

Importance of quality service, hospitality and guest services in the hospitality industry

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Waldorf Astoria

- New York 1893
- World's tallest Hotel
- 1949 bought by Hilton
- Made into a brand in 2006
- Over 34 locations



Main
consumers

Wealthy
Tourists

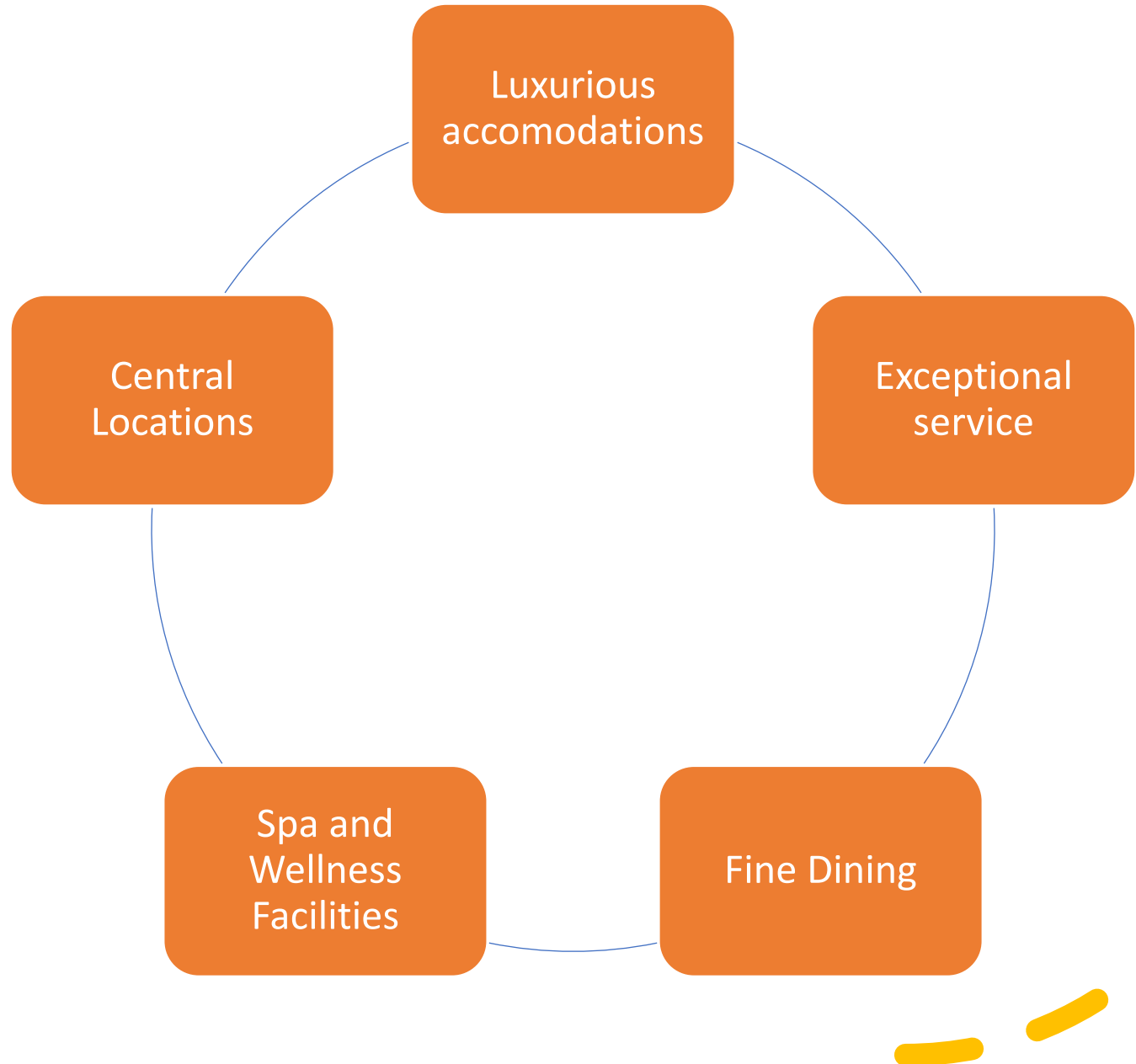
Business
Travellers

Waldorf
Astoria

Special
Occasion
Celebrants

Celebrities

Why Waldorf Astoria?



Nature, Scope and Role of Guest Services

Nature	Scope	Role
• Specific needs and requests • Personalised service	• Check-in • Check-outs • Hotel service information • Fullfill unexpressed wishes	• Problem solving • Ensuring guest satisfaction • Wow factor



- First hotel with 24 hour room service
- Pre-arrival questionnaire
- Personal concierge
- Choice of scent for the room

Importance of Hospitality



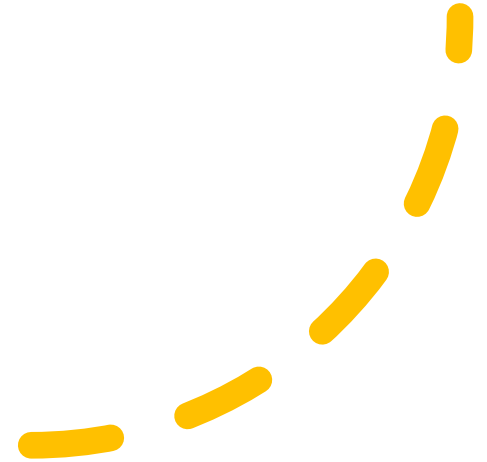
Warm and welcoming environment

Customer Loyalty

Human connections

Reputation

Bigger
Revenue



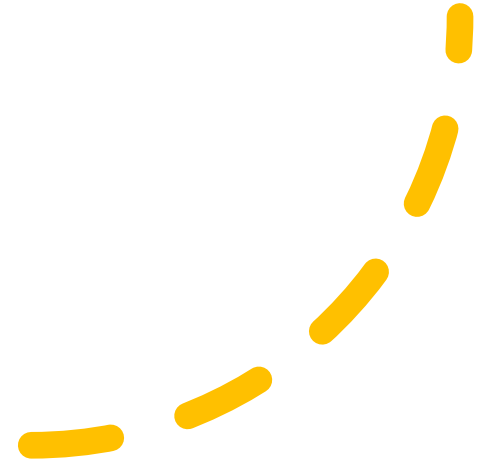
Meet /exceed
expectations



- Special amenities
- Personalization
- Service culture
- Technology
- Staff Training
- Employee engagement

Conclusion

In conclusion hospitality is important not only in the hotel industry but does play a vital role for this industry. Simple kindness goes a long way and individually tailored guest services make hotel guest feel special and make a simple stay an experience. No hotel nowadays can afford to ignore the importance of hospitality.



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