

Greg Greenawalt Featured Among Digital Reference's Best Hospitality Leadership Development Consultants for 2026



Gracious Hospitality Services founder recognized for his focus on service culture, operational consistency, and leadership accountability.

Greg Greenawalt, C.H.A., founder of Gracious Hospitality Services, LLC, has been included in Digital Reference's 2026 list of "Best Leadership Development Consultants for the Hospitality Industry."

Written by Ryan Stevens and published April 11, the article features hospitality specialists from around the world. Greg's profile highlights his Certified Hotel Administrator expertise and his work connecting leadership development with stronger operations and guest experiences.

Digital Reference specifically points to his emphasis on accountability, consistency, and service culture—priorities at the heart of Gracious Hospitality Services.

Leadership that guests can feel

For a guest, leadership becomes visible in everyday moments: a warm welcome after a long journey, an employee who notices a need before being asked, or a concern handled with care and ownership.

Creating those experiences consistently takes more than good intentions. Teams need clear expectations, practical coaching, and the confidence to act. Leaders set that tone through what they model, reinforce, and recognize each day.

Greg's approach brings these responsibilities into focus, helping organizations turn service principles into behaviors employees can put to work on their next shift.

Experience behind the approach

Greg's career spans hotel operations, sales and marketing, guest experience, and team development across brands including Hilton, Marriott, IHG Crowne Plaza, Embassy Suites, Renaissance, and Westin.

His leadership record includes helping Crowne Plaza Greenville move from near the bottom of its brand's guest satisfaction rankings to No. 1 and earning IHG Crowne Plaza National General Manager of the Year honors.

That experience informs the Gracious Hospitality™ Framework, which emphasizes attitude, awareness, anticipation, and action. Through online learning, on-site and virtual training, and speaking engagements, Greg equips leaders and frontline professionals to make service more personal, dependable, and memorable.

Bringing gracious hospitality to every shift

For Gracious Hospitality Services, this recognition reinforces the purpose behind the work: helping employees feel prepared, guests feel valued, and organizations build a service culture that supports loyalty and repeat business.

[Explore training and speaking opportunities at Gracious Hospitality Services.](#)

[Read the original feature by Ryan Stevens on Digital Reference.](#)

