

WARM UP

- 1 List the ways in which you would customise a hotel experience with different services, facilities or amenities to suit your needs and tastes.

■ Tips: how to keep your guests happy

Hotels Providing Thoughtful Touches to Make Guests Happy, Encourage Repeat Business

S

ay goodbye to the traditional mass-produced hotel; this is the era of mass customisation. This can take the form of in-room exercise equipment, favourite treats on a personalised, embroidered pillow or special toys for children when they enter their room.

Hotels like the **Renaissance Columbus Hotel** in central Ohio strive to take on the feel and culture of the neighbourhood, by placing works by local artists throughout the main lobby. Moreover, much of the produce used in food preparation at the on-site restaurant is grown in the hotel rooftop garden that started four years ago.

The drive to integrate a hotel with its location prompted the **Crowne Plaza Hotel** to start offering cheap bicycle rentals; making this hotel one of a growing number of 'lifestyle hotels', where people experience the area as a local, rather than as a tourist.

At the **Lofts Boutique Hotel** nearby, experiences are customised to each guest. Concierges speak at

length with customers about their visit and needs to build the right package when they book. Amenities include rose petal turndown service, champagne and chocolate nightcaps, breakfast in bed and all-natural bath products.

Design and appeal to the business community are key at the **Hilton Columbus Downtown**, which is being built with a modern glass and brick façade to help the structure blend into its surroundings. A skywalk with a contemporary look will connect the Hilton's third floor common space to the conference centre next



door. The space is envisioned as a hub for gathering places; a natural spot to continue networking as guests return to the hotel at night. Competition over amenities is set to continue, as hotels move towards the 'at-home experience'. In fact their true goal is to make the experience easier and better than home.

READING COMPREHENSION

2 Read the text about the customisation of hotels and answer the questions with: RCH for Renaissance Columbus Hotel; CPH for Crowne Plaza Hotel; LBH for the Lofts Boutique Hotel and HCD for the Hilton Columbus Downtown.

Which hotel...

- 1 builds the right package with guests when they book? _____
- 2 exhibits local artists? _____
- 3 grows its own produce in a rooftop garden? _____
- 4 is connected to a conference centre via a skywalk? _____
- 5 offers a champagne and chocolate nightcap? _____
- 6 offers cheap bicycle rental? _____
- 7 provides a natural spot for business clients to network in the evening? _____
- 8 provides a rose petal turndown service? _____

LISTENING

3  **21** Listen to somebody talking about good front-of-house service and decide if these sentences are true (T) or false (F).

- | | T | F |
|--|--------------------------|--------------------------|
| 1 Customers are more forgiving about average food than bad service. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 All young people know basic good manners. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 You need to feel self-respect to be able to provide good service. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 A good waiter needs to be efficient, but not fast. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 Most importantly a waiter should have great communication skills. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 A good server should know the menu very well. | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 A server doesn't need to promote the menu. | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 A customer should only get good service if they pay for it. | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 A good server needs to be emotionally intelligent as well as polite. | <input type="checkbox"/> | <input type="checkbox"/> |

WRITING

4  **FCE** You are the manager of the city centre Meridian Hotel, catering for business travellers, couples and some family breaks. The owners have asked you to write a report with suggestions about how the hotel and restaurant can be customised to appeal to more guests who will then become frequent visitors.