

The hilton new york

Family



The Hilton New York The hospitality industry has been thriving in New York for a long time. One organization that has stood to offer quality services without losing its reputation in my locality is Hilton New York. The organization hosts a lot of local and international tourists and is a favourite place of residence for visiting presidents and other prominent persons visiting the United States of America. The Hotel's position as a centre for tourists makes it an interesting business to analyse. Hilton New York is situated in the 53rd Street, Sixth Avenue, New York City (Hilton New York 2011). The hotel is squarely located in the city and is only 17 miles away from John F. Kennedy. The organization is known to be the largest hotel in New York City. The organization is owned by Hilton Worldwide, which is a company owned by the Blackstone Group, and is only one of the hotels that Hilton Worldwide owns. The hotel is registered as a limited liability company and specialises in offering food, accommodation, travel and entertainment services. The hotel currently has 42 floors and 47 suites, each suite having a space of between 600 and 2000 square feet following a number of renovations that saw the reduction in the number of rooms. Hilton New York is known to offer a wide variety of services characteristic of major organizations in the hospitality industry. Apart from food and accommodation, the hotel offers exercise and fitness services, conference centres and swimming facilities City (Hilton New York 2011). Customers also have access to secure parking which they pay to use. It is also one of the few hotels that allow the entry of pets. Hilton New York markets itself in various ways. The company has a website that shows the facilities it has and the services that it offers. Customers can make reservations online which therefore means they can make bookings at their own convenience without <https://assignbuster.com/the-hilton-new-york/>

having to travel to the hotel. The business also advertises its services on television, radio and newspapers City (Hilton New York 2011). The company is also normally featured in magazines, its brochures always being distributed to customers once they get inside the facility. Hilton New York mainly targets the rich and as such focuses on providing the greatest pleasure to those who can afford to pay for exclusive services. The organization targets international business people, prominent personalities, and company heads. There are several hotels in New York which give Hilton New York a significant level of competition. Some of its main competitors include Four Seasons Hotel New York, Hotel Plaza Athenee, New York Palace, Ritz-Carlton New York, Battery Park, Ritz-Carlton New York, Central Park and the Trump International Hotel and Tower.

Part 2: I held an interview with Kerri Flynn, the Senior Catering Sales Manager of Hilton New York. Flynn studied at Johnson and Wales University and specialised in Sales and Meeting Management. She has worked for various organizations and has more than 10 years of experience in meeting management. Before being appointed to her current position, Flynn was Director of Event planning and Reservations at Baltimore Marriott Waterfront. She has worked in a similar capacity in other organizations before she joined Hilton New York. According to Flynn, the company employs a wide variety of professionals including caterers, drivers, business managers, human resource experts, and engineers. The salaries of the various employees depend on their positions, experience and education level.

Strengths The company has a good reputation and offers high quality services The company has a huge employee base who are well trained in their various fields to cater for the needs of the customers The organization has a huge financial base

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hotel has innovative and highly qualified leaders and managers The hotel is centrally located in New York City and can be easily reached by potential customers. Weaknesses The organization maintains an extremely expensive budget in a bid to offer quality services. This reduces its profit margin. Opportunities The company can easily expand its current offerings considering that it has a good reputation and current position as a market leader. Threats The number of competitors in the market has grown steadily over the years. The organization has risks losing more of its potential customers. Works Cited Hilton New York (2011) Hilton New York. Viewed 26th June, 2011 http://www1.hilton.com/en_US/hi/hotel/NYCNHHH-Hilton-New-York-New-York/index.do