

## Ramada Service Culture, Global Awareness Campaign Stress Positive Experience

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Ramada Worldwide leaders this week announced efforts to bolster the chain's position as a global brand through its first coordinated international advertising campaign and launch of a service culture that stresses a positive guest experience.

Attendees at the Ramada conference here learned that the new global marketing campaign will carry a consistent message to all countries for the first time in the brand's history. The campaign's slogan, 'You do your thing. Leave the rest to us,' will focus on the purpose of travel instead of the product.

Group President Keith Pierce told franchisees that the Ramada brand has evolved into a 'truly global chain with a consistent message and experience across the 34 countries where properties are located.'

'We are poised for growth both domestically and internationally, and the value proposition for Ramada owners is stronger than ever,' he said.

The campaign will be tied to a global service culture called 'i am,' which was introduced by Ramada international hotels several years ago to establish individual owner and employee accountability for guest service. Pierce said a reinvigorated 'i am' program will be reintroduced worldwide this year.

Mark Young, Ramada brand senior vice president, told franchisees that the 'i am' program is built on six service commitments that spell the Ramada name: Ready, Anticipating, Making a connection, Aware, Delightful, Appreciative.

The commitments aim to instill a sense of ownership and pride among Ramada employees at all levels, he said. 'This service culture helps to build pride, spirit and a great attitude in dealing with guests. It will bring all associates together through a solid approach to guest service. Every Ramada employee now will share a global commitment to creating caring experiences for every guest, every time.'

To ensure guests enjoy a positive experience at all Ramada hotels, Young told franchisees they soon would receive three new training handbooks that provide suggestions for implementing a preventive maintenance program, controlling food and beverage costs and creating an effective white-glove housekeeping program.

Ramada hotels are located in the United States, Canada, Costa Rica, Mexico, Czech Republic, Finland, France, Germany, Hungary, Ireland, Italy, Lithuania, Netherlands, Romania, Switzerland, United Kingdom, Egypt, Morocco, Bahrain, China, Hong Kong, India, Indonesia, Japan, Korea, Kuwait, Oman, Qatar, Saudi Arabia, Thailand, Turkey, United Arab Emirates, New Caledonia and Australia.

All Ramada hotels are independently owned and operated under franchise agreements with Ramada Worldwide Inc. and Ramada International Inc., subsidiaries of Wyndham Worldwide Corporation (NYSE: WYN.)

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