

A large, ornate chandelier with multiple tiers of crystal and gold-colored metal hangs from the ceiling. The chandelier is reflected in a large, arched window or mirror below it. The room has a warm, golden-brown color scheme with arched architectural details and a balcony with a metal railing visible in the background.

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P R E S E N T A T I O N



Content Table

Introduction of Waldorf Astoria Hotels

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Brand Message

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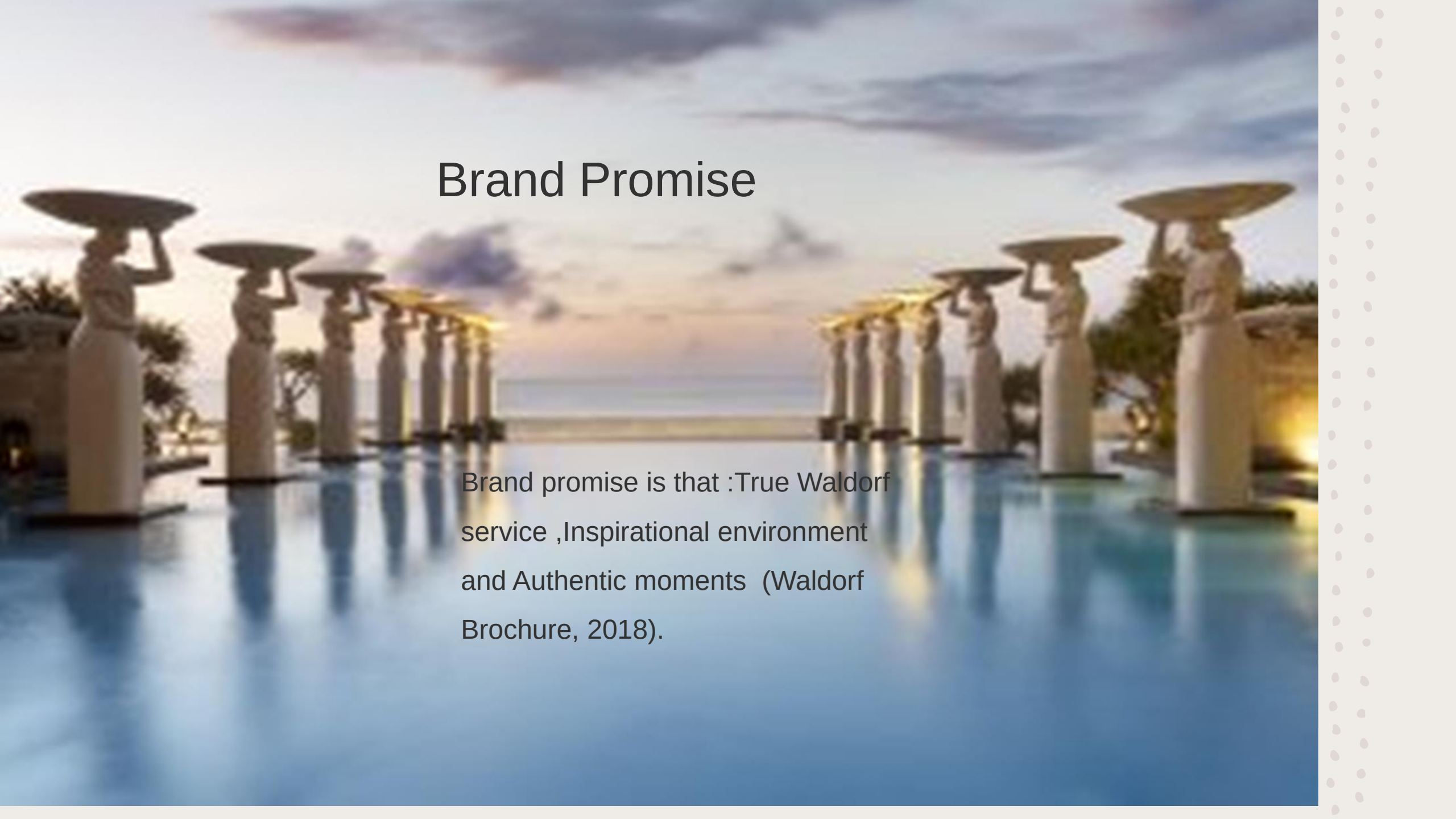
THE WALDORF-ASTORIA



- Doors opened 1893, New York
- William Waldorf Astoria owner
- Brand is 129 years old
- Over 29 hotels World wide
- The first hotel was built in 1893 by William Waldorf Astor (Waldorf Astoria, n.d.)
- Hosted many Celebrities and every US presidents since Herbert Hoover (Huffington post, 2016).

Brand Promise

Brand promise is that :True Waldorf service ,Inspirational environment and Authentic moments (Waldorf Brochure, 2018).





Main consumers are those seeking luxury unforgettable experiences (The Towers of the Waldorf Astoria, n.d.).
Business events ,leisure events

Amenities and Facilities Available



Personal concierge for Personal tailored stay (Waldorf Astoria, n.d.).



Hilton app , flexibility check in



Reward points



Contactless check in



Pet friendly Hotels



Michelin star Chiefs



Eco Conscious brand

- Spa , Gym
- Kids eat free under 5
- Breakfast included
- Personal concierge
- Waldorf Astoria was the first to offer 24 hr room and a rose topped each order (Waldorf Astoria, n.d.).
- Complementary bag packing

Exceptional customer experience

Every Hotel is unique

Offers diverse services

Attention to detail

Flexibility

All departments work in sync

Memorable experience



Role and function of guest services



- The goal of guest services is to enhance the guest experience and ensure their stay is enjoyable and memorable.
- By doing this you will have loyal returning customers .
- Multi training staff to avoid short staff
- (Allin and Halpine, 1988)

Conclusion

- By offering a organised and efficient service from front desk and back office .Complimented by extremely high level of customer service and guest expectations whilst still being authentic. This will ensure the brand evolve to meet consumer demands and staying relevant (Kopanytsia and Mykhailova, 2023)



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