

The role and importance of quality service, hospitality and guest services within the hotel industry

***Waldorf Astoria Hotels & Resorts
Luxury collection by Hilton***

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Contents

Company overview

Waldorf Astoria Hotels & Resorts

Main Customers

Scope & nature of guest services and facilities

Role of guest services and facilities

The role and function of guest services

Importance of hospitality

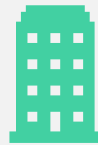
Conclusion

references

Company Overview



First founded by Conrad Hilton
Nicholson in 1919



Multinational hospitality
company



Brand portfolio of 19 hotels and
resorts worldwide



Waldorf Astoria Hotels & Resorts

- ▶ Waldorf Astoria Hotel & Resorts first launched in 2006
- ▶ Is a luxury brand part of the Hilton group of hotels
- ▶ 'Live Unforgettable' is the mantra of Waldorf Astoria.
- ▶ 37 hotels and resorts worldwide

A low-angle photograph of several skyscrapers reaching towards a sky with soft, colorful clouds in shades of pink, orange, and blue. The buildings are illuminated from within, and one building on the right is under construction with visible scaffolding.

Main Customers

- ▶ Sophisticated travellers
 - ▶ High profile travellers
- 
- A series of overlapping, semi-transparent blue triangles and polygons of various shades, creating a modern, abstract geometric pattern on the right side of the slide.

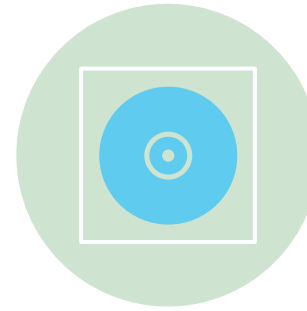
Scope & nature of guest services and facilities



HIGHEST DEGREE OF
PERSONALISED SERVICE FOR
EACH GUEST.



GENUINE CULTURE, UNIQUE
APPROACH THAT IS FRIENDLY
YET UNREMARKABLE.



PERSONAL CONCIERGE
TAILORED SERVICES TO MEET
THE INDIVIDUAL NEEDS OF
GUESTS BY FOCUSING ON
HIGH-IMPACT MOMENTS.

WALDORF ASTORIA BRAND PILLARS

TRUE WALDORF
SERVICE

INSPIRATIONAL
ENVIRONMENTS

AUTHENTIC
MOMENTS



Role of guest services and facilities

Building strong customer relations, trust and loyalty.

Keeping current customers as well as & growing new customers.

Increasing profitability.

The role and function of guest services

- ▶ Concierge services - The concierge team assist guests with various requests, such as making restaurant reservations, arranging transportation, organizing sightseeing tours, and providing local recommendations and much more.
- ▶ Room services - high quality room service to cater to guests' dining needs in the comfort of their rooms
- ▶ Guest relations- The guest relations team acts as a point of contact for guests, ensuring that their needs are met throughout their stay. They handle guest inquiries, address concerns or issues.

Importance of hospitality



warm and inviting atmosphere, establishing a strong connection between guests and the hotel, and ultimately developing loyalty from guests.



provide personalized services that exceeds guest expectations.



Offer genuine care for every guest, ensuring they feel welcomed and valued throughout their stay

Conclusion

In conclusion, Waldorf Astoria hotels and resorts is an exemplary model within the hotel industry, emphasizing the essential role of quality service, hospitality, and guest services.

- ▶ Waldorf Astoria Hotels & resorts , a luxury brand of Hilton worldwide.
- ▶ Focuses on creating personalised service for each guest through its range of services.
- ▶ Renowned for their consistent commitment to delivering exceptional experiences and creating lasting memories for their guests.

References

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