

The Ritz Carlton brand of Marriott Hotels

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The Ritz Carlton Company

- The Ritz Carlton company was established by Albert Keller in 1900, and was shortly established as a luxury hotel brand in 1940. (Ritz Carlton, 2023)
- The company currently runs 97 hotels in 30 countries worldwide. (Olander, 2022)
- The Ritz Carlton chain has also expanded to include The Ritz Carlton Reserve, a small group of private luxury hotels.
- The company was purchased and became a part of Marriot Bonvoy in 1998.

Main Consumers

- The Ritz Carlton Hotel Company heavily identifies itself with its motto “We are ladies and gentlemen serving ladies and gentlemen”.
- Solomon (2015) presents the suggestion that a hotel’s customer service and branding best attracts their clientele.
- Therefore, an emphasis on high quality customer and hospitality service, luxury facilities and locations suggest that this hotel may cater to a more select clientele—some notable clients at the hotels have been Queen Elizabeth II, Winston Churchill and the Rolling Stones.



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Hotel Facilities

- The company is known for its 'gold' rating in Hospitality and Customer Service (Inspiring Traveller, 2023)
- The hotels provide luxury facilities such as spas, swimming pools, restaurants, fitness centres, golf courses, yachts and business or celebration venues. (Zippia.com)
- Facilities such as spas are also available to public booking.
- High emphasis on luxury and high-quality facilities.

The role and function of Hotel guest services

- Panchapakesan (2021) suggests that “when guests experience high satisfaction, they view service providers as partners that need to be maintained and supported. Accordingly, this situation improves guests’ commitment to service providers”.
- Therefore, the provision of quality guest services and facilities is adapted in order to create a loyal customer base and help expand and attract further clients.
- Gumparthi (2019) suggests the importance of quality guest services as highly important for increasing client satisfaction, brand love and loyalty.

The Ritz Carlton's implementation of guest services

- The variety of guest services provided to clients by the Ritz Carlton company suggests that the company aims to cater to all clientele and best suit all needs. The variety in services (family centered, event hiring, adult-only, spa and wellness, and more) indicate the role of the facilities in attracting customers with unique and personal experiences.
- The brand's provision of a wide range of guest services, as well as facilities, play a role in ensuring customer satisfaction and helping attract further customers through service provision and recommendations.

The Importance of Hospitality in Guest Experience

- Hospitality quality has been found to contribute to customer satisfaction (Manhas, 2015).
- Good Hospitality has been shown to be critical in promoting a brand, as customers with good experiences are 72% more likely to promote the brand (Hendron, 2021).
- As indicated by customer reviews, the Ritz Carlton company aims to improve the guest experience, by providing personalised, thoughtful hospitality service to its clients, especially for special occasions (TripAdvisor, 2023).
- The Ritz Carlton company places emphasis on hospitality by ensuring staff have a minimum of 310 training hours per year (JobMonkey.com).
- The Ritz Carlton Brand has been known to consistently rank highest in guest satisfaction (Reiss, 2009).



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