

WESTERN HOTELS, INC.

vSP SERVICE EDITION

FRONT!

Special Issue!



Introducing vSP Service

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FRONT!

FRONT! is published in Seattle, Wash., by Western Hotels, Inc., Executive Offices, Olympic Western Hotel, Seattle.

WESTERN HOTELS

These Western Hotels and their more than seven thousand employees will be participating in the VSP Service program.

HOTELS	EMPLOYEES
Bannock	133
Benjamin Franklin	250
Benson	327
Boise	119
Caravan Inn Division	203
Cascadian	72
Cosmopolitan	428
Davenport	398
Finlen	62
Georgia	310
Hawaiian Village	650
Leopold	106
Marcus Whitman	71
Maurice	63
Mayfair	160
Multnomah	401
Northern	185
Oasis	72
Olympic	664
Owyhee	120
Rainbow	146
Roosevelt	101
Sir Francis Drake	403
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This special issue of FRONT! introduces VSP Service. Here we see the Very Special Person surrounded by some of the people who serve him. You will find more about VSP Service on every page of this issue.

FROM THE PRESIDENT



With this special issue of FRONT! we introduce you, the Western Hotels employee, to VSP Service, a new concept of hotel service that has been developed by Western Hotels, Inc.

At all Western Hotels, it has always been an ingrained matter of pride that we deliver the sort of quality service that gives the guest a little more than he expects. Quality service of this type forms the backbone of our business.

Now, with the introduction of VSP Service, we are placing additional emphasis on all aspects of our service: additional emphasis on the part of management and employees; and, perhaps most important, additional emphasis as far as the guest is concerned.

As you read through this special issue, you will see how VSP Service is really something Very Special . . . how it touches every phase of hotel operation . . . and I believe you will share our enthusiasm for the program.

We feel that VSP Service will be a significant contribution to the hotel business. But, as with virtually everything we do, this new program can only be as good as *you* make it. You are the one who contacts the guest, serves him. In the eyes of that guest, you become the symbol of the basic product we offer: service—VSP Service.

A handwritten signature in dark ink, appearing to read 'S. W. Thurston'. The signature is fluid and cursive, with a large initial 'S'.

S. W. THURSTON

INTRODUCING vSP SERVICE

VSP (Very Special Person) Service is the name given a program which spells out in specific terms the concepts which make up our broad statement of policy on guest service. VSP Service becomes the umbrella

that covers every phase of the Western Hotels, Inc., operation.

The plan, simply stated, consists not so much in new services as in a re-evaluation, a re-emphasis and expansion of regular services.

WHAT IS vSP SERVICE?

- It is a renewed emphasis on guest service in both the guest's and the employee's mind.
- It is the delivery of the many Western Hotel services, *plus* the calling of attention to these services so that the guest is fully aware of them.
- It is the establishment of a major point of difference between Western Hotels and the competition.
- It is the means, both in name and in fact, by which we provide a better hospitality product.



The Big PLUS

Thus, VSP Service becomes the big PLUS in the service offered by all Western Hotels. Courtesy takes on a VSP significance when it becomes

courtesy *plus* a genuine and friendly interest in the guest's needs. Our high standard of personal attention takes on VSP importance when it becomes

personal attention *plus* the attitude and actions that make every contact with the guest a pleasant experience.

You will find on the following pages some of the specifics of the VSP Service program. It is a program that touches every element in the operation of each hotel. It is a program that will be supported by an extensive advertising campaign both inside and outside the hotels.



**vSP
SERVICE**

On the back page of this special edition of FRONT! you will see reproduced one of the ads which will introduce VSP Service to the public. A whole series of these ads is being prepared, devoted to all of the ways that VSP Service adds to the comfort, the pleasure, and the convenience of staying at a Western Hotel.

These ads will appear in such famous national magazines as Saturday Evening Post, Newsweek, Sports Illus-

trated and Sunset. In addition, Western Hotels ads telling the VSP Service story will appear regularly in twenty-three newspapers throughout the Western states, as well as in eleven trade publications.

In essence, VSP Service means just what it says: each guest becomes a Very Special Person. The most precious thing we have is our personal identity, our individuality. VSP Serv-

ice is the means through which Western Hotels says to the guest: "To us you are not just a room number, a dollar sign. To us at Western Hotels you are a unique individual—a Very Special Person. We hope that your pleasure in being here equals our pleasure in having you."

Now, let's take a man who plans to stay at a Western Hotel and see just what happens to him when he becomes a Very Special Person.

VSP Service is the Full-Time Business of Every Hotel Employee



"VSP Service starts with a reservation . . ."

"From the moment the guest arrives . . ."



VSP Service starts with a reservation—and it never ends. From the moment of first contact on, the Very Special Person (who is every Western Hotels guest) must be constantly aware that his comfort and convenience are our primary concern. He must know that we feel he is always right—whatever his request—whatever his need.

VSP Service is *personal* service: The continuing reflection of our full-time role as a good host . . . *plus* the guest's pleasant knowledge of being well and personally cared for when we anticipate his needs.

It is Personal

In an age of cold and calculating automation, VSP Service means that Western Hotels maintain a hold in the era of the personal . . . personal interest, personal contact, personal consideration.



"He is important—to himself—and to you."

The smiling face, the pleasant voice of the reservations clerk tells the guest—"We're glad you chose a Western Hotel. We think *you'll* be glad, too." The mutual pleasure expressed in this first contact indicates the full meaning of VSP Service—the hallmark of the Western Hotel.

Such mutual pleasure repeats itself every time a guest contacts a Western Hotels employee, or is reached by the result of an employee's work.

From the moment the guest arrives at a Western Hotel, employees are at work adding a new dimension of meaning to the word "Welcome." The doorman, the parking attendant—each plays an important part in establishing the fact that the guest is truly a Very Special Person.

He is Important

Whether there is a sign at the front desk stating "Welcome to VSP Service" or not, this is the feeling that is projected as the guest enters a Western Hotel. He is important—to himself—and to you. Without this Very Special Person, we do not have a busi-

ness. We must make him aware, in a hundred subtle ways, that we know, respect and appreciate his importance.

One of the sweetest sounds in any language is the sound of a person's own name. He cannot hear it too often. When you address a guest by name, you establish clearly and irrefutably that you recognize his individuality—that you think of him as a person, not an abstraction. A Very Special Person

"Every employee is a full-time salesman."





"Nice to have you with us, Mr. VSP."

has the right to expect such individual treatment at a Western Hotel.

Selling VSP Service

There are a number of Western Hotels sales offices in various parts of the country. They do an effective job for the organization. But, in reality, they comprise a secondary sales force.

You are in the first line on the sales field. Every employee is a full-time salesman.

The pleasant competence with which you carry out every task is the thing the guest will remember. The efficient, smiling service of each hotel employee is, more than any other factor, the reason a guest returns again

and again to a Western Hotel... the reason he recommends Western to his friends. This sort of considerate service—VSP Service—is what he expects to find at all Western Hotels.

Here's How

Let's cite a single specific example of how VSP Service works and the effect it achieves:

Our guest has registered, the bellman has picked up his luggage and they are at the elevator. The bellman says, "Fifth floor for Mr. VSP, please." As the guest is leaving the elevator, or sometime during the ride, the operator turns, smiles and says, "Nice to have you with us, Mr. VSP. I hope you enjoy your stay."

Here is a guest who has been pleasantly recognized and treated as a special person by every employee he has met since arriving at the hotel. Here is a guest who has been effectively "sold" by each employee. Here is a

"A voice with a smile . . ."



"... it is the combination of extras that creates VSP Service."

guest who has had his individuality reaffirmed and who will remember the occasion warmly for days.

The Unseen Employee

An employee does not have to be seen to play a key role in VSP Service. A voice with a smile is as important as a face with a smile. Actually, the guest probably has more frequent contact with the telephone operator than with any other single hotel employee. The operator has only her voice with which to project the image of warmth—the pleasure of serving.

The guest's messages and his mail must receive the same special treatment that the guest himself receives. Everything that pertains to the guest must be handled in a manner that repeats again and again—"You, sir, are a Very Special Person."

More than any single, major thing, it is the combination of extras that creates VSP Service.

vSP Service Is Everywhere in a Western Hotel

What is the part you play in the VSP Service offered by Western Hotels? No matter what it is, it is the most important part. Because VSP Service is everywhere—and it only exists as a whole. If any part is missing—if any element is below par—the effectiveness of VSP Service as a whole is reduced.

VSP Service is the pleasant efficiency with which the bellman shows the guest to the room . . . the atmosphere of tasteful decor in the room itself . . . the neatness and cleanliness of everything in the room.

VSP Service is More

But there is more to it than that. VSP Service is the voice on the telephone that calls shortly after the guest has entered the room and says: "We're glad to have you with us, Mr. VSP. If there is anything you need, please



"VSP Service is many things."

let us know." And it is the voice that answers the telephone by saying: "VSP Room Service."

VSP Service is many things. It is the ease with which a guest can rent a car through the hotel using his Western Hotels credit card. It is the multitude of additional uses to which he

"... VSP Service is everywhere ..."





"The guest may not see them all, but every employee is a vital part of VSP Service."



"We're glad to have you with us, Mr. VSP."

can put his credit card. It is the correctness and speed with which he receives mail and telephone messages.

And More

And these, too, are but a part of the effective whole that delivers to the guest a feeling of complete well being—a feeling of being completely and personally cared for.

VSP Service is seen in the care with which a linen room attendant folds a sheet . . . in the thoroughness of a maid . . . in the pride in a job well done taken by the cleaner, the houseman and the vacuum man. VSP Service shows itself in the attention to detail taken by the wall washer; in the craftsmanship of the upholsterer; in the special care taken by the seamstress. The guest may not see them all,

but every employee is a vital part of VSP Service.

And More

There are many other ways that a guest is made aware of the VSP Service that surrounds him at a Western Hotel . . . because VSP Service means total service. And total service includes the television set and the radio . . . dry cleaning and laundry service . . . shoe rags conveniently located and sewing kit on emergency call . . . hot water bottle and ice bag . . . foam rubber pillows for guests allergic to feathers . . . bed boards for guests with back trouble . . . an electric iron or a typewriter . . . and a handy reservation card to arrange for a stay at another Western Hotel where the guest will once again find himself surrounded by VSP Service.

"VSP Service means total service."



vSP

Service is the Basic Thing We Offer the WH Guest



"VSP Service is the basic thing we offer . . ."

Every department, every area of a Western Hotel is involved in delivering VSP Service. This better hospitality product can lead to a new era of success, once it is established, once it is recognized, once the traveler knows where he will find it.

The entire food and beverage department in each hotel plays a vital part in producing VSP Service. The intimate nature of the service provided by this department coupled with the wide variance of taste makes this a particularly sensitive area.

Smile Adds Quality

Whether served in the guest's room, in the coffee shop or a specialty restaurant, a pleasant smile from the server adds to the quality of the food.

The spotlight is always on you, so it is important that you do not think of VSP Service in terms of specific actions. VSP Service is a matter of an overall attitude and it is carried out not just in the efficiency with which you serve food—but also in the neatness of your dress, the warmth of your speech and the knowing way in which



"The spotlight is always on you . . ."

you anticipate the guest's wishes.

Courtesy is contagious and it is a primary aspect of VSP Service. Real courtesy is a matter of personal consideration. That is what VSP Service is really all about . . . personal consideration for every guest by every employee.

Every Hand Important

Every hand has a part in VSP Service and the unseen hand is just as important as the seen. The hand that garnishes a plate to make the food

appear more appetizing adds the touch that tells the guest that "This has been prepared for a Very Special Person."

In every department of the hotel, each employee is primarily involved with being a good host or hostess. A good host anticipates all of the needs of his guests. A servant is one who



"Every hand has a part in VSP Service . . ."

must be asked to supply those needs. This is most particularly true in food and beverage.

"VSP Service is a matter of many people . . ."





"Courtesy is contagious . . ."

"... quality in ingredients and service is an unbeatable combination."



Put the Guest at Ease

VSP Service, as practiced at Western Hotels, is an unobtrusive thing that does not call attention to itself. Everything is done to make the guest feel comfortable, at ease, glad to be in a Western Hotel.

This theme is carried out in the bars, too, where quality in ingredients and service is an unbeatable combination.

VSP Service is a matter of many people—some of them seen, many more behind the scenes—all working together to produce the hospitality product that distinguishes Western Hotels. In the food and beverage area, the guest may see the maitre'd, the waiter or waitress and the barman. But playing roles of equal significance are the chefs, the cooks, the caterers, the bus boys, the dish washers.



"VSP Service . . . is an unobtrusive thing . . ."

vSP *Service Never Ends*



"... VSP Service never ends."

The end product of VSP Service is to create in the mind of the guest the complimentary impression that here is a Very Special Hotel.

VSP Service extends to every section of the hotel with each employee contributing to the effect. All of these people, too, reach the guest, whether he sees them or not; the manager, the assistant managers, maintenance men, custodians, parking attendants, head housekeeper, carpenters, the managers of the shops that rent space in the hotel.



"... a Very Special Person all the time . . ."

The Western Hotels' guest is a Very Special Person all the time . . . from the moment he starts thinking about making a reservation, through the time he checks out, until he is sitting back in his home office and receives his Western Hotels bill. And even then, VSP Service never ends.

What makes this guest a Very Special Person? You do, by your considerate treatment of him. When you treat him as a Very Special Person, he becomes, in truth a VSP . . . and he will return again and again to the place that recognizes him as such.

"VSP Service extends to every section of the hotel . . ."





ANNOUNCING
A NEW HIGH IN SERVICE,
A NEW KIND OF HOSPITALITY

vSP SERVICE

When a guest is heading our way and one good stay deserves another, remember this—now, only Western Hotels offer new vSp service with 23 better ways to make your referral feel like a “Very Special Person.” He will, with all our Special pampering. And he’ll think you’re a very Special hotel man for such good advice. (So will we.) Western Hotels are so perfectly located referrals will be easy and often.

Western Hotels

INCORPORATED

S. W. THURSTON, PRESIDENT

EXECUTIVE OFFICES, OLYMPIC HOTEL, SEATTLE

NATIONAL SALES OFFICE, 37 SOUTH WABASH AVE., CHICAGO

ALASKA

ANCHORAGE: Anchorage-Westward
(New addition open 1960)

CALIFORNIA

SAN FRANCISCO: St. Francis,
St. Francis Drake, Maurice
LOS ANGELES: Mayfair
SPRINGS: Oasis

IDAHO

BOISE: Cosmopolitan

BOISE: Myhee Motor Inn
BOISE: Myhee Motor Inn

OREGON

PORTLAND: Benson, Multnomah
UTAH

SALT LAKE CITY: Newhouse

WASHINGTON

SEATTLE: Olympic,
Benjamin Franklin, Roosevelt
SPOKANE: Davenport

TACOMA: Winthrop

BELLINGHAM: Leopold Hotel
and Motor Inn

WALLA WALLA:

Marcus Whitman

WYOMING: Natatchee

NATCHEE: Cascadian

WYOMING

WYOMING: Georgia

WYOMING: Swater (open 1960)

This one of a series of Western Hotels advertisements which will introduce VSP Service. This ad will appear in trade publications, and others in the series will appear in such national magazines as Saturday Evening Post, Newsweek, Sports Illustrated and Sunset. The VSP Service advertising includes regular ads in twenty-three Western newspapers and eleven major trade publications.