



Student name: Sidonia Bianca Mihu

Student ID: 2231047

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Lecturer: Charlotte Joyner and Luciana Suardi

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Executive Summary

- The aim of the presentation is to assess the role of guest service and hospitality of Vignette Collection
- The Vignette Collection is the newest hotel brand of IHG
- The primary guests of the Vignette Collection are travellers that are looking for style and authentic experience.
- The hotel chain provides exceptional services with a desire to develop positive change
- Vignette Collection offer IHG One Reward for guests
- Vignette Collection strive to offer attentive and personalised services

INTRODUCTION

- The hotel chain that is selected for the current presentation is IHG.
- The hotel brand that will be assessed in this presentation is Vignette Collection.
- The presentation will assess the role of hospitality as well as guest services.
- The hotel brand amenities, as well as services, will be analysed to assess guest satisfaction.



Main Body



- The Vignette Collection is the newest hotel brand of IHG (IHG, 2023a).
- The business offers a distinctive collection of style, authenticity and extravagance.
- The hotel brand is designed to embody its unique location offering travellers exceptional hospitality.
- The business offers a memorable stay that celebrates the essence of the location.
- The hotel brand portfolio involves a collection of resorts and hotels (IHG, 2023b).

The logo for the Vignette Collection, featuring the word "VIGNETTE" in a large, bold, serif font with a trademark symbol, and the word "COLLECTION" in a smaller, bold, sans-serif font directly below it.

VIGNETTE™
COLLECTION

Source: IHG, 2023a

- The primary guests of the Vignette Collection are travellers that are looking for style and authentic experience.
- The brand is the primary choice due to its commitment towards offering authentic experiences.
- Guests are attracted towards the brand due to their attention to detail and effective guest service.
- The business segment guest based on demographics, travel purposes and preferences.
- The further business segments guests based on their travel purposes, including business travellers as well as leisure travellers (IHG Plc, 2023a).
- The segmentation aids the business in tailoring its services and offering to meet guest requirements.
- The business further utilises its marketing strategies to demonstrate to guests its unique offerings.
- The business target consumer through their social media campaigns and influencer collaborations (Facebook, 2023).



Source: Facebook, 2023

- Vignette Collection provides exceptional services with a desire to develop positive change
- in the business and aid teams and owners to engage in the community by developing a brighter future.
- IHG has developed this brand to provide the consumer with an inspiring choice.
- The brand considers itself a family hotel where guests can indulge in a passion for their stay (IHG Plc, 2023c).
- The business is proudly and uniquely independent.
- The business shares a commitment to standards for providing effective guest services
- the business works responsibly and generates a positive impact on the community.
- The hotel brand has partnered with charities to shape the future of responsible travel (IHG Plc, 2023b).



Source: IHG Plc, 2023b

- Vignette Collection offer IHG One Reward for guests (IHG, 2023c).
- through these rewards, the guest can earn bonus points of 5K
- the guest can further turn their points into getaways.
- The guest has the opportunity to combine their points with cash.
- Through Points & Cash, the guest gets the flexibility to choose how to use their points (Hendler *et al.*, 2022).
- the hotel brand further offers gift cards for travel destinations
- The business rewards catalogue is full of experiences and ideas.

IHG[®] One Rewards member offers



Source: IHG, 2023c

- Vignette Collection offers a range of amenities, including restaurants and lounges, outdoor and indoor pools, a sauna and many others.
- The restaurant and lounge of the hotel brand have a positive environment that aids the guest to indulge and enjoy themselves.
- The fitness centre is equipped with model technology like Full Gravity Technology (Booking.com, 2023).
- The hotel offers Turkish baths, heated outdoor and indoor pools, and a sauna (Lawson, 2018).
- For relaxation, business offer personalised treatments and messages.



Source: Booking.com, 2023

- the additional service has been designed to meet the requirement of guests
- The additional services include scanning and printing services, doctor on call, business centre and many others.
- The hotel brand further offers accessibility through their hotel features, vision and hearing accessibility, parking details and guest room accommodations
- accessible features of the hotel includes the hotel entrance, accessible for wheelchair, and elevators closer to rooms and on all levels.
- The hotel brand is also pet-friendly, which means that it allows the traveller to bring their pet but with additional charges (IHG, 2021).



Source: IHG, 2021

- The architecture of the hotel brand is inspired by history and location.
- The business's diverse portfolio of hotels provides a way to stay with purpose (Okumus *et al.*, 2019)
- The hotel brand properties have their complimentary rituals
- the memorable rituals develop a sense of connection and anticipation for guest
- Each time when a guest arrives at a hotel, they meet their own distinct character and style
- The slogan of the business is 'Behind every stay, a new story awaits' (IHG, 2023d).
- the business is guided by the ambition of IHG's Journey to Tomorrow
- The care for guests runs deep in their business.
- The loyal members of the hotel can contribute towards shaping the responsible business by donating to IHG non-profit partners.

Behind every
stay, a new story
awaits



Source: IHG, 2023d

- Vignette Collection strive to offer attentive and personalised services
- The business anticipates and understands the unique preferences and needs of the guest (Guillet, 2020)
- The hotel brand curate authentic and memorable experiences that demonstrate the destination's essence
- The hotel brand maintains high standards of comfort and quality.
- Due to its good quality services, guests are happy and offer good feedback
- The business also offers benefits to guests that have faced hurdles in their stay
- The hotel brand further offers an apology to guest for their bad experience and take effective actions (TripAdvisor, 2023)
- Based on the complaints of guests, the hotel brand offers refunds, vouchers for dining, upgrades and many others.



MeBo wrote a review May 2021

📍 Burke, Virginia • 6 contributions • 4 helpful votes



Great stay

The location, the food and service were exceptionally good. The ambiance of the hotel is very good. The lobby is furnished with comfortable furniture. The pastry chef is extremely talented. I had the most amazing desert and pastry.

[Read more](#) ▼

Review collected in partnership with this hotel ⓘ

Date of stay: May 2021

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews.

2 Helpful votes

Helpful Share



Response from Surafel Yilma, Guest Services / Front Office at Yours Truly Hotel DC - Vignette Collection by IHG

Responded 28 May 2021

Hi Zemamahlet, Thank you so much for taking the time to provide your feedback regarding your experience at Yours Truly, Y(our) House. I cannot agree with you more regarding the talent of our Pastry Chef Camilla and her team. Her pastries are heavenly. Please come back and see us again. Yours Truly,



Sammiechad wrote a review Dec 2022

📍 Louisville, Kentucky • 3 contributions • 2 helpful votes



Hotel's Favourite



Never again

While the room and hotel itself is quite beautiful the lack of amenities and dirty room just isn't worth the money. No room service, no body lotion and checking into a room with a dried crusty stain on the desk was cause enough for me to leave the hotel after one night. The staff was incredibly understanding and friendly; but if I didn't want room service or a full range of toiletries I would've stayed at an air bnb.

[Read more](#) ▼

Date of stay: December 2022

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews.

Helpful Share



Response from General Manager, General Manager at Yours Truly Hotel DC - Vignette Collection by IHG

Responded 31 Dec 2022

Hello, While our wonderful team members impressed you, we're sorry to hear about any lack of upkeep during your visit. Our team members will be more than happy to look into these comments further. Please come back and stay with us again later down the road. Truly Yours



Source: TripAdvisor, 2023



Conclusion

- Vignette Collection is the newest addition to the IHG hotel chain.
- The business provides a distinctive collection of authenticity and style.
- The hotel brand focus on offering exceptional hospitality services to guest, which offer destination essence.
- The portfolio of this hotel brand involves hotels and resorts
- The business pit has a high focus on effective guest service and attention to detail.
- In order to attract guests towards hotel services, the business uses influencer and social media marketing.
- The business further puts a high focus on its sustainability practices.



Thank You

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