

PRESS RELEASE

THE DORCHESTER REVEALS TRANSFORMATION TO GUEST EXPERIENCE WITH NEW BUTLER PROGRAMME



London, June 17, 2024 – The Dorchester unveils additional rooms and suites together with a new butler programme, further enhancing the guest experience and marking another milestone in the acclaimed hotel’s renovation.

Shaped by the energy and spirit of London, The Dorchester is the address where sophistication and inspiration thrive. The Dorchester guest is leading a global life, passionate about their interests and value the opportunity to connect with other people and to experience the spirit of the cities in which they stay. The hotel places the guest at the heart of everything and as such the butler programme is central to ensuring a sophisticated and memorable experience every time.

With its commitment to reinventing traditions for a new era, The Dorchester's interiors, re-envisioned by renowned interior design firm Pierre-Yves Rochon, seamlessly blend the 1930s glamour that runs so deep in its DNA with contemporary edge. The design draws inspiration from the hotel's prized position in Mayfair with Hyde Park on its doorstep, and the hotel's charming eccentricities are playfully reflected through a fresh elixir of colours to enhance the heritage of the property.

Designed to convey the sense of a luxurious private residence, The Dorchester's 241 elegant rooms and suites represents a decrease from the original 250 keys, which was to account for more spacious accommodation. Guests can now choose from 19 elegant room types ranging from Superior, Deluxe and Executive Park View Rooms to Executive Junior Suites, signature Dorchester Suites, Hyde Park Suites and more.

Following Sean Davoren's appointment as director of butlers in 2023, he has used his extensive experience in the hospitality industry to create a bespoke butler programme, enhancing and modernising the guest experience across the hotel. A dedicated team of butlers, available to those in a Hyde Park Suite category and above, ensure that all requests are taken care of, creating a home away from home. The experience starts with an airport curb side or airside check-in for privacy, a dedicated number to call, text or WhatsApp between the hours of 7am – 11pm as well as a personalised itinerary coordinated directly and discretely with the guest. Guests can also expect their luggage to be packed and unpacked, clothes steamed and colour coordinated in their wardrobes, demonstrating the attention to detail that is synonymous with The Dorchester. Each member of the butler team undergo a comprehensive training programme for a minimum of three months before an additional month of shadowing and review by Sean. It is only after they have completed this that they are tasked with managing a suite on their own.

On the new butler programme, Sean says: "it is all about building confidence and allowing their personality to shine through without compromising on the level of service we provide. We are the first people to greet the guest and the last ones in their rooms checking everything is as it should be before they arrive, we are instrumental in ensuring the guest has a flawless stay."

In addition, the guest experience department make sure each stay at The Dorchester is bespoke, personalised and tailored to the individual. Most recently, the introduction of the Welnamis relaxation beds in the spa offers guests a binaural vibro-acoustic treatment designed to help relax and achieve a deep meditative state, ideal after travel. Similar to meditation, the Welnamis experience encourages anti-inflammatory responses, helps to reduce stress-related symptoms, and regulate sleep patterns – all of which are essential in aiding with mental wellbeing. Further to this, the Concierge team provide, plan and execute full itineraries and facilitate

complex requests with ease as a result of their many years of combined experience, recognised with a prestigious set of 'golden keys' from The Society of The Golden Keys of Great Britain.

The new guest experience will incorporate creative elements for young travellers and families, personalised experiences to celebrate milestones, bespoke housekeeping amenities and thoughtful departing gifts. The purpose of the enhanced experiences is to continue to showcase The Dorchester as the industry lead for guest experience and service, a quality echoed across all hotels within Dorchester Collection.

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NOTES TO THE EDITORS

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THE DORCHESTER

Standing tall in Mayfair, The Dorchester is a magnificent London landmark and a destination in itself. Here – within London's vibrant spirit – the worldly and the curious feel at home.

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DORCHESTER COLLECTION

Dorchester Collection is a portfolio of the world's foremost luxury hotels and residences. The unique properties are all legendary, with rich heritages and worldwide reputations as places offering the most sought-after experiences of good living, charm, elegance, and unparalleled standards of service.

The current portfolio includes the following hotels:

**THE DORCHESTER LONDON, 45 PARK LANE LONDON, COWORTH PARK ASCOT
LE MEURICE PARIS, HÔTEL PLAZA ATHÉNÉE PARIS, HOTEL PRINCIPE DI SAVOIA MILAN, HOTEL EDEN ROME
THE LANA DUBAI, THE BEVERLY HILLS HOTEL BEVERLY HILLS, HOTEL BEL-AIR LOS ANGELES,
TOKYO (opening 2028)**

Luxury residences include:

LONDON

In partnership with Clivedale: **MAYFAIR PARK RESIDENCES**

DUBAI

In partnership with OMNIYAT: **ONE AT PALM JUMEIRAH, THE LANA RESIDENCES,
AVA AT PALM JUMEIRAH, ORLA, ORLA INFINITY, VELA, VELA VIENTO**

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