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**Assignment title: The Role and Importance of
Hospitality and Guest Service within the Hotel
Industry**

Module name: Hospitality & Guest Services

Module code: BMIH4003

Lecturer: Charlotte Joyner

The Role and Importance Of Quality Service, Hospitality, And Guest Services Within The Hotel Industry

Conrad Hotels & Resorts



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Introduction



Hilton Worldwide is the chosen hotel company for this presentation.

Hilton Worldwide which is one of the largest growing hospitality companies has 19 brands in which this presentation selects *Conrad Hotels & Resorts* (Hilton, 2023)

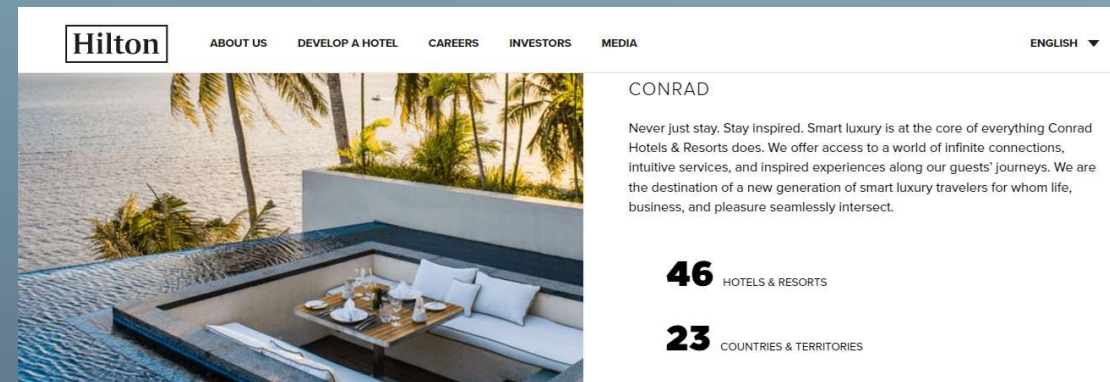
This presentation aims
“to discuss the role and importance of quality service, hospitality and guest services in the chosen hotel brand “

Executive Summary

- ▶ The main aim of the presentation is to highlight the role and importance of quality services.
- ▶ The presentation discusses nature and role of hospitality and guest services within the hotel industry.
- ▶ The presentation shed light on the services of Conrad Hotel & Resorts.
- ▶ The hotel is owned by Hilton Worldwide.
- ▶ Conrad operate with approximately 46 hotels in different parts of world.

MAIN BODY

- ▶ Conrad Hotels & Resorts owned by Hilton Worldwide is known as high-end luxury hotel and resorts is founded in 1985 ((Financial Times, 2023).
- ▶ This hotel brand has **46 hotels** and resorts, serving people in **23 countries and territories** (Hilton, 2023).
- ▶ Conrad Hotels & Resorts brand of Hilton Worldwide is the destination of a new generations who prefers smart luxury services and experiences.



Hilton, 2023



Hilton, 2023

CONT.



Conrad Hotels & Resorts, 2023 c

The Conrad Hotels & Resorts target;

- ▶ Business travelers (Conrad Hotels & Resorts, 2023 c)
- ▶ Families
- ▶ Tourists

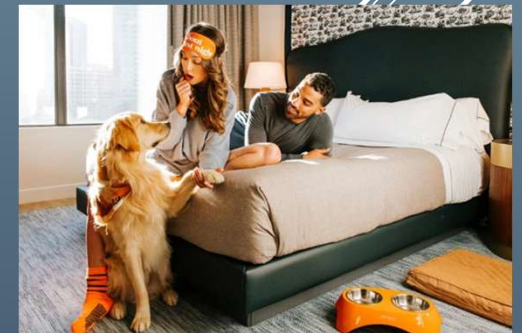
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Other than this, the main consumers of the hotel brand include;

- ▶ MICE (meetings, incentives, conferences and exhibitions) market
- ▶ Locals looking for “staycations,”
- ▶ Travelers with pet (Conrad Hotel & Resorts, 2023 a)

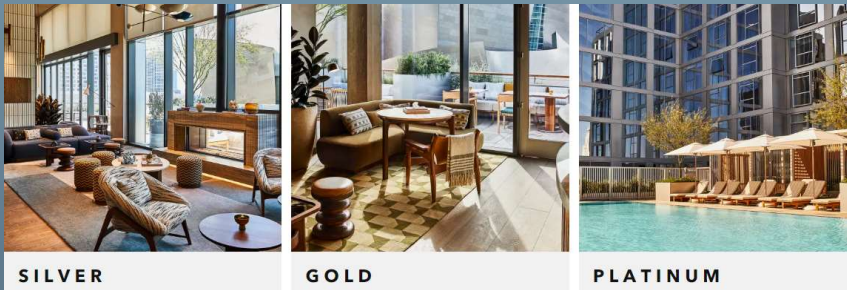


Conrad Hotel & Resorts, 2023 a

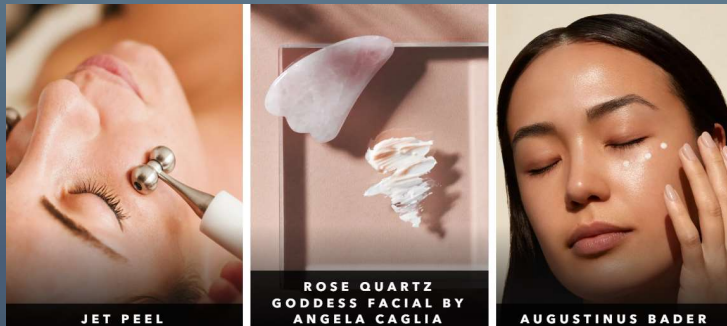


Conrad Hotel & Resorts, 2023 a

CONT.



Conrad Los Angeles, 2023

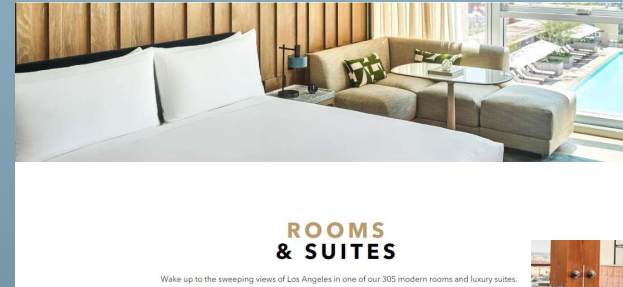


Conrad Los Angeles, 2023

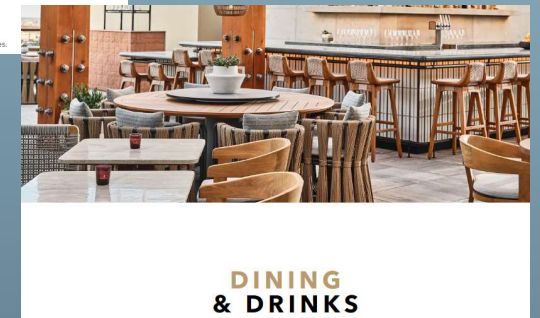
- ▶ The Conrad Hotels & Resorts is a luxury place that empower the guests via instinctive experiences and services (Conrad Los Angeles, 2023).
- ▶ The hotel brand allows customers to connect with the local culture (Annual Report, 2023).
- ▶ The Conrad Hotels & Resorts mainly focuses to three pillars;
 - Intuitive Service
 - Infinite Connections
 - A World of Style

CONT.

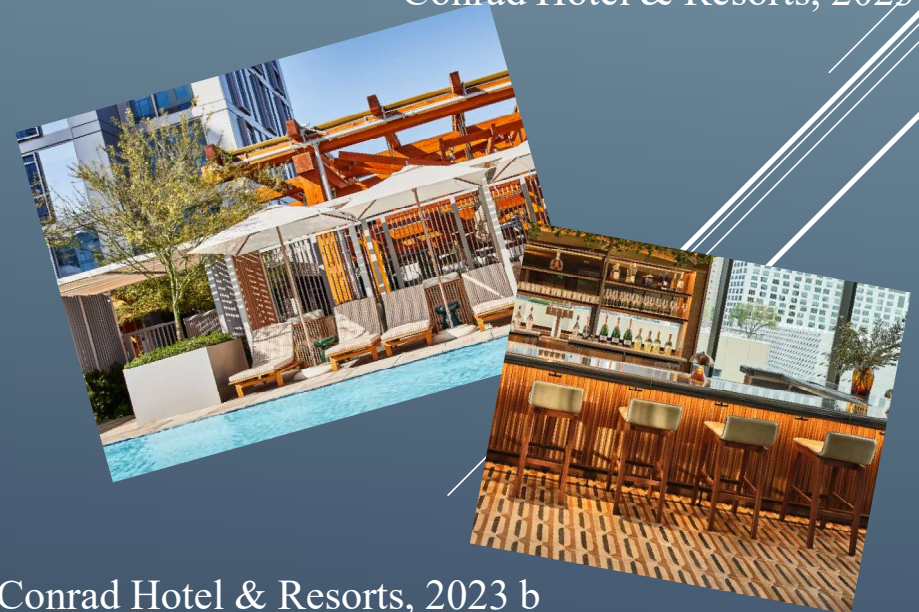
- ▶ The Hotel brand offers features like residential portfolio with suplicated design combined with purposeful services.
- ▶ The facilities and services for guests also include best-in-class amenities (Conrad Hotel & Resorts, 2023 b).
- ▶ Rooms & Suites – modern and luxury suites,
- ▶ Dining & Drinks - lounges and a rooftop pool bar, the Beaudry room.



Conrad Hotel & Resorts, 2023 b



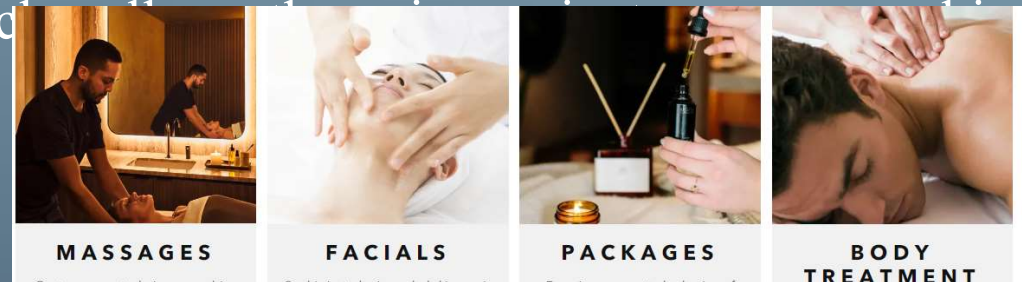
Conrad Hotel & Resorts, 2023 b



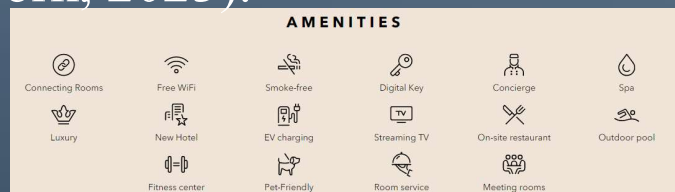
Conrad Hotel & Resorts, 2023 b

CONT.

- ❑ Events - Personalized and Unforgettable wedding events , grand park ballroom, Foyers i.e. Olive foyer, Grand Park Foyer, Grand Park Terrace etc
- ❑ Spa - Quantum Harmonic Therapy, High-tech



- ❑ Amenities – Connecting Rooms, Free Wifi, Smoke-free Area, Digital Key, EV charging, On-site restaurant, outdoor Pool, Fitness Center, Meeting Rooms (Conrad New York, 2023).



Conrad New York, 2023

Conrad New York, 2023

CONT.

- ▶ With the help of impressive and luxury guest services, The Conrad Hotels & Resorts, the net income of the brand hotel rose 20% in 2020 (Hilton Worldwide Holdings, 2023).
- ▶ With excellent guest services and experiences, the hotel brand has been valued and earn standpoint against the competitors.
- ▶ As a result of attractive services, the hotel brand experienced an increase in RevPAR from \$132.32 to \$192.52 in 2022 (Hilton Worldwide Holdings, 2023).

Performance

Earnings growth for Q4 2022 was quite impressive for Hilton Worldwide Holdings - up from \$0.52 to \$1.21 on a quarterly basis and up from \$1.46 to \$4.53 on a yearly basis.

Earnings per share:

Basic	\$ 1.22	\$ 0.53	\$ 4.56	\$ 1.47
Diluted	\$ 1.21	\$ 0.52	\$ 4.53	\$ 1.46

Hilton Worldwide Holdings: Q4 2022 Earnings Results

(Source: Hilton Worldwide Holdings, 2023).

	Year Ended December 31,					
	Occupancy		ADR		RevPAR	
	2021	vs. 2020	2021	vs. 2020	2021	vs. 2020
Waldorf Astoria Hotels & Resorts	45.5 %	13.0 % pts.	\$ 556.40	45.7 %	\$ 252.99	104.1 %
Conrad Hotels & Resorts	43.4	11.3	215.81	9.1	93.66	47.4
Canopy by Hilton	48.0	19.3	150.78	10.2	72.32	84.4
Hilton Hotels & Resorts	44.8	13.6	152.24	7.9	68.19	54.9
Curio Collection by Hilton	49.8	17.9	199.00	18.7	99.04	85.6
DoubleTree by Hilton	50.4	15.5	117.82	10.3	59.35	59.3
Tapestry Collection by Hilton	53.6	19.8	141.98	17.2	76.07	86.0
Embassy Suites by Hilton	56.7	19.7	146.67	10.9	83.12	70.0
Hilton Garden Inn	58.7	18.7	117.53	13.7	68.94	66.9

(Source: Hilton Worldwide Holdings, 2023).

Brand	Share of total RevPAR (%)
Waldorf Astoria Hotels & Resorts	17.97
Conrad Hotels & Resorts	10.5
Curio Collection by Hilton	8.95
Homewood Suites by Hilton	7.85
Embassy Suites by Hilton	7.71
Hilton Hotels & Resorts	7.19
Home2 Suites by Hilton	6.85
Hilton Garden Inn	6.17
Hampton by Hilton	6.01
DoubleTree by Hilton	5.66

(Source: Hilton Worldwide Holdings, 2023).

CONT.

- ▶ The Conrad Hotels & Resorts is aware with the importance of hospitality as the brand believes accommodating guests and welcoming them with warmth, generosity and kindness (Conrad, 2023).
- ▶ The Conrad Hotels & Resorts also believes in Excellent hospitality which means excellent growth of economy (Ardiana et al., 2020).
- ▶ Hospitality is important for the needs of transport, food, accommodations, and entertainment and all these aspects are considered by The Conrad Hotels & Resorts (Conrad Hotel & Resorts, 2023 d).



Conrad, 2023

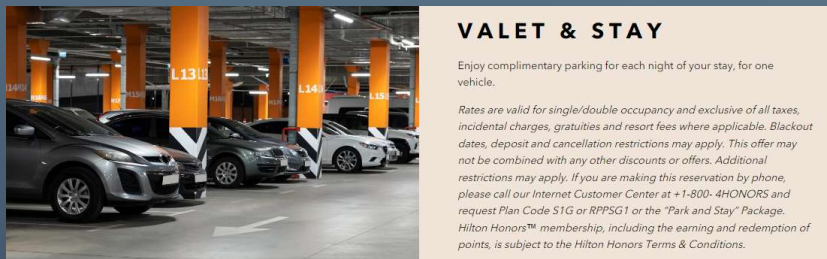


Conrad, 2023

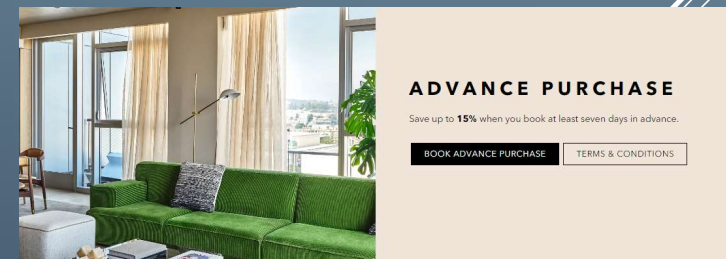
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Some of the pointers help to understand how Conrad Hotels and Resorts meet guest expectations

- ❖ It offers exclusive offers and packages from romantic escapes to adventure-filled weekends.
- ❖ It offers Mother's Day Packages with 25% off on Spa Treatments (Conrad Los Angeles, 2023)
- ❖ In room dining breakfast for child under five which are accompanied by an adult Guest room with two beds and armchair (Conrad Hotel & Resorts, 2023 e).
- ❖ Make reservations and save 20% for next stay (Hilton, 2023).



Conrad Los Angeles, 2023



Conrad Los Angeles, 2023

CONCLUSION

- ❖ The presentation mainly discussed the role and importance of guest services in the hotel industry.
 - ❖ For the presentation, Conrad Hotel & Resorts is selected.
 - ❖ The hotel is mainly associated with Hilton Worldwide.
 - ❖ The hotel mainly targets business travelers, tourists and families.
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THANK YOU



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