

## UNUSUAL SERVICES IN WORLD'S HOTELS

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Selling your hotel to the traveling public is a very complex process. Attention must be paid to every detail. If you can provide more of what a guest wants at a better price than the competition, word will get around and your occupancy rate will soar. Hotels have begun to figure out that the key to getting guests to return is giving them unique experiences they can't find anywhere else. What makes a hotel unique? What makes customers come there again and again? The answer is simple: the services it provides the guests. There are some of them.

The Ritz - Carlton Palm Beach offers "Family Pillow Fight" package which includes 30 silk pillows, two sets of boxing gloves and instructions of different pillow games. The Graycliff Hotel, Restaurant and Cigar company in the Bahamas offers a lesson on the history of tobacco and where to find the best leaves as well as how to roll, blend, sort and store cigars.

With the help of a sleep concierge in The Benjamin hotel in New York, guests can choose from among 13 pillows from water-filled to buckwheat.

Located in the epicenter of California's wine country, the Fairmont Sonoma Mission Inn & Spa is not only blessed with a natural thermal spring right on the premises but also has a dedicated wine concierge. The resident connoisseur will customize wine tours of the region and host exclusive multi-vintage wine flights.

The Anantara Golden Triangle Elephant Camp & Resort is another hotel offering services out of the ordinary – guests at the resort can practice yoga on an elephant..

The Six Senses Zighy is an incredible five star hotel with spectacular sea views and is located just 120 kilometers from the Dubai International Airport.

Among the ways to reach the hotel, in addition to taxis and rental cars, is an option that breaks all norms: paragliding. Guests will of course be accompanied by a certified professional along the way – talk about a rock star entrance!

It's no surprise that travels with children often focus on their needs and wants, because bored kids lead to something all parents want to avoid. Making sure that this doesn't happen is Assistant Head Concierge at the St. James Hotel in London.

**Conclusion** Everything that you can do to make your guests and employees happy will make your hotel a more desirable place to stay or work. Happy guests will want to write positive reviews and tell their friends about their experience. Happy employees will work harder to improve the hotel and also promote their hotel among their family, friends and acquaintances. While getting your hotel to be the best requires a huge commitment, the results will be well worth the effort.

### Literature:

1. <http://www.homedit.com/the-28-most-unusual-and-creative-hotels-in-the-world/>
2. <http://www.fodors.com/news/photos/worlds-most-unique-concierge-services>