

Guest Relations

The VIP Amenity Standard

Five steps for choosing and placing a VIP welcome amenity that fits the guest. The same fruit bowl in every suite reads as a delivery, not a welcome.

Who	When	You need
Guest relations, with housekeeping and in-room dining	Every VIP arrival, chosen the day before and placed by 14:00	VIP list, guest profile, the amenity menu, cards and a pen
Measured by Amenity chosen from the profile · Dry items placed and checked by 14:00 · Card handwritten, every name checked		

1 Choose by guest

The day before, choose the amenity from what you know: purpose of the trip, diet, who travels with them, past stays. A family gets something for each child; a guest who is fasting gets dates for sunset.

"Mr Al-Mansoori, arriving in Ramadan: dates, water and fresh juice for iftar at 18:12. Nothing sweet before sunset."

Common mistake Defaulting to the standard VIP set because the list came late. The guest with diabetes gets a box of chocolates.

2 Check the diet

Check every item against allergies, diet and religion before ordering: nuts, gluten, alcohol, gelatine in sweets. If the profile is silent, choose fruit, water and one savoury item that suits most diets.

"VIP, Ms Chen: nut allergy on profile. Pastry: no almond, no praline. Macarons swapped for a berry tart."

Common mistake Checking the allergy, not the ingredients. Macarons are made with almond flour, and the card says nut-free.

3 Write the card

Write the welcome card by hand in dark ink, signed by the general manager or the guest relations manager. Three lines at most, one of them about this guest. Check title and spelling against the profile.

"Dear Mr Schneider, welcome back for the conference. Your quiet room is at the end of the corridor, as before."

Common mistake A printed card with a real signature. The guest can tell it is a form letter, and reads it as one.

4 Place it

By 14:00, put dry items on the desk or coffee table with plate, knife and napkin, card upright, in sight from the door. Anything fresh or chilled goes up within ten minutes of the guest reaching the room.

"Room 701: tray on coffee table 13:45, card upright. Juice and fruit go up when reception calls on check-in."

Common mistake Leaving cut fruit in the room at noon for an 8pm arrival. It is brown by the time the guest sees it.

5 Note what worked

At turndown, note what was eaten and what was left untouched, and write it in the profile. Next stay, repeat what was enjoyed and drop the rest. Clear the tray unless the guest is still using it.

"Ms Chen, 701: fruit eaten, tart untouched, asked for more mint tea. Next stay: fruit and mint tea, no pastry."

Common mistake Clearing the tray without looking. The most useful note about the guest goes back to the kitchen as waste.

Amenity by Guest, Not by Room Rate

The VIP level sets the budget; the guest decides what goes on the tray. Six common guests, what fits each one and what to leave out.

What you know	What fits	What to avoid
Business trip, arriving late	Savoury plate, still water, herbal tea	Sweets and a full fruit bowl at 11pm
Family with young children	A small gift and snack for each child, by name	Glass, nuts or small parts within reach
Fasting in Ramadan	Dates, water and juice set for sunset	A note inviting them to enjoy it now
Returning guest	What they enjoyed last time	A new set that ignores what they liked
Diet or health need noted	Fruit, nut-free snacks, sparkling water	Pastry or chocolate as the centrepiece
Here for a celebration	Leave it to the occasion owner	An amenity and a separate occasion cake

How to use this with your team

Brief one row a day to guest relations and the pastry team. Each morning the guest relations manager signs off every VIP amenity against this table before anything is ordered from the kitchen.

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