

Hospitality and Guest Services within Le Meridien

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Introduction

Le Méridien Hotels & Resorts, established in 1960s Paris amid a glitzy travel age, continues to embrace cultures from all over the globe with a very European attitude of relishing the good life. Monica to Sichuan (Ayyildiz et al, 2022). Over 120 hotels in more than 50 countries are held by Starwood Hotels and Resorts, which also owns Le Méridien. Le Meridien was purchased by Forte Group, a UK hotel company, and afterward purchased by Granada PLC in 1996.



A decorative graphic on the left side of the slide consists of several hexagons. There is a large solid orange hexagon in the center. To its top right is a smaller solid light blue hexagon. To its bottom right is a smaller solid orange hexagon. To its bottom left is a smaller white hexagon with a white outline. To its left is a white hexagon with a white outline, partially overlapping the large orange hexagon.

Target Customers

Families

Solo travelers

FITs (free independent
travelers)

Couples

Vacationers

Adventurers

Business travelers

Guest Services

The hotel experience, which includes interactions with personnel and the quality of facilities and guest services offered, may make or break the consumer experience. The whole hotel staff always strives for superior customer service to keep visitors pleased (Ollor and Harry, 2021).



Personalized Welcome Gifts

An easy approach to go above and above for visitors and make them feel unique and appreciated is to give them personalized welcome presents (Min, 2022).

Discounts & Packages

The firm benefits from collaborating with neighborhood companies to give clients culinary lessons, a night of painting, or wine tastings.



Dry Cleaning & Laundry Services

Many hotel visitors will arrive after spending a long period traveling. It's uncommon for business or leisure travelers to want to take the time to look for laundry or dry cleaners (Chen, 2021).



In-Room Office Supplies & Shared Workspaces

Depending on the hotel's location, a significant portion of visitors may be doing it on business, in which case they may want a workspace throughout their stay (Mia and Hassan, 2021).



Mobile and Contactless Check-in

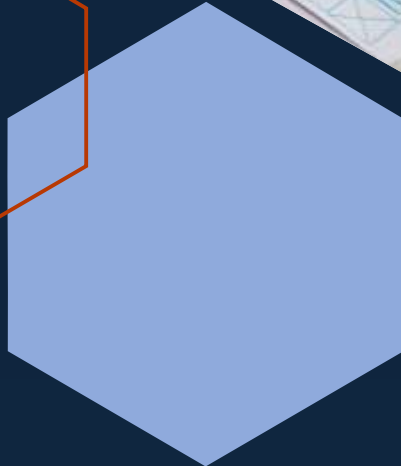
Many prospective visitors finds checking in through mobile convenient and a quick alternative to standing in long check-in queues (Zarezadeh et al., 2022).



VIP Member Experiences

Le Meridien develops a VIP program for chosen visitors who frequent the hotels, offering numerous benefits as they advance through the status levels.





Importance of Hospitality

The word "hospitality" is derived from the phrase "hospice," which, in medieval times, referred to a place of rest for travelers. Welcome guests and attend to their needs and expectations, including food, drink, housing, transportation, activities/entertainment, shopping, and supporting services, which may be referred to as hospitality.

The slide features a dark blue background with several hexagonal shapes. On the left, there is a large orange hexagon, a smaller light blue hexagon above it, a white outline hexagon to its left, and a small orange hexagon below it.

Conclusion

The Le Meridien brand is one of the most well-known in the hotel industry. The Meridien Group of Hotels' properties is each built to provide visitors with unique experiences. This famous hotel business is well known for maintaining high levels of facilities and service at each of its locations (Ren et al., 2021).

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Thank you

