

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

- Westin Marriott-

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WESTIN[®]
HOTELS & RESORTS



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INTRODUCTION

NORTH AMERICA

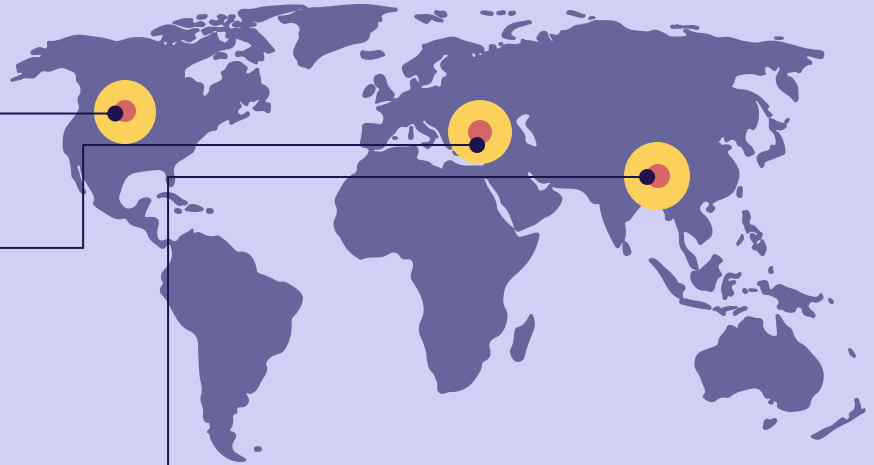
135 hotels and resorts

EUROPE

19 hotels and resorts

ASIA

61 hotels and resorts



**A significant number
of hotels and resorts
across the world**

Main Customers



Families



Friends



Business

Nature, scope and role of the guest services and facilities



Sleep well

The Westin Heavenly Bed is uniquely designed with plush, pillow-top construction for premium comfort and support



Runwestin

run like a local - Walking in a new city can be challenging so Westin Marriott provides scenic 3 and 5 mile moving maps to guide customers discovering the perfect route to explore the local area

A reflection of Westin Marriott's commitment to wellness

Heavenly Spa



The brand believes that all our guests should leave feeling better than when they arrived – and kids are no exception

Westin Family



Role and function of guest services

We know it's not just what we do that matters, but how we do it. Those who work in the hospitality industry know that restaurant guests expect more than just a meal. Customers expect a positive welcome, friendly and attentive service, and beautifully decorated venues. These combine to create an overall positive hospitality experience.





Importance of hospitality and how Westin Marriott exceed guest expectations

The main key points are outlined around "soft skills", i.e. the ability of stakeholders to communicate at any level

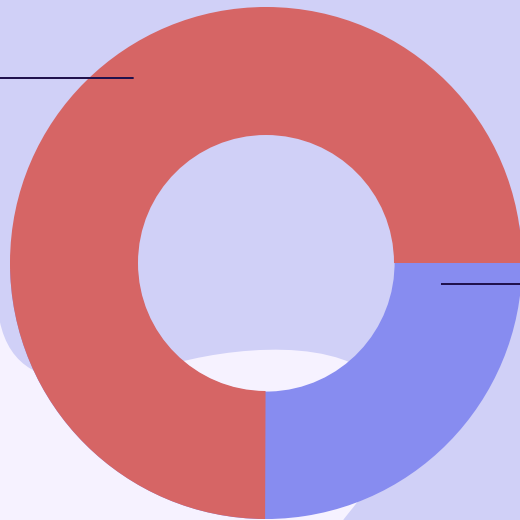


Financial capacity reflects and is reflected by the importance of hospitality. Additionally, numerous studies highlight sound leadership, communication, customer service, and financial performance.

ANALYSIS

**84% of
customers**

are frustrated that
agents don't have the
information they need
to solve their
problems.



**60% of
customers**

get frustrated when
their problem isn't
resolved on the first
call.

Conclusion

The way in which the less planned situations are satisfied and managed highlights the well-being of the hotel brand



The quality of services represents an important landmark, being a differentiating tool in the hotel industry

Westin Marriott guides its activity based on 3 influencing factors: services, facilities and price

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THANK YOU!

