education

Primary Strength

- Elite leadership and luxury operations depth

Delivery Mode

- Online + in-person executive formats

Typical Timeline

- Enrollment/setup: 2–6 weeks
- Program duration: 4–12+ weeks depending on track

ROM Cost Range

- Leadership cohort (10–25): ~\$20K–\$80K+
- Enterprise leadership pathway: ~\$75K–\$250K+

Best Use

- Executive/manager capability building and premium culture development

Vendor 4 — Disney Institute (Optional Supplement)

Primary Strength

- Customer-experience systems and service culture consistency

Delivery Mode

- In-person + virtual offerings

Typical Timeline

- Program scheduling: 2–6 weeks
- Workshop duration: 1 day to multi-week implementations

ROM Cost Range

- Workshop pilot: ~\$15K–\$50K
- Broader implementation: ~\$60K–\$180K+

Best Use

- Culture and guest-journey operating rhythm

3) SCORING MATRIX (1–5)

Scoring Categories

- Luxury Standard Fit
- Scalability Across Portfolio
- Leadership Development Depth
- Frontline Certification Practicality
- Implementation Speed
- Reporting/Analytics
- Cost Efficiency

Suggested Starting Scores (calibrate after vendor calls)

- Forbes: 5 / 3 / 4 / 3 / 3 / 3 / 2
- AHLEI: 3 / 5 / 3 / 5 / 4 / 4 / 5
- EHL: 5 / 2 / 5 / 2 / 2 / 3 / 2
- Disney Institute: 4 / 3 / 4 / 2 / 3 / 3 / 3

4) ROLLOUT TIMELINE (30/60/90)

Day 0–30

- Run discovery calls and collect proposals from Forbes, AHLEI, EHL
- Build weighted scorecard
- Select pilot mix (recommended: Forbes + AHLEI)

Day 31–60

- Launch manager-first training cohort
- Launch frontline pilot modules

- Activate KPI dashboard (training completion, service response, review sentiment)

Day 61–90

- Certify core pilot cohort
- Evaluate KPI improvements and operational consistency
- Approve enterprise expansion path and budget

5) EXECUTIVE RECOMMENDED STACK

Most practical high-performance path

- Forbes (luxury standard) + AHLEI (scale and certification) + EHL (leadership depth)

Why

- Combines premium brand-level service quality with operational scalability and leadership maturity.

Decision Rule

- Select based on measured pilot outcomes, completion velocity, and scorecard economics—not brand narrative alone.