



QUALITY BRAND
"A TO Z LUXURY HOTEL"

The Quality Brand “A to Z Luxury Hotel” singles out hotels that promise and deliver authentic luxury. During an on-site assessment, a qualified LQ auditor verifies whether the operational processes enable the hotel to deliver a unique sense of luxury at every time and for every guest. Through an in-depth analysis of all day-to-day procedures, the auditor confirms that the highest standards of excellence are being met, and points out potential for further streamlining. The focus during the audit remains with the experience for the guests, both in terms of service quality and facilities.



The Quality Brand Qualifications:

- Adds value through evaluation of the hotel premises
- Sends a clear message towards hotel guests and the public
- Is based upon three decades of experience with environmental standards and regulations

True Luxury...

True luxury is exceptional by definition. Although many hotels aspire for luxury, only an exclusive circle of hotels manages to fulfil our dreams of luxury and opulence. Their secret? A passion for perfection in every single detail.

The Quality Brand “A to Z Luxury Hotel” singles out hotels that promise and deliver authentic luxury. During an on-site assessment, a qualified LQ evaluator verifies whether the operational processes enable the hotel to deliver a unique sense of luxury at every time and for every guest.

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After a successful assessment, the Quality Brand can be used to demonstrate excellence to all interested parties: investors, travel agencies, corporations, as well as individual travellers.

- Exclusive quality label for a selected circle of world-class hotels
- After a successful on-site assessment, you may use the Luxury Hotel label and certificate for marketing purposes
- The label and certificates are issued by LQ's
- Based on the internationally recognized Quality Management Standard ISO 9001

Assessment Criteria

In order to obtain the Quality Brand “A to Z Luxury Hotel”, hotels must meet a set of requirements, as specified in the Quality Brand standard.

A qualified LQ evaluator will analyze the environmental performance of the hotel, with a focus on the aspects listed below.

Please note that hotels do not need to fulfil all requirements – whether a hotel can be certified or not depends on a grading system.



Quality Management

- Documented operational processes
- Regular internal audits & improvement programs
- Quality policy, aligned with strategy, planning, vision and mission

Service Quality

- 24h Valet-Service, room service & reception
- Multilingual service
- Surveys & retention analysis
- Complaint management

Staff

- Required skills & qualifications defined
- Internal training
- Regular evaluation
- Defined responsibilities, aligned with operational processes

Amenities

- Business Center
- Sports & Fitness
- Wellness center
- Child-minding and laundry service
- Dedicated lounge area

Rooms

- Beyond 5 star standard
- State-of-the-art equipment
- High-speed internet access
- Documented maintenance schedules and procedures

Restaurants

- Demonstrable excellence in hygiene
- Demonstrable International recognition



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