



THE RITZ-CARLTON®

Origin of the brand: Heritage

Cesar Ritz died in 1918 but his wife Marie continued the expansion of hotels bearing his name. In the United States, The Ritz-Carlton Investing Company was established by Albert Keller who bought and franchised the name. In 1927 The Ritz-Carlton, Boston, opened and other hotels followed in New York (at Madison and 54th), Philadelphia, Pittsburgh, Atlantic City and Boca Raton. However, by 1940 none of the hotels were operating except The Ritz-Carlton, Boston. The hotel embodies the vision of Cesar Ritz, Yankee ingenuity and Boston social sensibilities.



Revolutionaries for American Hospitality

- Private bath in each guest room
 - Lighter fabrics in the guest room to allow for more thorough washing
 - White tie and apron uniforms for the waitstaff, black tie for the Maitre d' and morning suits for all other staff, conducive to a formal, professional appearance
 - Extensive fresh flowers throughout the public areas
 - A la carte dining, providing choices for diners
 - Gourmet cuisine, utilizing the genius and cooking methods of Auguste Escoffier
 - Intimate, smaller lobbies for a more personalized guest experience
- In the 20s:
 - rates \$15 per room
 - private club for the wealthy
 - Unescorted women were not allowed into the bar until 1970
 - roof top dancing and dining
 - treated individual guests like luxury

87 hotels worldwide in 29 countries and territories:

Aruba, Austria, Bahrain, Canada, Cayman Islands, Chile, China, Germany, India, Indonesia, Israel, Japan, Kazakhstan, Malaysia, Mexico, Oman, Portugal, Puerto Rico, Qatar, Russia, Singapore, Saudi Arabia, South Korea, Spain, Thailand, Turkey, the United Arab Emirates, U.S. Virgin Islands, and the United States.

MARRIOTT REVENUES totaled approximately \$3.3 billion in the 2013 second quarter compared to revenues of nearly \$2.8 billion for the second quarter of 2012.

BRAND IDEALS

VALUES, SERVICE and PRIDE are re-visited every day

Daily meets at 8am

Every Employee lives and breathes VALUES and SERVICE

VALUE 1 = "I build strong relationships and create Rtiz Carlton guests for life

Every employee has AUTHORITY and RESPONSIBILITY

up to \$2,000 to spend on any guest to resolve an issue

(*NO PERMISSION NEEDED)



▸ [History](#)

▸ [Awards](#)

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▸ [Gold Standards](#)

GOLD STANDARDS

Our Gold Standards are the foundation of The Ritz-Carlton Hotel Company, L.L.C. They encompass the values and philosophy by which we operate and include:

- [The Credo](#)
- [The Motto](#)
- [The Three Steps of Service](#)
- [Service Values](#)
- [The 6th Diamond](#)
- [The Employee Promise](#)

The Credo & Motto

- The Ritz-Carlton Hotel is a place where the genuine care and comfort of our guests is our highest mission.
- We pledge to provide the finest personal service and facilities for our guests who will always enjoy a warm, relaxed, yet refined ambience.
- The Ritz-Carlton experience enlivens the senses, instills well-being, and fulfills even the unexpressed wishes and needs of our guests.
- At The Ritz-Carlton Hotel Company, L.L.C., "We are Ladies and Gentlemen serving Ladies and Gentlemen." This motto exemplifies the anticipatory service provided by all staff members.



Results



- According to surveys conducted for Ritz-Carlton by an independent research firm, **92 to 97 percent** of guests leave with a **very positive** impression of the hotel brand.

ABOUT US

Our Journey

Let Us Stay With You SM

LET US



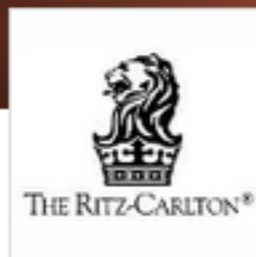
Symposium

Please join us for
***Your Journey to Service
Excellence***
on November 12, 2015

*Register and pay by August 1,
2015 and receive the early-bird
rate of \$750*

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Ritz-Carlton

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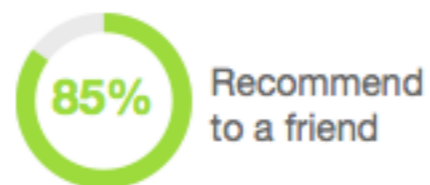
Ritz-Carlton Reviews

reviews filtered by Any Location Any Job Title

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Rating Trends

3.9 384 Reviews



Hervé Humler
152 Ratings

Employee Reviews

25 Apr 2014



“Great place to work ”



Former Employee - SPA Therapist in London, England

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Stuffed Giraffe Shows What Customer Service Is All About

Posted: 05/17/2012 6:02 pm EDT | Updated: 07/17/2012 5:12 am EDT

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📌 265
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Ritz Carlton

Most people have experienced outstanding customer service in one form or another -- an attentive server at a restaurant or a retail store employee who goes the extra mile. A thriving industry comprised of consultants dedicated to training companies how to adopt exemplary customer service has blossomed over the past couple decades. For example, The Walt Disney Company Institute will help bring

some of that "Disney magic" to your business.

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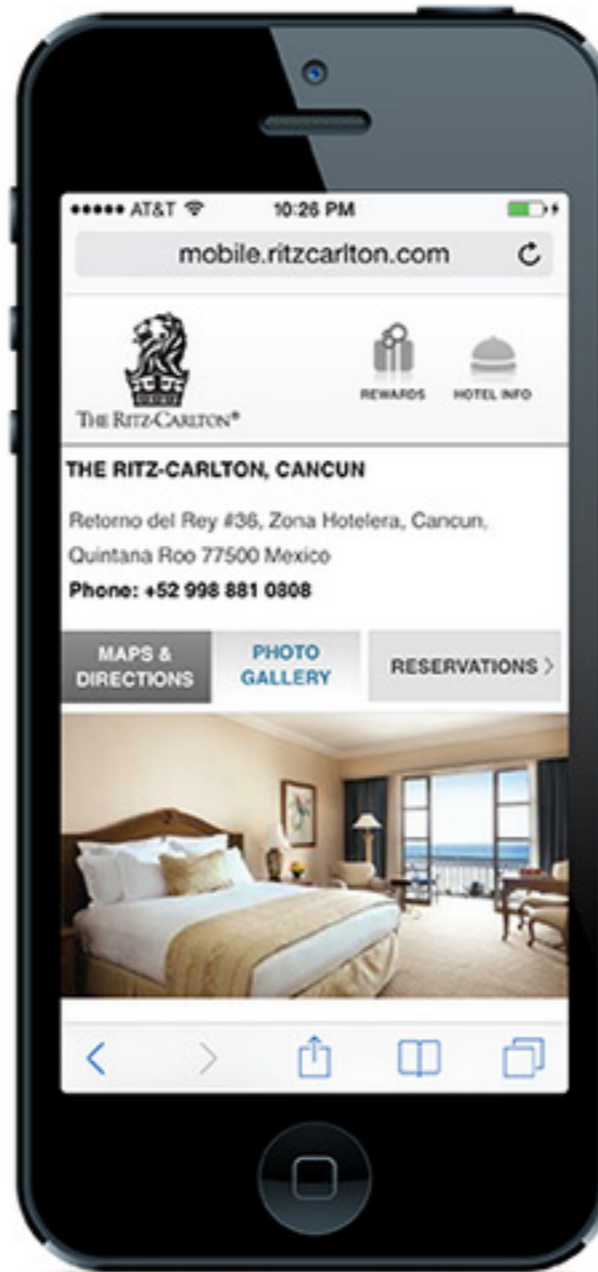


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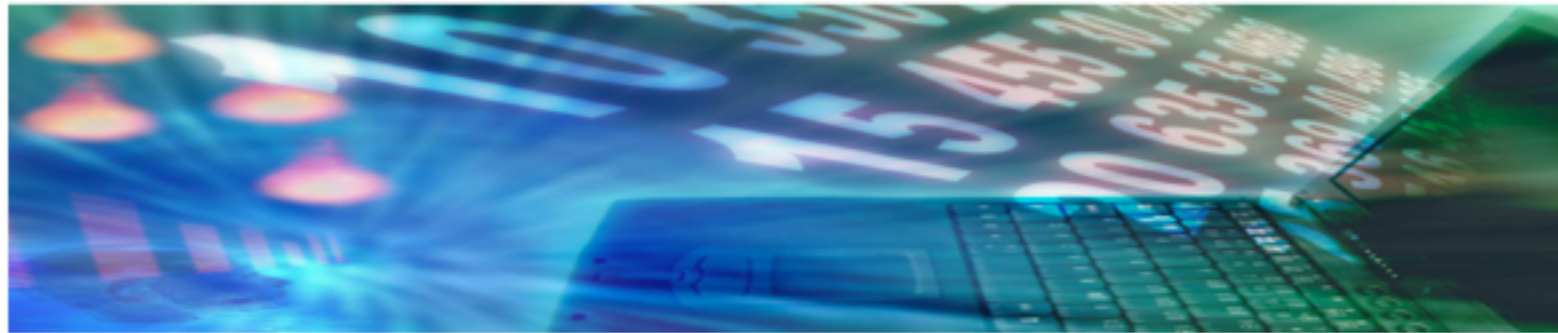
The Ritz Carlton Hotel



Data With A Purpose



- Daily quality production reports, derived from data submitted from each of the 720 work areas in the hotel, serve as an ***early warning system*** for identifying problems that can impede progress toward meeting quality and customer-satisfaction goals.



THE

WWW.RITZCARLTON.COM

RITZ-CARLTON

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MAGAZINE

Weekend Getaways

A New York
Moment

California
Wine Escape

Take the Kids
to Tokyo

