

# 100 Vision and Mission of Five Stars Hotel



luxury hotel apartment  
www.7starsco.com



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دائمًا ما سوف تكون الإدارة سبب النجاح وسبيل التغيير نحو الأفضل، أما التميز فهو سمة متلازمة دائمًا للإدارة الناجحة.

وعقب سفري إلى العديد من الدول حول العالم خلال الثلاثين عامًا الأخيرة، أصبحت مصدرًا مولدًا للأفكار في مجال الضيافة والسياحة.

ونحن هاهنا في تركيا في قلب اسطنبول الجديدة في منطقة باشاك شهير نضع مبادئ إبداعية بشأن موقع [7starsco.com](http://7starsco.com) للضيافة حتى نقدم خدمات مُبدعة في استثمارات مقبولة ومعقولة

بين يدك الآن كتاب جمع مائة رؤية ورسالة خاصة بأفضل خدمات الضيافة في جميع أنحاء العالم، تجول فيه وسوف تجد أن موقع [7starsco.com](http://7starsco.com) أحد الرواد في هذا المجال. اغتنم فرصة العيش في شقة فاخرة مشابهة لجنح ملكي في فندق خمس نجوم.

كما يطيب لنا أن نراك قريبًا ونرحب بك نزيلاً لدينا، ولا تتردد في الاتصال بي إذا كنت في حاجة إلى أي خدمات بريد إلكتروني إضافية.



Yönetim her zaman başarının sebebi ve daha iyiye gitmenin yolu olacak ve mükemmelliği her zaman mükemmel yönetim olacaktır.

Son 30 yılda dünyayı gezdikten sonra, misafirperverlik ve turizm için fikir üreticisi oldum.

Burada, Yeni İstanbul -Başakşehir'in kalbinde Türkiye'de, [7starsco.com](http://7starsco.com)'un misafirperverliği için Yaratıcılık ilkesi oluşturuyoruz.

Elinizin arasında, dünyanın dört bir yanındaki en iyi ağırlama hizmetleri için yüz vizyonu ve misyonu toplayan bir kitap, bir tur atın ve [7starsco.com](http://7starsco.com)'un Liderlerden biri olduğunu göreceksiniz. Beş yıldızlı otelde Royal Suite gibi lüks dairede yaşamak için bir şans

Konuklarımızdan biri olmaya hoş geldiniz ve eğer ekstra posta hizmetlerine ihtiyacınız varsa beni aramaktan çekinmeyin.

Management will be always the cause of success and the way to change for the better, and making excellence will always be the excellent management

After I traveled around the world in the last 30 years I became Ideas generator For hospitality and tourism.

Here in Turkey in the heart of a New İstanbul –Başakşehir we Establish Creative principle for hospitality [7starsco.com](http://7starsco.com) To give originative services in Reasonable investment

Between your hand now a book collecting hundred vision and mission for the best hospitality services around the world, take a tour and you will find that [7starsco.com](http://7starsco.com) is one of the Leader.

take a chance to live in luxury apartment like Royal Suite on five stars hotel

Welcome to be one of our guest and don't hesitate to call me if you need a Extra mail services .

Ibrahim Alhaji



## Hotel Zaza

### Mission

Z Resorts strives to be the undisputed leader of experience in the luxury segment. By anticipating and nimbly adapting to ever-changing market conditions and cultures, our luxury hotel company maintains high quality service, unparalleled innovation and impressive profitability.



### Vision

Z Resorts inspires infinite possibilities in their guests and associates by creating a mystical and memorable environment that promotes passion, creativity and productivity. Discover our collection of creative and inspiring hotels in Dallas and Houston, Texas.

## Leisure Hotels

### Mission Statement

"A 365 day world class profitable Hospitality Company with total Guest Orientation, a healthy environment for all employees and a branding to reckon with".



Development & Management Contracts: Leisure Hotels Ltd has two pronged approach towards business development.

**One is through building own hotels and another is through management contracts of properties in strategic locations. The properties which are currently managed & marketed by us include:**

- Sun n Snow Inn (Kausani)
- The Manor (Bareilly)
- The Manor (Kashipur)

## Hotel Royal

### Mission

It is working All Together, our Honour to serve you in every Opportunity because every Moment of Truth with you counts for us to live up to your Expectation.

### Vision

Every Room A Home

### Values

- Develop Right Attitude
- Honour and Competency To Serve
- Learn and Improve
- Empowerment and Teamwork



## Xanterra hotel

### Our Mission

#### Legendary Hospitality with a Softer Footprint

The first part of the statement, legendary hospitality, speaks to our heritage as we've been welcoming and hosting guests in legendary place like the Grand Canyon before it became a national park.

The second part, with a softer footprint, speaks to our commitment to sustainability so that we can make sure future generations have the same privilege in enjoying the special places we're fortunate to be a part of.



## Heritage hotels

### Our Mission

To be T.H.E. Preferred Host offering You T.H.E. Most enriching experience.

We deliver on Our Vision and Mission for our guest everyday through delivering The Heritage Experience (T.H.E.).

### Our Vision

In Our World - You are Someone Special



## IHG plc

### Our Vision

Our diverse portfolio of differentiated brands are well known and loved by millions of consumers around the world. We have the right hotel brand for both our guests and owners, whatever their needs.



## Panpacific hotels

### Our Vision

Creating memorable hotel experiences...

### Our Purpose

Great Brands, Great Hotels, Great People and Great Relationships!

### Our Values

- We work better together because we collaborate, share, care about each other and communicate openly with everyone.
- We make our processes as simple and as uncomplicated as possible and take full responsibility for our actions.
- We have an "internal debate, external cohesion" culture with a can-do attitude and always try to have fun.



- We enhance our performance by always aiming higher and are not afraid of making the tough decisions.
- We respect and care for our wider community through being connected and sharing, we also recognise and value diversity in every way.

## Hotel Fortune Palace

### AIM

We aim to grow to be a point of reference in terms of “first choice” in the region, followed by nationwide as a preeminent quality hospitality services to endow with. Imperative to our aim consists of quality processes, services, driven by quality people, who, all time keen to operate with a sense of urgency & discipline.



### Vision

Our Vision is to appear as a preeminent hospitality service provider in western part of India, followed by nationwide.

### Mission Statement

Our mission statement is simple: To thoroughly understand the needs of patrons and associates, and to constantly exceed their expectations by delivering their earth with the lights & warmth of hospitality services we endow with. Seeing as boisterous domestic & international need for the room – opportunity, smitten by pro-active economy of India is cogging us to undertake & craft contemporary facet of the sector. To reach at this merit, we trust only way - offer excellent quality. Hence, to thrive & triumph our mission, we accent closely to follow our Quality Policy Objectives. At Hotel Fortune Palace, being a first company in the region, taking modest but a significant decipher in the direction to set the pace to uphold ethics and follow all applicable laws, thus anticipating being a benchmark in tourism and hospitality sectors’ pattern of growth and development in Jamnagar, Gujarat, India.

## Greekpeak

### Vision

To provide employment opportunities and economic development for Central New York, through tourism and destination family resort recreation.



### Mission Statement

We are committed to consistently providing enjoyable recreation, a safe environment, and memorable vacation experiences for every guest and every member of the staff.

We will accomplish this through excellence in service, innovation, and anticipation of our guests ever changing needs and expectations. The ability to fulfill this commitment will be reflected in our profitability, continued growth, and the success of our company and each individual.

## Victoria resort

### Vision

Contribute to the strengthening of tourism in the tropics of Cochabamba, and productive projects in the region. Thus providing our bit to make this beautiful and idyllic tropical region of Bolivia in the center of the most important ecotourism development in the country.



### Mission Statement

Provide our guests and visitors an unforgettable experience of comfort, pleasure and adventure, where your satisfaction is our best reference.

pphe

### Vision

Our primary objective is for PPHE Hotel Group to become one of the leading hotel companies in the upscale and lifestyle hotel segments in key European markets. We may also identify projects outside Europe with upside potential in which to invest



### Our strategy

We intend to use the established PPHE Hotel Group portfolio and network to grow the number of hotels and brands we operate, to increase profitability through revenue growth and cost management, and to utilise the Carlson Rezidor Hotel Group partnership as the driver to market our business. This ambitious strategy inspires us all to progress and build on realising our vision by focusing on six key business priorities.

### Our company values

At PPHE Hotel Group we feel that it is important to have positive working relationships and to foster an environment based on trust, respect, teamwork, enthusiasm, commitment and care. These criteria have therefore been adopted as our values.

## LANGHAM HOSPITALITY GROUP

### Vision

Langham Hospitality Group will be recognised as the leading and visionary hospitality group in the world by offering unique brands for different market segments and building guest loyalty.



Each hotel's mission statement underpins the brand essence and highlights its unique competitive edge. It guides all colleagues in the hotel in the same direction to become the best in its market.

### CULTURE

**Our culture is the foundation of Langham's success. The 8 values unite our colleagues across the globe and form our culture. They are:**

1. Connect from the heart
2. Be Curious

3. Surprise Our Guests
4. One Team One Dream
5. Communicate, Communicate, Communicate
6. Celebrate Success
7. Forever Young
8. Better Every Day

## Macaulkf

### Vision

the very The hotel LAN KWAI FONG macau consistently aims to be best lifestyle hotel in Macau by providing a unique, chic environment, highly personalized service from well-trained and dedicated staff, and a fun and energetic atmosphere, reflective of our name.



### Mission Statement

"To provide an exciting, friendly and satisfying hotel experience that will always be remembered."  
 "Always exceed expectations"

## Provident resorts

### Vision

To be the most sought after resource and service leader in the condominium resort and hospitality industry



### Mission Statement

Our mission is to provide an exceptional experience in the inherently complex environment of condominium hotels. Whether it be hospitality services offered to our guests, rental management services to our property owners, condominium association management services, developer or real estate services, our promise is to always deal fairly, ethically and professionally no matter the difficulty of the challenge or the nature of the opportunity set forth. We foster empowerment and teamwork in a goal orientated setting where inspiration and innovation flourish. Our company's success runs parallel with that of our clients and associates and we are forever mindful of the trust and confidence that has been bestowed upon us. Our vision for balanced success will neither become blurred nor forgotten and will remain a cornerstone of what we value. Our genuine commitment to excellence, profitability and to creating memorable experiences are the signatures of our Brand.

## Hotel veliki novi sad

### Mission & Vision

Our mission is to be your best Novi Sad's local host.



#### Here are the principles that we live by every day :

It has always been, and will always be, about hospitality. Accommodate guests in comfortable apartments, improving their stay and holiday is what we are passionate about. We tend to care deeply about all guests needs.

Together, we embrace diversity to create a place where each of us can be ourselves.

When we are fully engaged, we connect with, laugh with, and uplift the lives of our customers – even if just for a few moments. It's really all about human connection.

Veliki is a place where you can meet with friends, partners and family and our drive is that you feel at home (away from home).

We are honest and straightforward in our interactions with our guests, colleagues and the community.

Veliki is a part of a community, and we strive ourselves to be a great neighbor, partner, sponsor, colleague and a friend.

It's not unusual to see local people coming to Veliki's restaurant to chat, meet up or even work. We're a neighborhood gathering place, a part of the daily routine – and we cannot be happier about it. Get to know us and you will see. All our guests inspire us to bring our mission to life.

## Geneva Intercontinental

### Vision

The InterContinental Geneva will be recognized as the premier Hotel in Geneva providing personal, innovative and memorable lifestyle experiences.



### Values

- Integrity: Always 100%
- Attitude: Yes, we can
- Innovation: Dare to be different
- Respect: Treat others as you wish to be treated
- Passion: Desire to delight > create magic moments
- Ownership: Take charge
- Recognition: Make everyone feel special
- Teamwork: Only together we achieve

# Mgm resorts

## Mission Statement

MGM Resorts International is the leader in entertainment & hospitality - a diverse collection of extraordinary people, distinctive brands and best in class destinations.

Working together, we create partnerships and experiences that engage, entertain and inspire.



# Gulf hotels group

## Our mission&vision

"Our purpose is to provide first class facilities and services by delivering the best standards, offering warm, friendly hospitality and ensuring the highest levels of customer satisfaction with the aim of diversifying the group's activities and expanding its portfolio."



# Tsogo sun hotels

## Our vision

Our vision is to provide the greatest possible variety of quality hospitality, leisure, gaming and entertainment experiences at every one of our destinations across our portfolio of 14 casinos and over 90 hotels in South Africa, Africa, Seychelles and the Middle East.

From basic economy through to the finest luxury, our aim is to consistently provide our guests with an experience that meets their needs and exceeds their expectations – regardless of whether they are on business, at leisure, on their own, with colleagues, far from home or just down the road.

Our guests are treated in style... the comfort of a personal space at the end of a long working day; holidays that relax and rejuvenate; gaming that thrills and excites; theatre that enthralls; food that delights and endless opportunities to be entertained.

Experiences shape your life – escape to ours.

At Tsogo Sun we understand that our employees are our biggest asset and are invaluable in creating great experiences for our guests. Our leadership approach is valued based, which we refer to as - livingTSOGO.



## Our goal

is to develop a sustainable advantage through the alignment of employee behaviour with our brand promise. This involves shaping our identity and optimising the potential & capacity of employees to deliver distinctive, consistent and compelling guest experiences.

**Throughout the Tsogo Sun portfolio we have one unifying vision. The Tsogo vision incorporates 5 values with supporting behaviours that we encourage our employees to live by:**

T TEAMWORK	S SERVICE	O OPPORTUNITY	G GROWTH	O OWNERSHIP
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## Itc hotels

### Mission Statement

To develop young, motivated leaders with Hoteliering qualities and Hospitality skills, rooted in ITC Hotels' ethos and values, so that they become professionally competent World class hoteliers.

### Values

- Strive to Win
- Sensitivity
- Professional Integrity
- Team Spirit

In recognition of the services rendered by the institute, it was presented 'Colours' in 2002. While each colour in the crest signifies an attribute which we strive towards.

The qualities of the Eagle are enshrined in the training curriculum.

The stars symbolize the class and rating of the Institute.



## Interstate hotel

### Values

#### **Act with integrity**

Acting in a manner that befits our position as an industry leader.

#### **Be a team player**

Bringing every contributor together for the betterment of all.

#### **Embrace others' differences with respect**

Valuing the insight of each individual, and treating them as an important member of the team.

#### **Deliver excellence**

Delivering excellence is the cornerstone of each and every effort, each and every day.

#### **Promote innovation**

Striving to not just meet, but exceed the industry in all we do.

#### **Communicate openly and often**

Facilitating conversations and the exchange of ideas.

#### **Be of Service**

Delivering exceptional service to our guests, our communities, and to each other.



## Kempinski

### Our mission and vision

The Kempinski name is proudly borne by a growing collection of distinguished properties around the world. As Europe's oldest luxury hotel group, we are committed to providing our guests with memorable journeys inspired by exquisite European flair. We believe life should be lived with style.



Each year, an increasing number of guests come to appreciate these qualities, as Kempinski adds new, exciting destinations in Europe, the Middle East, Africa and Asia. While this growth reflects the strength and success of the Kempinski brand, the collection will remain a limited one, where exclusivity can be nurtured and individuality can flourish.

We believe that our prestigious, European heritage puts Kempinski in a unique position to anticipate the future needs of the stylish and discerning traveller. It's not good enough to simply provide a hotel bed and a meal, at Kempinski it's all about bringing a story to life.

Since 1897, our employees have been a part of creating history around the world. From historic buildings to the most avant-garde of modern architecture, our properties are the setting for some of life's greatest moments. We've witnessed historic meetings between world leaders, celebrities taking sanctuary in the world of calm we create for them, and created incredible memories for guests on a 'once-in-a-lifetime' journey.

## The kingsbury hotel

### Mission Statement

With our goals, beliefs and principles set on providing superior service levels and all-round excellence, we believe that our utmost priority is to satisfy our guests and we work together in harmony, respecting each employee's contribution, to achieve this end.



### Vision

Aiming to be the front-runners in the industry, we couple our extensive experience in the field with sound decision making to ensure the long-term success of the hotel, its employees and our valued customers.

### Values

By working together and collaborating to form a strong, winning team, we strive to achieve excellence in all our endeavours and deliver outstanding results. We firmly believe that it is this mindset that sets us apart from others.

## tr.cactus hotel

### Mission

To realize the ideals of our founder, guide, Turkey-lover Dear Mr. Ünsal Tülbentçi in the area of hotel management and tourism.



### Vision

To reach the purpose of elevating Turkish Hotel Management and Tourism to modern and innovative level that will bring it to the top in World tourism.

## Retaj hotel

### Mission

To celebrate and regenerate the Arabic traditional hospitality and service delivery, and to be recognized as the number one employer and a leading hospitality management group.



### Vision

The Retaj hospitality aims to position itself as a leading hospitality specialist management company, driven by the desire to provide its customers with innovative concepts of service, through consistently delivering superior quality products and exceptional Arabic traditional customer service, whilst maximizing financial return to its stakeholders.

## Grupo iberostar

### Mission

To provide our clients with an unforgettable experience in the best holiday destinations, offering excellent service by a highly qualified team.



### Vision

To be the most outstanding leisure hotel group, developing a sustainable and profitable business model to inspire confidence in our customers, staff and business partners.

### Values

**Quality and excellence:** In our products and services to be a reference in the holiday vacation market. Our goal is for our products and services to be a reference...

**Vocation of service:** The client is our reason for being and the destination focus of our efforts. .

**Close to the employee:** Employee satisfaction, Employee growth, Employee-oriented Within the atmosphere of a family company, we are working so that each employee can develop their talents and find their niche in the company.

**Constant Innovation:** Reinvestment of the profits to modernize and improve our products and services.

**Responsibility:** Integrity and ethical behaviour in our business practices.

**Commitment with to the environment:** Respect and promotion of the local culture, the social surroundings and the environment.

## Spekeresort

### Our mission and vision

For luxury accommodation in Uganda, come to Speke Resort & Conference Centre. It is a 5 star hotel in Uganda conveniently located 12 km from the capital Kampala.



The hotel offers you the ultimate in luxury accommodation in Kampala and has leisure facilities together with the finest conference and business meeting location in East Africa; all situated in an idyllic setting in Munyonyo on the shores of Lake Victoria. Speke Resort Munyonyo was built in 2001 and accommodated the visiting Presidents and Prime Ministers at the 2007 Commonwealth Conference (CHOGM). We offer the best conferencing facilities for national and international clientele, providing a professional but friendly ambiance that spells "Pleasure and Comfort" while still at work.

We offer you a choice of luxury accommodation to suit individuals, couples, families or groups on long or short stays. The Resort has 59 Presidential suites with a unique blend of traditional Ugandan décor and ultramodern furnishings, in addition to cottages, one bedroom and two bedroom apartments or studio rooms. The hotel has a total of 335 rooms.

Speke Resort & Conference Centre Munyonyo offers 10 state-of-the-art conference rooms including a 1,000-seat ballroom and 9 multi-functional meeting rooms that accommodate groups of 10-300 people.

Leisure facilities include, Uganda's only Olympic size swimming pool, an equestrian centre and a choice of fine bars and restaurants, all with different international menus.

## Warwick hotels

### Mission

There is a common purpose behind our endeavours; to create a tasteful and welcoming ambience where guests' needs are anticipated and expectations surpassed. We care for and cherish traditions and take pride in combining local characteristics with understated elegance and attentive service.



Each of our hotels has a unique story to tell - many retain the intimate ambience of a private residence. While they are all equipped with modern day comforts and amenities, our hotels are a product of a thoughtful restoration; a celebration of the heritage and roots from which we came. We invite you to embark on the Warwick Journey with us and discover the vibrant history behind each hotel.

Life is a Collection of Memories, let Warwick be part of it.

## Golden lounge hotel

### Mission

As a global hotel and exclusive hotels in the world, being the first choice for leading and qualified personnel in the sector, and so is our primary mission is to maximize the level of customer satisfaction the company.



### Vision

World of thousands to wrap the annual light and warmth of our hospitality, to ensure the sustainability of the international-level tourism concept, innovative, high quality and be successful, reliability and industry with respect principles of service quality and GOLDEN LOUNGE HOTEL creating a brand, and so is our vision to be the leader in our field.

## OETKERCOLLECTION

### Vision

The Oetker Collection is the most inspiring selection of masterpiece hotels in the world.

Each property is one-of-a-kind, reflecting the unique European heritage. In the next decade we foresee up to 15 individual places with soul, carefully nurtured by fine hoteliers who create a strong sense of belonging for our guests.



### Mission

We are fine hoteliers sharing the same values and goals. We consider ourselves as part of a distinctive network, contributing to the well-being of our partners to achieve our vision.

Our guests, local as well as international, are at the heart of all our actions. We constantly aim to exceed their expectations by delivering the highest level of products and services with great attention to details.

High-Touch is more important to us than High-Tech.

We only choose places that give flight to thoughts and set the spirit free - where warmth and harmony go without saying.

Our experience enables us to create exceptional concepts and distinctive interior design for rooms, restaurants and spas.

## Executiveplazahotel

### Our mission and vision

To BE the leader among the 3-star hotels maintaining international quality service standards delivered by dedicated, competent, and service-oriented team members and creating customer loyalty.

TO PROVIDE opportunities for career advancement, growth, and development for its team members; making them the best in hotel industry.

TO FOSTER an atmosphere of cooperation, trust, and concern between and among team members as one family by treating each other with care, courtesy, and respect.



## Hampton inn Langley

The Hilton Family of Hotels will manage our business through a lens of sustainability to benefit this generation and those that follow. Through action and innovation, we will lead our industry in products and programs that:

- Enhance the guest experience
- Engage our employees
- Improve operational efficiency
- Advance building design
- Strengthen our partnerships
- Serve our communities
- Protect our global environment
- Enrich our Family of Brands



## Rosen inn

### Rosen Hotels & Resorts Company Mission

Rosen Hotels & Resorts is patterned on the vision and principles of founder, president, and CEO, Harris Rosen—a total commitment to unwavering honesty and integrity, the security and wellbeing of associates, high quality hospitality products, exceptional guest services, unmatched value, the continuing improvement of the industry, and ongoing enhancement of the community.



# Jamaica Hotel & Tourist Association

## Mission Statement

To represent the interests of our members, foster their economic and professional growth while contributing to community development and the sustainability of Jamaica's tourism industry.



## Vision Statement

To become the most effective trade association in Jamaica providing superior service to the tourism industry.

## Aims & Objectives

- To promote cooperation amongst hotels and other bodies interested in the tourist industry and afford a means of exchange of information on all matters affecting the hotel and tourist industries of Jamaica.
- To promote fair and harmonious labour relations between members and their employees and to assist them in labour disputes.
- To establish and enforce a code of ethics to be followed in all business dealings between hotels in Jamaica, their patrons and other bodies interested in the travel and/or tourist industries.
- To represent, foster, develop, encourage and improve the tourist industry and to establish standards and make regulations which the Association may, from time to time, deem conducive to the better operation and expansion of the industry.
- To foster both foreign and local goodwill towards the hotel and tourist industries of Jamaica.
- To assist in promoting business for its members and particularly in developing every aspect of the tourist industry.
- To undertake such research, experiments, enquiries and work as shall be considered necessary to develop and improve the tourist industry.
- To adopt such means, including all types of publicity, promotion and advertisement of making known all aspects of the industry as well as the work of the Association.
- To promote legislation calculated to benefit, improve and expand the hotel and tourist industries of Jamaica.
- To settle the policy to be followed annually by members of the Association in respect of the recognition of tour operators, or any other suppliers of business to the members of the Association, the payment of commission and allowance of discounts and refund of deposits, as well as setting guidelines for bonus incentives and net rates.
- To confer, correspond, deal or enter into any arrangements with any Governments or authorities (supreme, municipal, local or otherwise) or any companies, firms, organizations or persons as may seem conducive to the attainment of the Association's objectives or any of them.

## Hotel grand

### Mission Statement

The mission of the Hotel Grand is to put hospitality services on the highest level in order to satisfy the demands and expectations of guests. Our aim is to make the Hotel Grand a place for encounters, business success, pleasant meetings and gala ceremonies.



### Vision Statement

The ideology of our vision is to continue to apply and set the highest standards of service quality and in that way justify and uphold the reputation that we have among the guests, partners, competitors and the wider community. We use and constantly introduce environmentally friendly technologies and processes in order to remain in balance with nature and also meet the needs of contemporary society. Tradition is a testament to our success but in the future we also want to embrace the changes that modern time brings and become more attractive in the market and more interesting to our guests and partners.

## hotel pakaritampu

### Mission Statement

Provide a comprehensive service quality hospitality, warmth to our guests and clients make excellence our letter.



### Vision Statement

The Hotel Pakaritampu to open its doors on June 21th, 2000, was created with the vision to achieve preference and customer satisfaction, exceeding expectations of good service

## Eko hotels

### Mission & Vision

We aspire to be the leading and preferred hotel in West Africa  
We are committed to exceeding guests' expectations  
We are dedicated to providing impeccable facilities and personalized services  
We are proud to deliver genuine care, comfort and warmth to all our guests  
We pursue growth and development through continuous learning  
We are constantly adapting to an ever-changing world  
Eko Hotels & Suites... Nesting International Standards with African Hospitality



## hotel hope

### Mission Statement

Hotel Hope is a nonprofit, interfaith Hotel providing women with children in need of housing, a safe and loving atmosphere and related supportive services



### Vision Statement

Hotel Hope will collaborate with local community services and resources to offer women as well as their children an opportunity to reach their full potential, in hope of creating an environment that will benefit the local neighborhood.

## Gloria hotels

### Mission Statement

To carry out our vision through our commitment to our core values. This means providing superior hospitality services, and always catering to the needs of our guests and associates. We provide an engaging, supportive and positive work environment for employees, and growth and development for all of our stakeholders.



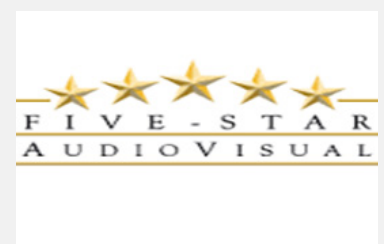
### Vision Statement

It's Gloria Hotels & Resorts' vision to create exceptional family-orientated hotels throughout the United Arab Emirates and in every GCC capital. We are renowned for clean and comfortable accommodation, catering to the needs of families and businesses alike.

## five-starav

### Mission Statement

Five-Star AudioVisual provides the highest level of service possible for our clients and their guests. We embrace the history, culture and character of every client and their community. We become a seamless partner and valued member of the team that will deliver extraordinary service at every turn.



### Vision Statement

Our ultimate objective is to be regarded as the benchmark for service excellence and client satisfaction. To also deliver elevated success and prosperity to our clients. We believe in providing highly personalized services that reflect the individual culture of our clients, and offer audiovisual solutions tailored to their specific needs and goals. We focus on long-term partnerships and 100% customer retention. Our premier customer service is made possible by hiring the most enthusiastic, flexible talent in the industry.

## Orchid hotels group

### Mission Statement

Orchid Hotels Limited is an indigenous hotel brand with international standards. It is conceived to provide an alternative experience to foreign brands that lack an authentic Nigerian touch. We seek to enrich our guest with an ambience that is rich in African tradition in an environment that is safe and secure at all times.

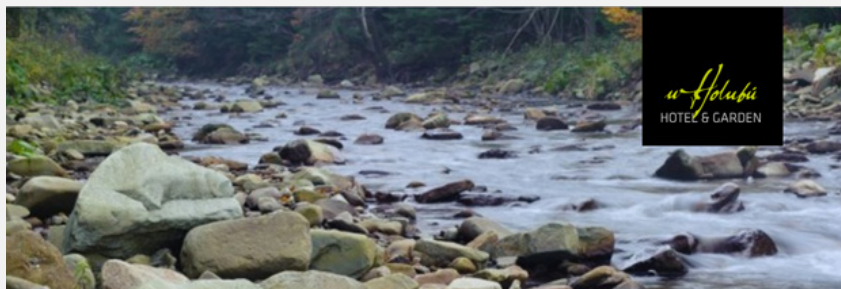
Orchid Hotels Limited currently operates two Hotels; one in Asaba, Delta State and the other in Lekki, Lagos State. We believe that any genuine hospitality is achieved when engaging service and attention to detail, elevating each stay into a cherished memory. We seek to satisfy each guest one at a time.



### Vision Statement

To develop a brand that is a preferred choice for costumers of all nations in the hospitality industry, whether it is business or pleasure.

## Hotel & Garden U Holubu



### Mission Statement

is to create a pleasant atmosphere in which our guests can relax, enjoy themselves and perhaps also spend one of the most important days in their lives – their wedding day.

We pride ourselves in offering each of our guests our full attention. We closely supervise all events taking place in our establishment. We will always strive to satisfy your requests and any special wishes you may have.

### Vision Statement

is to create family owned boutique hotel in harmony with nature for life balance.

## hmh hotel group

### Mission Statement

Our mission is to safeguard and sustainably grow the brand value of HMH in the region thereby creating a platform for the future. When developers consider our hotel management company for their asset, they know HMH will deliver.

Our objective is to fulfill our commercial objectives, while ensuring maximum quality and service to all our customers, owners, stakeholders and employees. We wish to give each one of you the perfect choice in hospitality for we understand your needs are different.



### Vision Statement

We are driven by the vision to maximize the value of every asset we operate. Our strategy is to focus on value over volume. By 2020 our aim is to capitalize on the massive opportunities in the region by capturing the maximum potential market share in the GCC, and specifically the UAE, for sustainable growth.

### Values Statement

As we continue to break new ground, we stay committed to our core values of Honesty, Integrity and Financial Transparency. Respect for local culture is integral to our business ethics. We understand the needs of our various travelers and their category requirements, and thereby provide them with international standards with local flavor across different categories. By concentrating on offering exceptional quality and consistent services, our objective is to create significant brand value appreciation that in turn will boost value of our assets.

## Spekegroup



### Mission Statement

Our collective mission is to meet the needs of all our guests, enhance customer satisfaction and to become the preferred choice of accommodation for the Corporate & Leisure traveller, by delivering first class customer service and exceeding our customers' expectations with our wide range of services and accommodation choices.

### Vision Statement

Our core values are driven by a desire to deliver exceptional and efficient accommodation experiences and always, at the best value, for people travelling for business, leisure or any other purpose.

## Hotels org my

### Mission Statement

As the official national network for the hotel industry of Malaysia, MAH will act as the voice of the industry, working as one body to promote, protect, represent and advance the interests of its members.



### Vision Statement

The credible voice in influencing the growth of the hotel industry.

## Grand Park Hotel

### Mission Statement

Defines the present state or purpose of an organization ( reason for being)

Answers three questions about why an organization exists ;  
WHAT it does.

WHO it does it for (primary customers).

HOW it does what it does.



### The Grand Park Hotel & Resorts Modified Mission Statement:

Times change, but our dedication in providing a unique experience for our unique guests never will. Within this experience, every guest is offered a warm welcome and is made to feel special, valued and appreciated. Turning moments into memories for our guests was, is and will always be one of our main concerns. Our passion for exceeding the expectations of our guests through our skilled, motivated and trained staff equipped with the tools and the mindset will help us in delivering on this promise. We aim to build an unrivalled depth of reliability, trust and connection with our guests , a connection we will steadfastly uphold, now and always. We remain committed to our core values by emphasizing high quality standards in our rooms, suites and food & beverage divisions. We provide a fair return on investment for our owners and shareholders. As we expand regionally, we focus on remaining a beacon of innovation, quality and hospitality by making a difference in the lives of the individuals we touch every day.

### Vision Statement

defines the optimal desired future state of what an organization wants to achieve in five, ten or more years. It communicates both the purpose and values of your business. It shapes the understanding of why you are working here and help employees understand their work every day which contributes towards accomplishing over the long term goals. It inspires you to give your best and is written succinctly in a manner that makes it easy for employees to repeat it at any given time. As the organization evolves it might feel tempted to change its vision. However, mission or vision statements explain the organization's foundation, so change should be kept to a minimum.

### Values Statement

Core Values are a company's ethical and moral compass and decision making foundation. They are the ideals and ethics that management holds dear. They drive decision making in that they are constantly referred to in the decision making process. That is, when in a tough spot, the answer needs, first and foremost, to be consistent with the company values. They are generally for both internal and external consumption.

They tell those in the company how things are done and those outside the company why they want to be associated with this company. Core values are best when they are few in number (between 5 and 10) but high in meaning and lived daily.

In preparing an overview of strategic planning processes, any business should take into consideration the six core elements essential to any successful strategic plan.

**The six core elements are as follows:**

Vision.

Mission.

Core Values.

Strategic Areas of Focus.

Strategic Goals.

Action Plans.

**The Grand Park Hotel & Resorts Vision Statement:**

Our vision is to be the premium host hotel chain in Palestine offering guests with business and leisure class accommodations, hospitality services and catering in contemporary-designed hotels and resorts that are ideally suited for our professional employees.

**The Grand park Hotel & Resorts Modified Vision Statement:**

Our vision is to be the first choice hotel for guests visiting Ramallah and the West Bank, offering satisfactory quality services for good value of money exceeding the expectations of the customers, delivered by a highly experienced and dedicated team.

## Altamontcourt hotel

### Mission Statement

We believe that the customer is the reason that we exist and we must go above and beyond their expectations to create positive experiences for them.

We believe that our success depends on the happiness, competence and motivation of our team.

Every decision we make must follow the highest ethical and moral standards.

Shareholder satisfaction is achieved when our guests are delighted with our products and services; our employees are happy and loyal; and the community and its various constituents respect us for our honesty, integrity and giving.

### Vision Statement

To be a competitive and customer focused hotel chain delivering added services to our customers



## Clarion hotel

### Mission Statement

- To offer service in same standards to all our customers and to take this to the top,
- To introduce ourselves to our Valued Customers by continuously renewing ourselves and to do this with reasonable prices,
- In the end, to become a Leading Business Establishment that realized the Unconditional Guest Satisfaction and Happiness.



### Vision Statement

- Unconditional customer satisfaction and happiness which we will create by preserving our continuity in quality.

### Values Statement

- Investing in people by adopting human values,
- To put forward a business ethic that is well founded with ethical values,
- And in the end to provide Unconditional Guest Satisfaction"based on continues quality understanding".

## Marcus hotels

### Mission Statement

- Serve People
- Create Memories
- Deliver Exceptional Experiences



### Vision Statement

To make a positive difference in the lives of the people and communities we serve, the owners and brands with whom we partner, and the associates we employ coast to coast.

## Fairmont hotel

### Mission Statement

Turning moments into memories for our guests  
We know that even the best locations and offerings would be meaningless without outstanding guest service.



Our skilled and motivated staff is equipped with the tools and the mindset to naturally deliver on this promise. Within a Fairmont experience, every guest is offered a warm welcome and is made to feel special, valued and appreciated.

## Best western premier

### Mission Statement

To provide superior international quality hotel accommodation, facilities and services that will delight our guests. We will do this through: our highly skilled, well exposed and motivated staff; our global network; innovative and locally executed experiences.



### Vision Statement

To be the largest and most reputable locally owned hotel chain in Ghana within ten years.

### Values Statement

- Excellence
- Customer-focus
- Discipline Integrity and fairness
- Teamwork
- Innovation and creativity
- Loyalty
- Consistency
- Respect
- Accountability

## Private palace hotel

### Creating contemporary hotel experiences through appreciation, enjoyment, community, cost-effectiveness and sustainability

As a hotel management company, our top priority is achieving the best operative performances and sustainable financial results.

Our mission is to offer our guests hotel experiences with the maximum level of hospitality and professionalism. In doing so, we recognise the social change and duties of our time. Our objective is not to force growth to compete with the giants of the hotel industry - because ultimately human contact cannot be standardised. Recognising your individual requirements and acting on these at all times is the cornerstone of our philosophy. We recognise current trends and pay attention to quality and details, which our guests appreciate. Together with honest hospitality, a high quality of service and our innovative ideas are values which need to be maintained. Individuality, non-chalance and awareness of trends are the components, on which we are building in order to make your stay as pleasant as possible.



### The only proof of skills is performance

The Private Palace Hotels & Resorts are a place of powerful calm, in which you can refuel and regenerate your energy. As well as our guests, our employees are at the heart of our corporate policy because they are the ones who perform. Even as you are welcomed at the reception, you can leave the hustle and bustle behind you and fall into their arms. Our employees will catch you and perform their duties with enthusiasm, fulfilling a high standard of service quality.

## Awareness makes the brand strong – and international

Through selective growth, we are achieving our aim of becoming an internationally popular hotel group. With heart and soul, we view each day anew, creating an inter-regional awareness of people, company and environment. The way to branding and market positioning is a constant process and can only be built upon by qualified employees, a top-class range of inviting products and services. The future growth of the company should be guaranteed by constant investments and innovations.

## Creating values without waste

Along the entire value added chain, we focus on coordinating all activities with one another optimally and avoiding any superfluous practices. By streamlining the design of our corporate processes, it is possible to cater to customer requirements and to intensify our relationship with our guests, as their utmost satisfaction is our aim. The well-being and security of our guests is at the heart of our actions and has prompted us to invest part of the cash flow in the maintenance and modernisation of our hotels.

# Crowne plaza

## Mission Statement

"To do everything we can to guarantee a 'wow' experience for every guest in the hotel so they would love our hotel and keep coming back."

## Vision Statement

"Great Hotels Guests Love"



## Our Values are Our 5 winning ways:

### Do the Right Thing

We always do what we believe is right and have the courage and conviction to put it into practice, even when it might be easier not to. We are honest and straightforward and see our decisions through.

We keep our promises and we don't let people down.

We seek out the facts and trust our judgment.

We take decisions even when they are difficult.



Do the right thing

### Show We Care

We want to be the company that understands people's needs better than anyone else in our industry. This means being sensitive to others, noticing the things that matter and taking responsibility for getting things right.

We treat people as individuals.

We look and listen for the little things that make a difference.

We use our experience to find new ways to deliver great service.



Show we care

### **Aim Higher**

We aim to be acknowledged leaders in our industry, so we have built a team of talented people who have a strong will to achieve. We strive for success and value individuals who are always looking for a better way to do things.

We put our hearts into learning new things.

We challenge ourselves and those around us.

We always look for ways to improve.



Aim Higher

### **Celebrate difference**

We believe that the knowledge of our people that really brings our brands to life. While other companies may want to impose a rigid, uniform view of the world, we do not. Our global strength comes from celebrating local differences whilst understanding that some things should be kept the same.

We welcome different perspectives and listen to everyone's ideas.

We are respectful of all cultures and look to learn from others.

We play an active role in the communities in which we operate.



Celebrate difference

### **Work better together**

When we work together we are stronger. We are at our best when we collaborate to form a powerful, winning team. We listen to each other and combine our expertise to create a strong, focused and trusted group of people.

We work hard to develop excellent working relationships.

We think about what we do and how it might affect others.

We trust and support each other.



Work better together

## **Dutch Design Hotel Artemis**

### **Mission Statement**

Dutch Design Hotel Artemis stands for luxury, art, design, modern style and comfort combined with a warm welcome and personal service.



We aim to offer our guests a unique experience in an inspiring and artistic way, with which originality, flexibility and creativity are leading characteristics. Combined with the spatial design of the hotel and an almost tangible play of light, this ensures a vibe that can only be found in Dutch Design Hotel Artemis.

### **Vision Statement**

With our self-willed team, we strive for offering a unique experience that continuously exceeds the expectations of our guests. By finding the balance between care, reliability and socially responsible entrepreneurship, we ensure profit and continuity.

## De L'Europe hotel

### Mission & Vision

Do you want to join a proud, professional and talented team? De L'Europe seeks talented employees with passion that further our mission of excellence in the hospitality industry when employment vacancies arise.



De L'Europe aims to be one of the best employers in its field by introducing successful and inspiring leadership and attracting highly qualified employees with skills and attitudes in line with the new vision. The De L'Europe ambition is to work as one professional team with one focus and driven by results to continuously exceed expectations in all areas of business.

## Imperial hotel

### Mission & Vision

is to greet every guest with a smile and give him a pleasant, relaxing and memorable stay which makes him want to come back. A satisfied guest is a prerequisite for the satisfaction of the owners and current employees at our company, but also for future generations who see Imperial d.d. as a way towards a secured existence and hope for life on the island.



### Vision Statement

is to be a recognizable and leading regional firm in tourism, catering and hotel management.

## Heritage Hotels

### Mission & Vision

To be T.H.E. Preferred Host offering You T.H.E. Most enriching experience.

### Vision Statement

In Our World - You are Someone Special



## Jet Park Hotel

### Mission Statement

We aim to operate an ethical business in the Hotel sector offering products and services that provide value for money, quality, exceptional service and consistency at Auckland Airport.

Our mission statement concentrates on the four key components that we consider essential: our customers, our owners, our staff and the community in which we operate.



## Jaypee hotel

### Mission Statement

To combine the warmth of traditional Indian hospitality, with modern systems and processes to create a truly contemporary, competitive and unique Indian hospitality brand To position Jaypee Hotels as the preferred choice in the corporate and leisure segments by understanding and meeting customer needs, expectations and aspirations To create and sustain competitive edge over the competition in products and services through continuous quality improvement To create a responsive and market oriented organization where everyone shares a common goal and values.

An organization where focus is on training, skill development and education thereby nurturing an enjoyable work environment which rewards achievements and creativity

### Values

We will demonstrate honesty, care and integrity in all our relationships

We will display professionalism, excellence and continually improve every aspect of our work

We will remain vigilant to, and actively embrace change

We remain committed to the growth and success of Jaypee Hotels, a division of Jaiprakash Associates Limited

We accept that customers define products and service quality

We respect individuals and accept that a creative, skilled, knowledgeable and motivated team is the key to long term success



## Hotelkens

### Mission

We are poised to blend the hospitality service delivery with quality and customer care. We are destined to give different experience to our regular diners, lodgers and event organizers. We look forward to go a long way to build everlasting relations with our valued clients.



## Vision

Our vision is to become a total hospitality service provider with comprehensive commitment to offer an innovative range of stay, dining, event hosting facilities to clients. We are destined to offer cost-competitive hospitality services which conform to the international hotel industry benchmarks and quality standards to exceed expectations of the customers.

## Ghbahia hotel

## Mission Statement

Provide our guests with Bocas del Toro hospitality, history and culture with excellence through individualized service by a highly motivated staff.



## Vision Statement

To represent the Bocas del Toro hospitality, preserving and promoting our cultural, social and environmental values and creating unique experiences that encourage guests to return.

## Values

**The core values that guide our actions as the group of people who form the Gran Hotel Bahia are:**

Commitment to meet and exceed all expectations of our guests and customers.

Respect to our guests, customers, shareholders, employees, suppliers and community members as a way to promote harmonious relationships with all.

Integrity in each of our actions, to face every situation with honesty and uprightness.

Innovation directed to provide modern facilities to make your stay more comfortable streamline communications and enhance the experience for all our users.

Responsibility to the bocatorenian people, environment, history, culture and idiosyncrasy to maintain sustainability of tourism in our region.

**Objectives**

To exceed our customers expectations in every situation.

To promote the well-being of our employees.

To contribute to the socio-economic progress of our region.

To preserve the environment.

To generate high levels of profitability

# Jetwing

## Mission

We are a family of people and companies committed to legendary and innovative service leading to high stakeholder satisfaction

## Vision

To be world class in everything we do.

## Values

### Passion –

We are passionate about what we do. Enthusiasm and devotion are a part of our DNA

### Humility –

We demonstrate humility by being open minded and having a healthy respect for others

### Integrity –

Integrity is a part of who we are. We value honesty and say and do the right things consistently

### Tenacity –

Always tenacious, we take big challenges and persist until we succeed



# Quantumhotels

## Mission

### For our Team

We are a company who provide a challenging and rewarding work environment where people are encouraged to reach their highest potentials.

### For our guests

We are committed to deliver an exceptional guest experience redefined by the warmth of Asian hospitality and highlighted by personalized service.

We bring accessibility, convenience, connectivity in harmony with relaxation, comfort and lifestyle making us the RESIDENCE OF CHOICE.

### For our investors

We have a proven track record of providing the best financial returns and increased property value to our investors, partners and owners. We have dedicated team offering personalized services and customized solutions for sound and worry-free investments making us the investment of choice. we have built investments based on trust.

## Vision

We are driven by our passion to serve and we will remain at the forefront of growth, success and leadership in our industry to be the COMPANY OF CHOICE.



## Values

We value professionalism, integrity, loyalty, teamwork, innovation and promote a balanced work-life for our people, making us an EMPLOYER OF CHOICE in our industry.

## Orchid hotel

### Mission

We commit to provide our corporate and leisure traveller a consistent warm & friendly guest experience & fond memories through our nurtured staff who experience joy and pride at work while adhering to our social responsibilities.

### Vision

We aspire to be the most preferred 5 - star 'Environmental sensitive' hotel brand, through innovative products and services, following best practices in industry to achieve sustainable growth.

### Values

Integrity  
Commitment  
Accountability  
Result oriented  
Teamwork  
Passion  
Excellence



## Hand picked hotels

### Mission

To become the UK's leading collection of 4 star country house hotels by creating a positive and memorable experience for each guest through service that focuses on individual needs in a unique and inspiring atmosphere.

*Hand*PICKED  
HOTELS

## Vision

"Hand Picked Hotels is a unique collection of architecturally stunning and exquisitely refurbished country house hotels, set in beautifully maintained grounds, offering the highest standards of cuisine and service, which will make each guest's stay a memorable one and Hand Picked the country house hotel collection of choice."

## Values

We also have four core Hand Picked Values that support our Vision. They are our guide for what is really important to us; the core principles that help us decide how we do business, build relationships both internally and externally and make decisions about the way we work.

## Sana hotel

### Mission

Within a globalised and competitive context, SANA Hotels creates proposals with added value, investing in the quality of its Products, customer service and Human Capital. In a quest for excellence in its business model and customer service, it invests in human capital, identifies peoples' skills and develops them, with a view to maximising results and individual and organisational well-being.



### Vision

To grow in a consolidated manner and be one of the main hotel chains at a domestic and international level.

### Values

**The values of the SANA Hotels chain reflect its attitude to customers and society:**

- Professionalism
- Innovation
- Ethics
- Renewal
- Social and Environmental Responsibility
- Sustained growth
- Excellence
- Valuing of Human Resources

## Wyndhamap

### Mission

Wyndham believes it's important for all employees to understand the roles they play in achieving our company's vision, mission and values. This is why our vision, mission and values are at the core of everything we do as a company.



## Vision

Of making holiday dreams come true is the key focus of our products and services, and it inspires innovation that drives our company to even greater heights.

## Values

Of Integrity, Leadership, Innovation and Growth act as guiding principles that lead us to achieve our mission of enriching people's lives through Count On Me! service, great destinations and memorable experiences.

## Premierhotels

### Mission

We are the preferred destination of choice offering professional, personalised, flexible hospitality and service to the discerning business and leisure market.



### Vision

Premier Hotels & Resorts. Recognised as unique in the industry for fulfilling their promise "Where guests become friends".

### Values

We are a professional, passionate, caring and empowering company that encourages innovation and engagement. We are a learning organisation committed to the retention and development of our people as an essential part of building strong, respectful and enduring guest relationships. Our staff are motivated, friendly and obsessive about enhancing the guest experience through meeting and exceeding expectations for quality service.

## Choice hotel

### Mission

Deliver a franchise success system of strong brands, exceptional services, vast consumer reach and size, scale and distribution that delivers guests, satisfies guests and reduces cost for hotels owners.



### Vision

To generate the highest return on investment of any hotel franchise.

## Waterfront hotels

### Mission

To provide equal opportunities and fair treatment to all employees for growth and advancement. To pursue relentlessly a means to capture and augment business with the highest level of integrity in the pursuit of profitability. To carry out company plans and programs with the highest degree of professionalism. To spearhead community based projects for the development of the tourism industry. To reach out to every customer with utmost passion, dedication and excellence



### Vision

To be the leader in the Tourism industry committed to provide the gracious Filipino hospitality towards total customer satisfaction.

## Scandic hotel

### Mission

We exist for as many people as we possibly can. No matter who they are, how they dress, where they're from or where they're going, we get out of bed in the morning to create a truly great hotel experience for everyone – from the moment they first think of us to the moment they check out and tell their friends about it. We believe a great hotel experience is so much more than just a nice room,



### Vision

We use our Nordic spirit, culture and way of doing things to be all that we can be as a hotel company. World-class is not about five stars, red carpets or network size, but about performing impeccably every single day both on stage and behind the scenes for our guests, customers, team members and owners. That's how we will make the coming years the proudest and most successful in Scandic's already very proud history, and become one of the most remarkable hotel companies in the world.

## Heihotel

### Mission

By owning and operating first class full service hotels and resorts, we provide comfort and hospitality for those away from home, while building meaningful relationships, embracing social responsibility, fostering growth in our associates and creating long term value in our real estate.



## Vision

We are a cohesive, socially responsible team creating a legacy as the leading private hospitality investment and operating company, recognized by our associates, guests and investors as continually setting a higher standard of excellence.

## Values

### Team Environment of Passion and Enthusiasm

- We respect the balance between family and work
- We recognize achievements; celebrate successes
- We provide the resources and tools essential for success
- We embrace the value of diversity

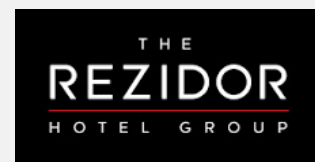
## Rezidor hotel group

## Mission

We provide unique "Yes I Can!" service

## Vision

The most passionate team of hoteliers  
The most innovative and responsible organisation  
The most dynamic hotel company in EMEA  
The preferred hotel company to invest in and to do business with



## Impiana hotel

## Mission

We are unswervingly committed in providing and delivering outstanding services and experiences to new and returning guests by exceeding their expectations of what we can offer, by recognizing and acknowledging our employees' contributions and involvement, by ensuring fair and reasonable returns to our shareholders, and by being responsible, conscientious, trustworthy, and dependable corporate citizens.

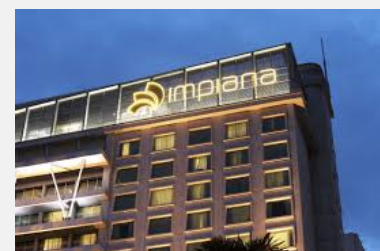
## Vision

We aspire to be acknowledged regionally and accepted globally as one of the most efficiently managed hospitality groups wherein our staff at both managerial and service levels consistently strive to deliver the highest of service standards at all times and under all circumstances

## Values

Among the standards, morals, ethics, ideals, and tenets of beliefs that we strive to encourage, uphold and sustain with our managerial and service staff, is for us to be relevantly creative but eco-minded, to build lasting rapport and relationships, to always be honest and professional, to extend compassion where required, and to be responsible for our own actions.

In addition, we strive to be approachable, are always truthful and sincere, to have dedicated passion for our work and duties, to co-exist as a team and to respect others irrespective of age, race and/or religion, to have courage to embrace change, and to deliver exceptional and exemplary service 24/7 to everyone and anyone who walks through our doors.



## Hilton Worldwide

### Mission

To be the most hospitable company in the world – by creating heartfelt experiences for Guests, meaningful opportunities for Team Members, high value for Owners and a positive impact in our Communities.



### Vision

To fill the earth with the light and warmth of hospitality –by delivering exceptional experiences – every hotel, every guest, every time.

## Omni hotels

### Mission

We are a luxury brand whose incredible family of associates puts the soul in hospitality every day. The needs of our guests, associates and owners are in the forefront of everything we do. Through authenticity and innovation, we create unique memorable experiences.



### Vision

Proudly opening doors to the true spirit of a destination.

## THE OBEROI GROUP

### Mission

#### Our Guests

We are committed to meeting and exceeding the expectations of our guests through our unremitting dedication to every aspect of service.



*The Oberoi Group*

#### Our People

We are committed to the growth, development and welfare of our people upon whom we rely to make this happen.

#### Our Distinctiveness

Together, we shall continue the Oberoi tradition of pioneering in the hospitality industry, striving for unsurpassed excellence in high-potential locations all the way from the Middle East to the Asia-Pacific.

#### Our Shareholders

As a result, we will create extraordinary value for our shareholders.

## Vision

We see an organisation which aims at leadership in the hospitality industry by understanding its guests; and designing and delivering products and services which enable it to exceed their expectations. We will always demonstrate care for our customers through anticipation of their needs, attention to detail, distinctive excellence, warmth and concern.

We see a lean and responsive organisation where decision making is encouraged at each level and which accepts change. An organisation that is committed and responsive to its guests and other stakeholders.

We see a multi-skilled workforce; which consists of team players who have pride of ownership in translating the organisation's vision into reality.

We see an organisation where people are nurtured through continuous learning and skill improvement; and are respected, heard and encouraged to do their best. The Oberoi Group is recognised as best practice for training and developing its people.

We see a diverse workforce which has been exposed to different cultures, problems and situations and can use its experiences to enrich the local employees whether in India or overseas.

We see the world dotted with hotels of The Oberoi Group, in strategic commercial and resort locations.

We see user-friendly technology enhancing value for our customers and helping our personnel by making information more accessible.

We see an organisation which is conscious of its role in the community, supporting social needs and ensuring employment from within the local community.

We see an organisation which is committed to the environment, using natural products and recycling items, thus ensuring proper use of the diminishing natural resources.

## Hoteloldquebec

### Mission

Provide exquisite comfort, modernity and historical warmth to our guests.

### Vision

Our main goal for the next few years is to acquire a better visibility. We wish to set the standard for a 3\* hotel in Old Quebec, thanks to our pristine reputation, our commitment to promote our beautiful city, our will to preserve its charm, and our environmental approach.



## Values

### **Our fundamental values are:**

Our passion for what we do

A welcoming and efficient customer service

Our will to share the beauty of our city and region with our guests.

Each one of our employees promotes these values, as we know this will contribute to making your stay in the heart of Old Quebec perfect.

## Marcopolohotels

## Mission

We are exceptional operators of contemporary 4 and 5 star hotels and create value in every encounter with our owners, guests and associates.



## Vision

Exceptional and personalized service, exceeding expectations, and inspiring a connection to our brand in the experiences we provide.

## Values

**At its core, the Marco Polo Hotels holds the following values and beliefs:**

### **Exceptional Service -**

We understand that the value can be created with every encounter and this is reflected in our superior standard of service.

### **Integrity -**

We are honest and straightforward in our interactions with our owners, guests, colleagues and the communities in which we operate.

### **Respect -**

We respect the objectives of our stakeholders, the values of our guests, and the cultural difference in the locations that we operate.

### **Teamwork and Passion -**

We bring our individual expertise, creativity and passion for our industry as a Marco Polo team member.

This sets us apart and is the essence of the Marco Polo Way.

**Continuous Improvement -** We are innovative and utilize best practices to continually improve our management techniques, and the quality of our products and services.

## Bluesunhotels

### Mission

To exceed guest expectations. To inspire and motivate employees. To achieve excellent financial results.

Guest who returns – employee who progresses – capital which grows



### Vision

To be recognizable by service and product quality standard; and to be consistent in promotion of excellence, novelties and future development.

### Values

The largest values of the Konzern are – PEOPLE!

Konzern supports its employees, educates them and learns from them.

Guided by the maxim that the guest is the king and center of our attention, Since Konzern, before anything, promotes hospitality and courtesy towards guests, by giving special attention to details and offering more than is expected.

Since Konzern, as the leading employer in destinations where Bluesun hotels are operating, supports local, but also regional development of business conduct areas by fostering innovation and by enlarging competitiveness not only on Croatian market, but beyond.

## nh-hotels

### Vision

One day, whenever anyone contemplates a trip to a city for an overnight stay or meeting, for business or pleasure, they will always ask themselves: "Is there an NH Hotel at my destination?" This clear and specific vision is the approach guiding the performance and commitment of the people who are part of the Group.



Our ambition is that NH becomes the consumers' choice, offering them memorable experiences by exceeding their expectations and making them feel special. At the same time our vision seeks to turn the Group into the best choice for investors who wish to grow with us, with a global and flexible proposition, with motivated teams who are proud of what they do, with efficient management tools and unique solutions. The Company wants to offer its investors the best management opportunities with a top tier operator in the urban and business segments.

### NEW CULTURE: OUR BELIEFS

Always committed to customer service, the Group's corporate culture has allowed it to differentiate itself within the sector since its establishment. Inspired by its vision, the new NH culture includes past and present in its five-year Strategic Plan, for which the beliefs that will guide the day-to-day activities of the new NH have been identified, fostering change and evolution from a management model to a leadership model.

**This new NH culture is reflected in the Company's eight beliefs:**

1. We are obsessed with delivering memorable experiences.
2. We are proud to serve
3. We strive to be the best, even if we are not the biggest
4. We are all responsible for our results
5. We care for our people. Our people care for our guests
6. We are active in the communities where we live
7. We are young minded
8. We enjoy what we do ...and we do all this with a smile!

## Mandarinoriental

### Mission

is to completely delight and satisfy our guests. We are committed to making a difference every day; continually getting better to keep us the best.

Our guiding principles underpin everything that we do on a daily basis, ensuring that we operate to the highest possible standards.



#### **Delighting our guests**

We will strive to understand our client and guest needs by listening to their requirements and responding in a competent, accurate and timely fashion. We will design and deliver our services and products to address their needs. In fact, we are committed to exceeding their expectations by surprising them with our ability to anticipate and fulfill their wishes.

#### **Working together as colleagues**

We will emphasize the sharing of responsibility, accountability and recognition through a climate of teamwork. By working together as colleagues and by treating each other with mutual respect and trust, we will all contribute to the Group's overall success more productively than if we worked alone.

#### **Promoting a climate of enthusiasm**

We are committed to everyone at Mandarin Oriental by providing a caring, motivating and rewarding environment. As an industry leader, we are committed to bringing out the best in our people through effective training and meaningful career and personal development, and by encouraging individuality and initiative.

#### **Being the best**

We will be an innovative leader in the hotel industry and will continually improve products and services. We will seek from our suppliers the highest quality products and services at the best value.

#### **Delivering shareholder value**

We are committed to being a growing company. Our success will result in investment returns which are consistently among the best in the hotel industry.

#### **Playing by the rules**

We will maintain integrity, fairness and honesty in both our internal and external relationships and will consistently live up to our commitments.

#### **Acting with responsibility**

We will actively participate in the improvement of the environment, just as we will be responsible members of our communities and industry organisations.

# Silverbirchhotels

## Mission

With the exceptional talents of our team we deliver extraordinary guest experiences. We operate hotels in Canada to the highest standards of our Brand partners in the full-service, focused-service and extended stay markets.

We create a high level of return for our investors by taking a long-term view of our real-estate.



## Values

Performance

"Do it well"

We work every day to become better at what we do.

We do this through clearly defined goals and training to help us get there.

Quality

"Exceed expectations"

We give our guests a superior experience by delivering service that goes beyond what they expect.

Integrity

"Do what you know is right"

We proudly stand behind all we do and say.

We are professionals who can be trusted.

Growth

"Move forward"

We make the company successful.

We will work towards growth of the business, and we will grow as individuals too.

Engagement

"Care"

We believe in being there for our guests and each other.

We care about what we do, go the extra mile and have fun.

# Mesa hotels and resorts

## Mission

Through the collections, offer our customers a selection of experiences from our wide choice and distinct products and services

We believe in providing excellence through great attention to details, making everyday a chance to inspire people through memorable experiences.

Through the collections and through our global expansion, Mesa Hotels & Resorts will offer our customers a variety of distinct signature experiences.

## Vision

Alluring and Indulging People In Signature Experiences

The logo for MESA Hotels and Resorts, featuring the word "MESA" in a large, bold, serif font, with "HOTELS AND RESORTS" in a smaller, sans-serif font below it.

LAZZONI  
HOTEL

