

A still life composition featuring various ingredients in small bowls and a dish of food on a wooden board, set against a dark background. The ingredients include a whole pear, small bowls of nuts, seeds, and fresh leaves, and a dish of food topped with cream and fruit. The text is centered in a white box with a brown background.

The role and importance of
quality service, hospitality,
and guest services within
the hotel industry -
Waldorf Astoria - The
Hilton Group

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1.
Waldorf Astoria
History:



Waldorf Astoria History:



Waldorf Astoria Hotels & Resorts is a luxury hotel and resort brand of Hilton Worldwide. It is positioned as the flagship brand within Hilton's portfolio, being used on hotels which offer the highest standards of facilities and service, as well as being known for a luxurious experience, through the extensive spas and culinary experiences available at their resorts.

The first Waldorf Astoria hotel opened up in New York City, USA, in 1931, and as of December 2020, it has 37 locations worldwide, with 13 of them being situated in America. The Waldorf Astoria brand began as an extension of the Waldorf Astoria New York that has a rich pre-Great Depression history as being the go-to meeting place for the rich and prestigious. What began as the first hotel to offer a telephone in every room, as well as complete electricity and private bathrooms, ultimately evolved into Hilton's flagship brand in today's era.

Examples of famous resorts:

Tulum, Rome and Orlando



Main consumers:



Waldorf Astoria hotels and resorts are well known globally, as luxurious 5 star hotels, therefore their main consumers will consist of affluent and exclusive guests, primarily couples and families booking once in a lifetime holidays, honeymoons, and relaxation retreats.

The demographic also creates a perception of the exclusivity of the hotels, and that it may not be available to the average low-cost hotel consumers. This also boosts the businesses popularity amongst their competitors.



Guest services and facilities:



Guest services and facilities:



One of Waldorf astoria's unique selling point is the unforgettable spas they have available to their guests worldwide. This immersive relaxation experience offers unique treatments tailored to the individual for the ultimate zen retreat. This differentiates the guests experience in comparison to other hotel chains, that may not have this type of facility available, or to this high quality.



Guest services and facilities:



Another lavish service available to the hotel guests is their innovative and globally inspired kitchens, complete with exquisite produce and michelin star chefs.

This review from a customer at the Edinburgh branch highlights the amazing experience offered by the Pompadour restaurant. - next page



Tripadvisor review:



gordonbelgraviaplace
London, United Kingdom

60 72

Pompadour Restaurant

Review of Waldorf Astoria Edinburgh - The Caledonian



Reviewed 26 March 2013

Fantastic service and food at this revamped restaurant and Hotel. Restaurant staff were excellent, very helpful and gave five star service. Somelier was exceptional and new his wines and taster menu was superb. Would suggest that possibly the two first courses (seven in all) should be slightly larger and would have been prepared to pay £100 a head rather than the £65 a head for the taster menu.

For me it was certainly a special experience as I used to pass this hotel as a boy wondering if I could ever see inside never mind afford to eat here. First time and will not be my last to visit this historic hotel on Princess Street. [More](#)

Date of stay: March 2013

[See all 5,658 reviews](#)

**The importance of quality service
and hospitality:**

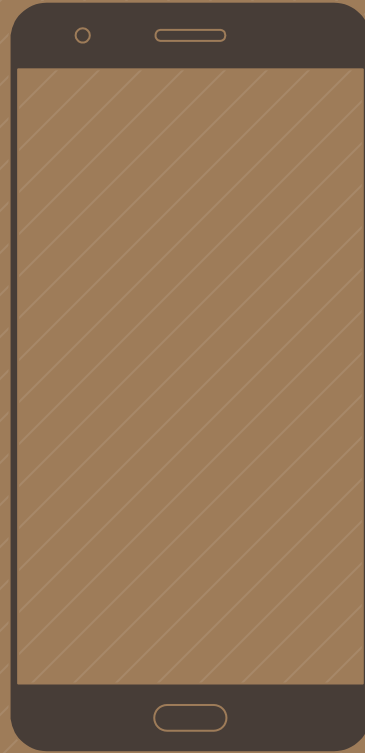
Importance of quality service:

Arguably, the greatest sign of excellence in a luxury hotel is the quality of its service, and this is where Waldorf Astoria sets itself apart from its competition. Waldorf Astoria has a long-standing tradition of catering primarily to the rich and powerful, meaning that the service available is polished impeccably.

True Waldorf services encompasses the overall experience at Waldorf Astoria, which is fully customized to your specific needs and tastes. One of the characteristics of True Waldorf Service is access to Your Personal Concierge throughout your stay. Your personal concierge will cater to your personalized needs to create a seamless, flawless experience.

There are numerous requests you can make with Your Personal Concierge, such as a complimentary bag-packing service, swift check-out, event planning, or local experience bookings.

Quality service is also vital in this day and age as recommendations on social media are one of the best forms of marketing.



Therefore to increase their popularity and ultimately increase their profits, the service has to be immaculate. A single bad review can destroy a company.

Meeting guests expectations as a hotel:

Top priorities as a hotel for the guests experience:



1. Welcoming to guests
2. Consistent quality and standards
3. Offers a great night's sleep
4. Good value for money
5. Good located hotels

Meeting guests expectations outcomes:



Evidently, as a hotel, the guests needs and wants should be your top priority to meet. This is because, meeting or even exceeding the guests expectations of their stay will mean that they can become a loyal customer to your company. This generates you more popularity in the industry ultimately leading to you dominating the market and having overall more market power than your competitors, proving to be a successful growing business. This creates room for an increase in revenue, which can ultimately lead to more profit for the business, which can be put back into the business for research and development purposes, or for further expansion of the business. This can be seen with Waldorf astoria, as what was initially a hotel in New York almost 100 years ago has now become a world-renowned hotel chain, through the Hilton group, an extremely popular hotel group.

Summary and
conclusion :



Summary and conclusion:



Overall, the role and importance of quality service is to ensure that the customer has the best experience and stay at the hotel, which can ultimately lead to a more reputable brand, through positive recommendations from the customer to friends, family and others. This increases the reach your brand is able to get to, ultimately leading to expansion of the company. Hospitality is extremely important as it will also aid in the growth of the business. “Recent reports show that, in the USA, 86 per cent of adults are willing to pay more for a better customer experience.”

This statistic shows that with customer experience increasing positively, the business also has a chance to increase their prices, as they are now providing a better and more personalised service than before, through the use of better quality items, such as beds, food, and an array of new activities, which once again, boosts the name of the business and leads to positive growth, which is the main goal for most businesses.

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