



HOSPITALITY AND GUEST SERVICES FOR THE HOTEL INDUSTRY

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20/05/2023

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Summary

- ▶ Conrad hotel is a luxury hotel brand owned by Hilton Worldwide that provides guests with personalized and attentive services, high-quality facilities, and range amenities to create a comfortable and enjoyable experience.
- ▶ By anticipating guest's needs and going above and beyond to exceed their expectations.
- ▶ Conrad Hotels create a welcoming and memorable experience that encourages repeat business and positive reviews.

CONRAD

- ▶ Hilton/Conrad are a luxury hotel brand
- ▶ Company was founded in 1919 by its founder, Conrad Hilton.
- ▶ Hilton hotel's market is to provide first-class, hotel products, high-grade services and luxury hotels facilities for business, leisure and tourists.
- ▶ Hilton worldwide ranked 4th in 2019 with 6,110 hotels and 471,780 rooms, according to the last figures British brand finance topped the list of the world's most valuable hotels brands in 2020.
- ▶ (Zeng,2021)



Main Consumers



People who are willing to pay a premium high ends for accommodations and amenities.



Business Travelers



Leisure Travelers



Event Planners



Luxury Seekers.



(AU,2017)



Guest Services and Facilities

- ▶ Conrad hotels has a global presence, with properties located in key cities and resort destinations around the world. It caters to luxury travellers seeking high-end accommodations and amenities.
- ▶ Worlds class dining
- ▶ Luxurious spas
- ▶ State of the art fitness centres
- ▶ High-end shopping
- ▶ Personalized concierge services.
- ▶ (Bardi,2021)



Role and Function of Guest Services

- ▶ To ensure that guests have a comfortable and enjoyable stay at the hotel.
- ▶ They provide a range of services, including check-in and check-out.
- ▶ Room services, house-keeping, concierge services.
- ▶ It's important to consider the role and function of guest services because it can impact the guest experience and overall satisfaction.
- ▶ Guest services are responsible for ensuring that guests have a comfortable and enjoyable stay, which can lead to positive reviews and repeat business. By providing personalized and attentive service.
- ▶ Guest service can create a welcoming and memorable experience for guests.
- ▶ (Wang et al;2020), (Schall, 2003)



Importance of Hospitality

- ▶ Hospitality is important because it provides guests with a welcoming and comfortable experience.
- ▶ Hotels can meet and exceed guest's expectations by providing personalized and attentive service, offering a range of amenities and facilities, and creating a warm and inviting atmosphere.
- ▶ By anticipating guest's needs and going above and beyond to meet their expectations, hotels can create a positive and memorable experience that encourages repeat business and positive reviews.
- ▶ This can be achieved through training and empowering staff to provide exceptional service, investing in high-quality facilities and amenities and regularly seeking feed- back from guests to improve the guest experience.
- ▶ (Lafnriere,2019), (Nickson et al, 2005)



Conclusion

- ▶ The Conrad Hotel by Hilton worldwide is a luxury hotel that provides guests with range of amenities and facilities to create a comfortable and enjoyable experience.
- ▶ With a focus on personalized services and attention to detail, Conrad hotels strive to exceed guest's expectations by providing exceptional service and anticipating their needs.
- ▶ By investing in high quality facilities and amenities, and regularly seeking feedback from guests, Conrad hotels create a welcoming and memorable experience that encourages repeat business and positive reviews.
- ▶ (Lafreniere, 2019)

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Any Questions?

