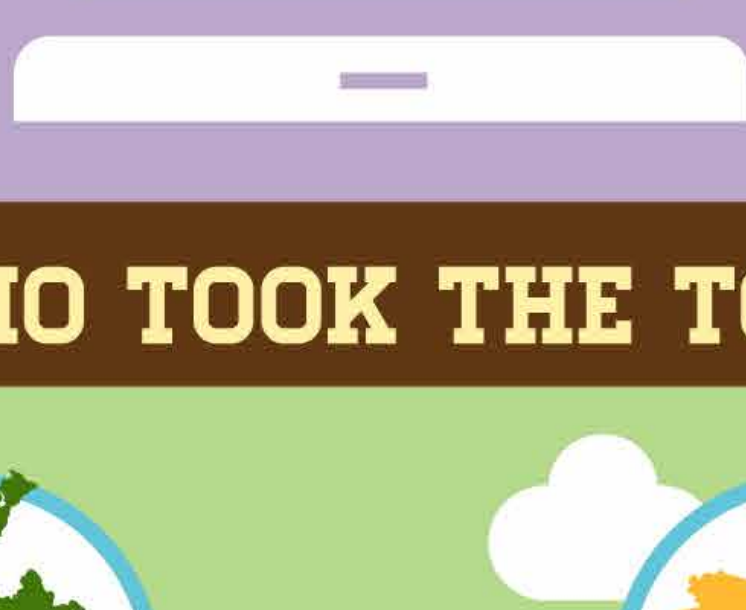


HOW MAY I HELP YOU: MEASURING HOSPITALITY AROUND THE WORLD



How often do we greet each other around the world?

WE SET OUT TO FIND WHICH COUNTRIES REPORTED THE MOST WELCOMING ATTITUDE IN DIFFERENT INDUSTRIES BASED ON SMILES, GREETINGS, AND ADD-ON SALES.



WHO TOOK THE TOP?



IN 2016, IRELAND HAD THE HIGHEST FREQUENCY OF SMILES AT 96%.



IN ADD-ON SALES, EL SALVADOR COMES IN AT THE TOP WITH 99% FREQUENCY.



IN THAT SAME YEAR, 8 LATIN AMERICAN COUNTRIES TOOK THE TOP TITLE FOR HIGHEST FREQUENCY OF GREETINGS AT 100%. GREAT JOB!

ON THE OTHER END, HONG KONG AND MACAU ARE CONSISTENTLY RANKED AMONG THE LOWEST IN SMILES AND GREETINGS.



IN HONG KONG AND MACAU, THE CONCEPT OF HOSPITALITY IS MORE PREVALENT AMONG EXPATS THAN LOCALS.

FROM 2015 THROUGH 2016, NORTH AMERICA CONSISTENTLY HAD THE HIGHEST CUMULATIVE FREQUENCY OF SMILES AND GREETING COMPARED TO THE REST OF THE WORLD.

(NORTH AMERICA: 87% AND 94%, AND SOUTH AMERICA IN 2ND PLACE WITH 84% AND 92%)



NORTH AMERICA'S TENDENCY TO TAKE THE TOP MAY HAVE TO DO WITH THEIR CULTURE OF SMILING. AS A MELTING POT OF IMMIGRANTS, PEOPLE TEND TO RELY ON BODY LANGUAGE TO UNDERSTAND EACH OTHER.

How may I Help You?



JAPAN, A COUNTRY KNOWN FOR MAKING CUSTOMERS THEIR #1 PRIORITY, SURPRISINGLY RANKED IN THE MIDDLE IN SMILES AND GREETINGS. IN JAPAN, CUSTOMER SERVICE IS THE MOST IMPORTANT--IN FACT, TIPPING FOR GOOD SERVICE IS CONSIDERED OFFENSIVE!



WHICH INDUSTRIES TOOK TOP HONORS?

HEALTH AND BEAUTY INDUSTRIES CONSISTENTLY RANKED AT THE TOP FOR SMILES.



GOVERNMENT HAS THE HIGHEST FREQUENCY OF GREETINGS.

WHERE DO WE SEE A DIP IN TRENDS?



A DOWNWARD TREND WAS OBSERVED IN 2007 AT THE START OF THE GLOBAL RECESSION AND WAS EXPERIENCED ACROSS ALL THREE CATEGORIES.

WHICH INDUSTRIES ARE THE MOST WELCOMING?

IN SMILES, THE HEALTH AND BEAUTY CARE AND HOSPITALITY INDUSTRIES LEAD WITH AN AVERAGE FREQUENCY OF 86%.



GOVERNMENT DOMINATES THE GREETING CATEGORY WITH 94% FREQUENCY. AT LEAST BEING GREETED MIGHT MAKE WAITING AT THE DMV A BIT MORE TOLERABLE?



HOSPITALITY TAKES THE LEAD IN ADD-ON SALES, FOLLOWED BY THE AUTOMOTIVE INDUSTRY.



Would you like to upgrade your room?

Have you smiled at anyone today?