



## Peter Avis

### BUSINESS LEADER

Customer service consultant and multi-award-winning general manager in the hospitality industry.

- Multi-award-winning hospitality leader with over 25 years of experience, rising from dishwasher to UK Restaurant Manager of the Year in 2009.
- Integral to Virgin Group projects, launching luxury hotels and managing London's Roof Gardens, working closely with Sir Richard Branson.
- Current General Manager of Galvin at Windows, recognized for excellence with awards like the Richard Branson Special Award and the Platinum Jubilee Medal for contributions to the hospitality industry.

## Peter Avis's 2026 Biography

### Peter Avis: Multi-Award-Winning Hotelier and Customer Service Expert

Peter Avis is a multi-award-winning General Manager and customer service consultant with over 25 years of international experience in the hospitality industry. Having launched high-end restaurants and some of the world's most luxurious hotels, Peter's journey from dishwasher to 2009 UK Restaurant Manager of the Year exemplifies the power of hard work, humility, and a relentless pursuit of excellence and quality.

For over 15 years, Peter played an integral role within the Virgin Group, working closely with Sir Richard Branson on projects such as managing the iconic London Roof Gardens and launching Virgin Limited Edition hotels, including the Mont Rochelle Hotel and Restaurant in South Africa and Kasbah Tamadot in Morocco. He also personally supervised the wedding of Sir Richard's daughter on Necker Island.

*"Like me, Peter believes it is very important in a business to take a keen interest in the people who work for them. Their happiness reflects on their performance as well as on the pervading mood of the business. Peter always goes that extra mile with his team and guests, and truly loves what he does, and that shows." – Sir Richard Branson*

Peter was recently appointed General Manager of Galvin at Windows at the London Hilton Park Lane. A familiar face in broadcast media, he is also a sought-after keynote speaker, sharing his expertise in leadership, hospitality, and customer experience.

Born in Liverpool and raised on a council estate, Peter left school at 16 facing an uncertain future. During a visit to his sister in Miami, he took his

#### AVAILABLE FOR

- Speaking

#### LANGUAGES: English

first job as a dishwasher. His enthusiasm and work ethic quickly earned him a move to the restaurant floor, where his natural people skills and business acumen began to shine.

His early years at the MGM Grand Hotel in Las Vegas and the Royal Garden Hotel in London taught Peter the value of training, communication, consistency, and service excellence. Determined to achieve his ambitions, he later secured an assistant manager position at a private restaurant in Knightsbridge, London.

In 2001, Peter joined the opening team of Babylon Restaurant, where he rose from supervisor to manager in just a few years. Under his leadership, the Virgin venture won the Best London Restaurant award at the Visit London Awards in 2008, and a year later, Peter was named UK Restaurant Manager of the Year.

Peter's accomplishments were further recognized in 2014 when he received the Richard Branson Special Award for Services to the Community and the Carey Award for Manager of the Year. He went on to become Chairman of the UK Guild of Restaurant Services and was the youngest member ever inducted into the Restaurant Hall of Fame. In 2022, he was honored with Her Majesty's Platinum Jubilee Medal and inducted into the Seal of Excellence at the House of Lords for his outstanding contribution to hospitality. That same year, he was also named a Top Influencer in Hospitality.

Peter continues to serve on several industry advisory boards and has been featured in numerous publications, including GS Magazine, Big Hospitality, Essentially Catering, and The Caterer.

## **Peter Avis's 2026 talks & topics**

### **Creating award winning Customer Service**

During a 25-year career, Peter has seen first-hand, from the bottom up, what is required to deliver and maintain the highest standards of customer service and care. Peter considers and discusses the skills and requirements to create and manage a memorable experience and how to deal with inevitable difficulties and pitfalls along the way.

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### **Delivering on your promise**

Any business needs to keep customers and clients happy. In the hospitality industry this also means keeping your customers engaged. Peter identifies the key factors required to ensure that you and your business delivers on its promise.

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### **Employee Engagement and how to ensure your employees perform at the highest level.**

Engaged employees perform at a higher level and bring passion and interest to their job. Peter identifies the key drivers of experience, productivity and engagement so companies can act in real-time to drive changes in the workplace.

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### **How to succeed in the hospitality sector**

From a dishwasher in a restaurant in Miami to receiving the award of UK Restaurant Manager of Year, Peter has seen all the necessary tools, including commercial requirements, to succeed. He discusses what he has learnt and how this can help shape your business both internally and externally.

## **Peter Avis's Videos**

