

Guest Relations

The Occasion Standard

Five steps for birthdays, anniversaries and honeymoons. One gesture planned by one person lands better than three departments each sending up a cake.

Who	When	You need
Guest relations, with restaurant, housekeeping, concierge	Any birthday, anniversary, honeymoon or milestone, booked or overheard	Booking notes, the occasion log, a gesture budget, blank cards

Measured by One owner named for each occasion · One gesture, agreed by 12:00 on the day · Every name and number checked twice

1 Spot it

Occasions arrive in booking notes, special requests and conversation at the desk or the table. Whoever hears one writes it in the occasion log within the hour, with the source and the guest's own words.

"Ms Novak, night 2: 30th birthday tomorrow, mentioned by her sister at check-in. Sister asks us to keep it quiet."

Common mistake Taking a birthday from the passport and celebrating it uninvited. Some guests travel to get away from the day.

2 Name one owner

Guest relations names one person who owns the occasion and decides the gesture. The restaurant, housekeeping and concierge send their ideas to that person by 11:00 and do nothing on their own.

"Novak birthday: owner Sara, Guest Relations. Restaurant and housekeeping, no separate gestures. Ideas to Sara by 11:00."

Common mistake Three departments each send a cake. The guest eats none of them and remembers the confusion.

3 Ask how public

Before planning, find out how public the guest wants it. Ask the partner or the person who booked, never the guest in front of others. A private occasion gets no singing and no candle in the restaurant.

"Mr Patel, would your wife enjoy a small surprise at dinner, or would you both rather we kept it quiet?"

Common mistake Singing at the table for a couple who wanted a quiet evening. You made their night about the rest of the room.

4 One gesture

Choose one gesture that fits the guest and deliver it at one set time: a handwritten card and a cake, flowers, or a framed photo from their stay. Check every name, date and number twice before it leaves.

"Happy anniversary, Mr and Mrs Okonkwo. Ten years, and we are glad you chose to spend this one with us."

Common mistake The wrong name or the wrong number of years on the cake. That is the detail the photo will keep for ever.

5 Record it

The same day, log the occasion, its date and what was given in the guest's profile, so the next stay does not repeat the same gesture and the hotel can send a short note on the date next year.

"Anniversary 18 May (10th in 2026). Gave card and rose cake. Prefer it quiet: no singing at the table."

Common mistake Letting it go at check-out. The guest comes back on their next anniversary and nobody knows why they chose the date.

Our Occasion Menu

Agree in advance what the hotel offers for each occasion, so the owner chooses in minutes, not in a hurry at 18:00. Fill it in for your hotel.

Birthday

The gesture _____

Who prepares it _____

Spending limit _____

When and where it is placed

Anniversary

The gesture _____

Who prepares it _____

Spending limit _____

When and where it is placed

Honeymoon

The gesture _____

Who prepares it _____

Spending limit _____

When and where it is placed

How to use this with your team

Fill it in with the restaurant and housekeeping heads at one meeting, then brief one block a day for three days. Each month the guest relations manager compares it with what guests actually received.

Part of the DolceVita Standards Library: free operating standards for every department of the hotel, at dolcevitahospitality.com/free-resources.