



Hospitality and Guest Services BMIH4003

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Wikipedia Contributors (2019). JW Marriott Hotels.

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Introduction to JW Marriott



Michele (2020). JW Marriott Grosvenor House Park Lane London hotel review.

- Established in 1984
- Over 100 properties in more than 30 countries throughout the world (JW Marriott, n.d.).
- Concentrate on luxury, well-being, and unique experiences.

Main consumers

Booking.com. (n.d.). JW Marriott Grosvenor House London..



- Visitors on business who have a need for luxurious amenities
- Those on a vacation trip who can afford to spend more money and appreciate finer things
- Luxury-seeking families with children looking for kid-friendly facilities (JW Marriott, n.d.).

Guest services and facilities

- Concierge assistance with trip logistics and insider tips.
- Easy access to in-room meals and a fully equipped minibar.
- Modern, state-of-the-art gyms open 24/7 to promote exercise and health.
- Spa treatments and other health activities to help guests unwind and feel refreshed.
- Contemporary venues with state-of-the-art AV equipment and administrative assistance.
- Family-friendly activities and facilities designed to entertain visitors of all ages.

(Marriott, n.d.)



www.marriott.com. (n.d.). Hotel Photo Gallery | JW Marriott Grosvenor House London.



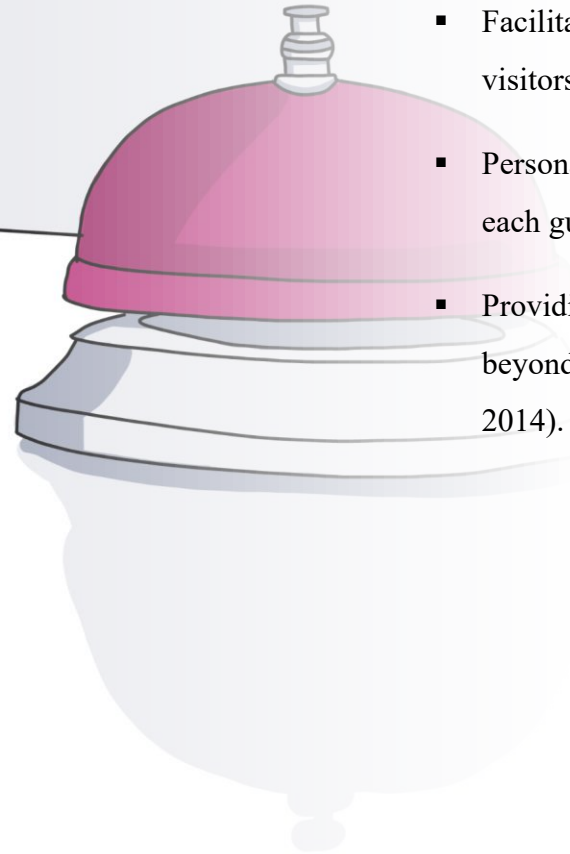
Seek (n.d.). How to become a Guest Services Agent

The role and function of guest services

- Improve service quality by catering to guests unique tastes (Walker, 2013).
- Create customer loyalty and a positive image for the brand by always going above and beyond (Heppell, 2015).
- Motivate customers to return by helping them form lasting bonds with the brand (O'Fallon & Rutherford, 2010).

The importance of hospitality

- Facilitating a warm and friendly environment where visitors feel at ease and appreciated (Wood, 2015).
- Personalising service to meet the unique interests of each guest (People 1st, 2017)
- Providing unmatched service that goes above and beyond for customers to gain their loyalty (Tesone, 2014).



Meeting & Exceeding Guest Expectations

- Rewarding and retaining recurrent visitors through membership programmes and member perks (O’Gorman, 2010).
- Using technology to create seamless experiences, such as mobile check-in and personalised room controls (Vallen and Vallen, 2014).
- Developing solid relationships with visitors through sincere interactions and courtesy (People 1st, 2017).
- Comprehensive employee development and training programmes to empower employees (Johnston, Clark, & Shulver, 2012)
- Feedback and improvement activities are conducted on a regular basis in order to maintain and improve service quality (Swarbrooke & Horne, 2011).
- From arrival to departure, every component of the visitor experience is scrutinised.



www.hugo.team. (n.d.). The Myth of Exceeding Customer Expectations

Conclusion



JW MARRIOTT

- JW Marriott is a premium hotel brand, known for luxurious rooms, personalized service, and world-class facilities
- Caters to business travellers, luxury-seeking leisure travellers, and affluent families.
- Offers personalized concierge service, in-room dining, minibars, fitness centres, spa treatments, wellness activities, modern meeting facilities, and family-friendly activities.
- Hospitality makes guests feel welcome and valued, catering to diverse needs, and providing exceptional service.
- Personalized experiences, technology, strong relationships with guests, employee development, and continuous improvement will meet and exceed guest's expectations.

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