



THE WESTIN CHOSUN SEOUL

Soul of Hospitality in the Heart of Seoul

The fine craft of world-class hospitality is alive and well in Seoul's beautifully appointed The Westin Chosun Seoul. General Manager GERHARD R.E. SCHMIDT shares the hotel's success secrets.



GERHARD R.E. SCHMIDT: "Today's guests refuse to conform. We as an industry have to adapt to meet swiftly changing needs simply because the needs of our customers are every changing."

"Staff training is a constant process and our returns on investments are seen in the increasing number of return guests who know our associates will walk that extra mile for their satisfaction."

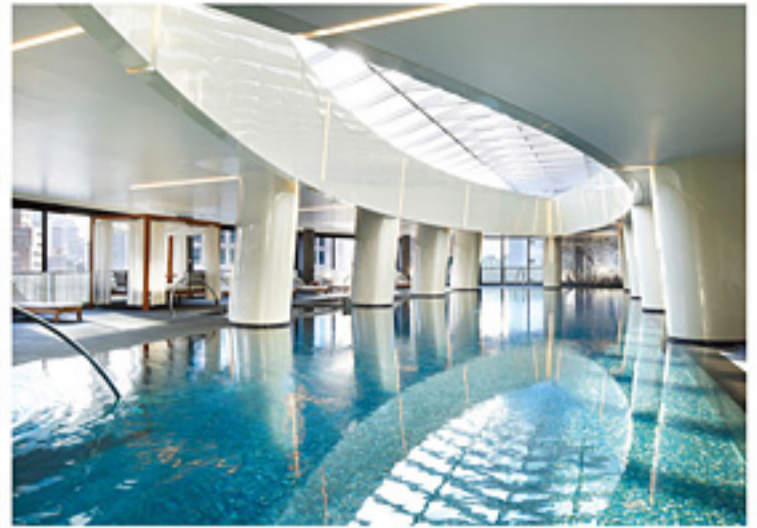
At the Westin Chosun Seoul, it isn't simply a question of meeting standards but exceeding them, going that extra mile to win customer appreciation, says Gerhard R.E. Schmidt, General Manager of the Westin Chosun Seoul, S.Korea.

A veteran hotelier, Schmidt is no stranger to the challenges of running a reputed brand serving a competitive market. But, challenges notwithstanding, he believes that quality of product and heartfelt service keeps good hotels in the lead.

"It's all about guest experience. When fond memories of a hotel linger on much after checkout, you know you have done something right. Today's guest demand much more for much less. How do you deliver and yet make more money at the end of the day?"

Market Applause

As a supplier to the meetings, incentives, conventions and exhibitions (MICE) market, the challenge is to get that share of repeat business. So, apart from offering guests the unique and recognized Westin signature brand of service, we have a dedicated MICE team that help our corporate customers get the best value for their dollar. This included a host of value added services as well as use of the hotel's superbly appointed facilities. A grand ballroom with state-of-the-art audio-visual systems allows for large sized corporate functions or even weddings while the hotel's Orchid Junior Ballroom and its 5 additional adjacent function rooms ensure even smaller



events are catered to just as well.

“Our guests are often very particular about catering which is why we are fortunate to offer some of the best international cuisine from our award-winning restaurants,” says Schmidt.

At the Ninth Gate Grille, we are served with three cuts of steak – Korean, Australian and US – cooked to immaculate perfection. Elegantly presented with delicious spinach and fries, the meal accompanies an exquisite bottle of red wine. The ambiance and décor of the restaurant itself makes an ethic backdrop against which to enjoy your sumptuous meal as you take in the character of an ancient shrine (built by Emperor Gojong) just outside its large glass windows.

“Guests love this restaurant for its cuisine and overall character,” says Schmidt adding that the hotel also has a well appointed Japanese restaurant named Sushi Cho. We also have our signature Chinese restaurant Hong Yuan serving a range of traditional and popular Chinese dishes our guests enjoy a lot.”

Extra Mile

A favourite with public and private

sector leaders, the Westin Chosun Seoul boasts a great deal of repeat guests. “Hotels today have to offer more than just hardware. It is the quality of training, the level of talent you are able to retain that makes your property worth returning to, from a guest’s standpoint. In order to sustain that level of enthusiasm and quality of service, we ensure our employees are well rewarded in terms of giving them more career-enriching opportunity within the brand. Constant training ensures we instill a feeling of self worth within ourselves, which helps us remember that the quality of service we offer to the guests is a reflection of our own abilities. Staff training is a constant process and our returns on investments are seen in the increasing number of return guests who know my team will walk that extra mile for their satisfaction.”

Subtle Difference

Located in the heart of Seoul’s business and shopping district, the Westin Chosun Seoul is within walking distance to key government offices, banks, museums, historical palaces and local markets making it a favourite choice.

“We have a vibrant local community around us and for guests looking for a bit of down time, around the hotel itself we have a hosts of bars, clubs and shops. Many guests though prefer the luxurious amenities of the hotel and spend time unwinding at the recreation centre. We have a beautifully appointed gym, sauna, and swimming pool very worth experiencing. Our Executive Club Lounge offers guests personalized check in (at the airport itself) facilities, breakfast and even cocktails in both an open as well as private setting.

“Such facilities are hard to come by and guests appreciate these subtle acts of care, this attention to detail. This is what makes the Westin Chosun Seoul a home away from home, so come visit us and see just how much of a difference we can make,” concludes Schmidt. ■

For additional information please visit www.westin.com/seoul