

Would you ask a General Manager how to boil eggs in 2025?

Then why ask outdated questions in an interview? These are the questions for a GM in 2025 that should be asked.



As the hospitality industry continues to evolve, the questions you ask a general manager in an interview today are no longer the same as they would have been a few years ago. The demands of the modern hotelier are far more complex, especially in 2025. You would also not ask the same questions of a GM managing a Hilton or Hyatt as you would of a GM at an independently owned, family-run property like LHW. If you're managing an independent hotel, you may often find yourself walking a tightrope, balancing guest expectations, operational efficiency, and, of course, owner expectations and the bottom line—all while staying ahead of rapid technological advancements.

It's important to remember that the questions you ask may differ depending on the individual's background. For example, a senior hotelier who has spent their entire career working for a major brand may have different insights than someone with experience in an independent, luxury, or family-owned hotel.

In fact, a significant disconnect exists between what guests expect and what they receive. Every property, big or small, deluxe or limited service, claims, "We offer personalized service." But how is that

even possible? A recent study reveals that 60% of consumers are willing to pay more for personalized experiences, yet only 25% report experiencing truly personalized stays at hotels. This gap highlights the crucial need for technology that bridges this divide and delivers exceptional, tailored experiences for guests. The following questions are designed to help you probe the skills and strategies needed for navigating this new landscape

1. 53% of travellers expect personalized recommendations during the booking process. How do you use journey mapping to anticipate guest needs and reimagine each touchpoint, from pre-arrival communication to checkout?
2. A GM's ability to interpret data and act on it separates thriving hotels from struggling ones. Given the growing demand for wellness tourism, how would you go about creating special packages or partnerships with wellness providers to attract more guests?
3. According to Deloitte's Global Travel Survey, 78% of travellers say positive interactions with staff significantly influence their decision to return. How do you leverage technology, such as digital check-ins or mobile keys, to streamline processes while ensuring that you maintain a personal touch with guests?
4. According to a 2024 study by Skift, 71% of travellers are more likely to book accommodations that reflect authentic, localised experiences. How do you use social media to create a strong emotional connection with guests, such as by showcasing local events, partnerships with small businesses, or sharing personalized guest stories?
5. Staffing challenges remain a top concern, with turnover rates in hospitality hovering at 73% annually. Can you describe your approach to fostering a culture of inclusivity in your team, especially regarding equitable hiring practices, cross-training opportunities, and recognising employee achievements?
6. GMS must go beyond basic metrics to interpret trends in booking windows, occupancy patterns and guest preferences. How do you adjust packages and promotions based on trends in guest bookings, such as catering to families in the spring and solo travelers in the autumn?
7. Handling Crisis and Financial Challenges: Let's say we experience another global crisis, such as a recession or pandemic, and the owners say, "Fire as many people as you can." How do you answer them? Whom would you fire first, and why? How do you balance the need for cost-cutting with maintaining morale and service quality?

This question tests a GM's decision-making during difficult times, especially when balancing operational needs and the human side of the business.

8. Marketing During Shoulder Season or Hotel Closures: Pick a seasonal hotel or resort anywhere in the world. How would you go about marketing the hotel in the shoulder months, or what would you do if you had to close the hotel for part of the season?

This probes the GM's marketing acumen and creativity in navigating slower seasons or closures, focusing on adaptability and how they keep the business running smoothly during downturns.

9. Union Relations and Ethical Leadership: You have a strong union in your hotel. The union boss is a tyrant and has been offering better shifts, etc., for sexual favours. How would you go about terminating him or stopping him from doing that?

This question delves into the GM's ability to handle sensitive, ethical issues and confront workplace misconduct, particularly around power dynamics and maintaining a respectful work environment.