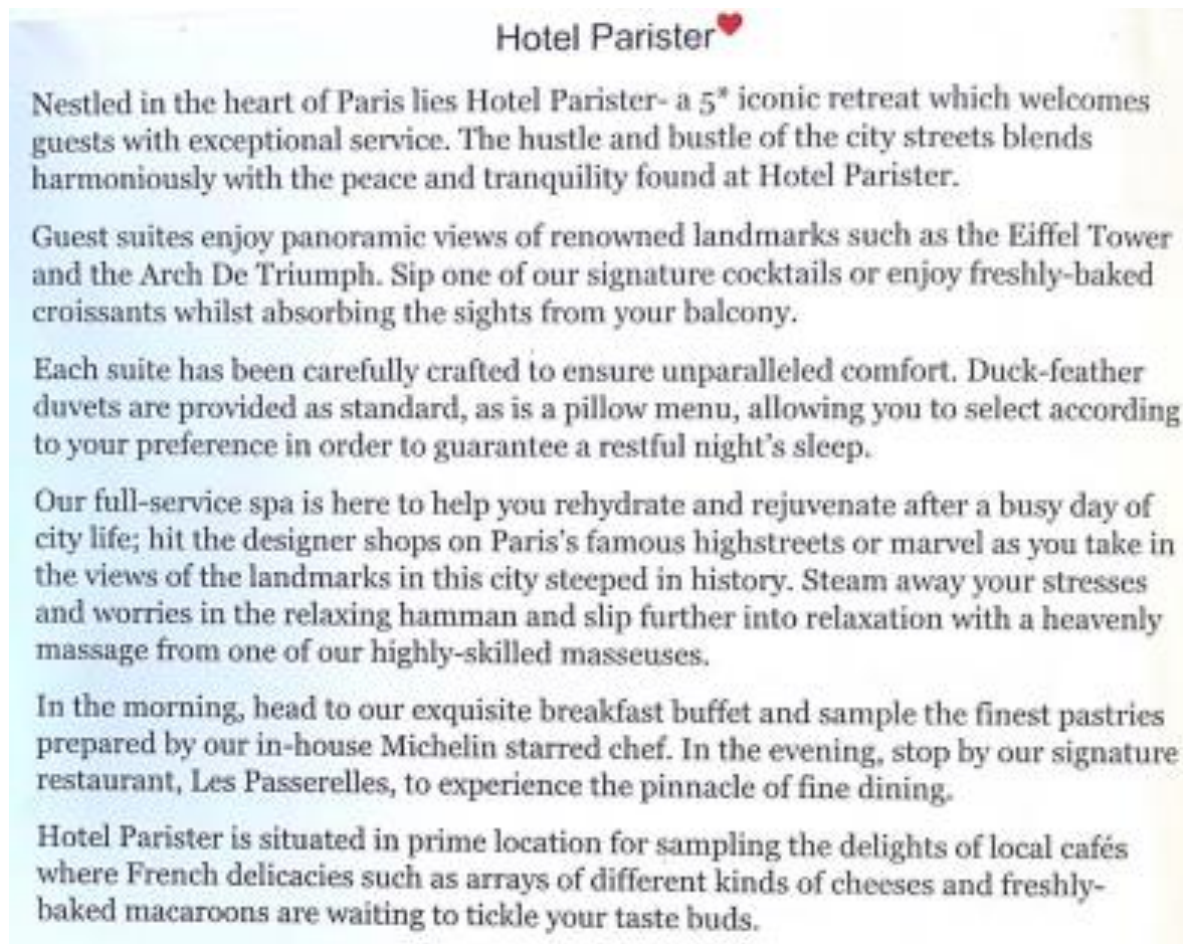


Key stage 2

Pupil A – Piece F: a brochure for a hotel, a review and the hotel's response to the review

Context: pupils studied marketing literature and online reviews and responses to reviews. Pupil A wrote brochure copy for an imaginary luxury hotel, a negative online review of that hotel and the manager's response.



Hotel Parister ❤️

Nestled in the heart of Paris lies Hotel Parister- a 5* iconic retreat which welcomes guests with exceptional service. The hustle and bustle of the city streets blends harmoniously with the peace and tranquility found at Hotel Parister.

Guest suites enjoy panoramic views of renowned landmarks such as the Eiffel Tower and the Arch De Triumph. Sip one of our signature cocktails or enjoy freshly-baked croissants whilst absorbing the sights from your balcony.

Each suite has been carefully crafted to ensure unparalleled comfort. Duck-feather duvets are provided as standard, as is a pillow menu, allowing you to select according to your preference in order to guarantee a restful night's sleep.

Our full-service spa is here to help you rehydrate and rejuvenate after a busy day of city life; hit the designer shops on Paris's famous highstreets or marvel as you take in the views of the landmarks in this city steeped in history. Steam away your stresses and worries in the relaxing hamman and slip further into relaxation with a heavenly massage from one of our highly-skilled masseuses.

In the morning, head to our exquisite breakfast buffet and sample the finest pastries prepared by our in-house Michelin starred chef. In the evening, stop by our signature restaurant, Les Passerelles, to experience the pinnacle of fine dining.

Hotel Parister is situated in prime location for sampling the delights of local cafés where French delicacies such as arrays of different kinds of cheeses and freshly-baked macaroons are waiting to tickle your taste buds.

PARIS DISASTER!!! 24/5/23 by KarenSmith123

This is the WORST place I have EVER visited! We arrived to check in at around 2pm and were handed glasses of champagne- I do not drink champagne! It was far too bubbly for my liking! A butler immediately took my luggage- what if I didn't want someone to take my luggage- what if I wanted to carry it myself?! I found this quite misogynistic as I am convinced he took mine before my husband's purely because I am a woman!

At the desk, the lady began to speak to us in French. 'Bonjour' she said. 'Bonjour?!?!' What does that even mean?!?! She could at least have had the decency to speak to me in my OWN language! I said, 'sorry?' and at that point she switched to English- but first impressions count and I wasn't impressed!

After checking in, we made our way to our suite. To be honest, I thought it was a bit too big- we had a sofa in the room and another sofa in the bathroom. Who puts a sofa in a bathroom?! The room could have easily been split into three separate rooms.

One thing I usually love about going on holiday is that by the end of it, you can't wait to get back to your own bed. I was disappointed to find that here, the bed was so comfy that I had no desire to go back to my own at all. Since returning, I have not slept properly due to my own mattress being nowhere near the standard found in your hotel. This is really disheartening.

We decided to order room service. No surprise that the menu was in French! I didn't see why I should be required to ask for an English version, so we decided to order at random. I went for the escargot with lemon and sea-salt. At the time, they tasted beautiful but since returning home I have conducted an online search which revealed the following...



Wikipedia

https://en.wikipedia.org/wiki/Snails_as_food

Snails as food

In American English, edible land snails are also called escargot, taken from the French word for 'snail,' and the production of snails for consumption is called ...

I have been violently ill ever since and I know it is related to the snails I unwillingly ingested.

There were swaths of other issues encountered during our stay: in the hamman I felt it was far too steamy- it would be much more enjoyable for guests if you were to install air conditioning; the pool was heated and I prefer the sensation of shivering in cold water; there were far too many pastries to select from at the breakfast buffet, making it impossible to choose; and finally the cheese selections at the local cafés were so delicious that I spent way over my holiday budget.

All in all, a total disaster and I demand a refund!

MANAGEMENT RESPONSE

Dear Mrs Smith,

May I first thank you for taking the time to review our hotel. Hotel Parister is the top-rated hotel in all of Paris and we take customer experience and satisfaction seriously. It is of our utmost importance that our valued guests feel they received a first-class service whilst staying with us so it was disheartening to see you felt our services equated to a 1 star review- the first 1 star review within a raft of 5 star reviews since we opened our doors to the public in the summer of 2018.

You raise several points within your complaint which I would like to take the opportunity to address directly. It is customary at Hotel Parister that our guests experience high levels of customer service from the moment they walk through their doors. All guests, regardless of their gender, are relieved of their luggage upon arrival by our attentive porters. We serve premium champagne, produced from Chardonnay grapes, hand-picked in local vineyards found right here in Paris. Had you asked for an alternative beverage, our on-hand customer service team would have been more than happy to assist you without hesitation.

French is the language spoken widely throughout France. We want our guests to experience authenticity and feel enveloped in Parisian culture whilst staying with us, and as a small part of that experience, all guests are greeted in French. Following this, our reception team adapt to speak the language of the guest. Our staff are fluent in over 50 languages, including English.

Our suites are spacious by design- the light, airy feel is well-liked by the vast majority of our guests. The sofa you mention in the bathroom is a chaise longue, adding style and glamour as well as somewhere to rest once our guests have slipped into their luxury gowns and slippers.

Formed from luxury foam, our mattresses are the centre-point of our suites, and we are proud that they provide guests with a peaceful nights' sleep during their stay. Had you contacted reception, we do stock firmer mattresses and these may have suited your needs.

In terms of our room service menu, I would like to highlight that within our suites, we provide menus in a range of languages, allowing guests from around the world to peruse the dishes on offer easily. The escargot you selected is a delicacy frequently served here in Paris. I am pleased to hear that it was delectable; our chefs are highly-skilled and many of their creations, including the escargot dish, are award-winning. I am sorry to read that several days later you became unwell, however I respectfully question the association of your illness to the snails you consumed which appears to be the conclusion you are making.

In reference to your further complaints, we find them to be unfounded as the elements being raised are fundamental parts of a luxury experience. It may be more to your liking if you were to try a hotel with a lower star rating to Hotel Parister if you wish to experience faulty hammans, cold pools and a more restricted breakfast offer.

On this occasion, we will not be able to issue a refund as your complaint does not meet the criteria documented within our terms and conditions.

Yours Sincerely,

Holly Jones

Hotel Manager