

## Dorchester Collection Profile

Luxury hotel group Dorchester Collection was founded in 2006 to manage a portfolio of some of the world's foremost luxury hotels in Europe and the US, each of which reflects the distinctive culture of its destination. Dorchester Collection hotels are icons in their own right, with rich heritage and worldwide reputations as places offering the best and most sought-after experiences of good living, charm, elegance and unparalleled standard of service. The hotels celebrate their own original character enriched by contemporary styling and state-of-the-art facilities.

Steeped in cultural history, each hotel is synonymous with defining historical moments and have hosted numerous royal families, celebrities and world leaders over the years. They each have their own story to tell, highlighting the group's stylish heritage, with fascinating historical anecdotes.

The Beverly Hills Hotel was built two years before the city of Beverly Hills was founded; Hôtel Plaza Athénée, the Haute Couture address of Paris, was the reason behind Christian Dior's choice to open his boutique just opposite the hotel on avenue Montaigne in 1946; and Salvador Dalí would stay at Le Meurice for months at a time, which led to the hotel's link to surrealism in its design. In addition, the Harlequin Suite at The Dorchester still features the original pink marble bathroom that was installed for Elizabeth Taylor, where she learned that she would star in one of her most famous films, Cleopatra.

With an ever increasing interest in the magic of the hotel world, Dorchester Collection properties allow guests to retrace the footsteps of famous artists by walking through lobbies, reclining by swimming pools, admiring views, and staying in suites that have long been associated with some of the most iconic film scenes and Hollywood legends.

By applying its unrivalled experience in owning and operating some of the world's great individual hotels, the company's vision is to become the ultimate hotel management company, with a

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 Beverly Hills Hotel, Beverly Hills | Hotel Bel Air, Los Angeles

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passion for excellence and innovation, honouring the individuality and heritage of its hotels. This is achieved through both acquiring and managing hotels on behalf of third party owners.

In 2006, Dorchester Collection consisted of five hotels: The Dorchester, The Beverly Hills Hotel, Le Meurice, Hôtel Plaza Athénée and Hotel Principe di Savoia. Since then, the company has added four more hotels to its portfolio with Hotel Bel-Air, Coworth Park, 45 Park Lane and Hotel Eden. One of Dorchester Collection's aims is to build on the brand loyalty that has been established since the portfolio was created, through a carefully selective expansion strategy focused on key gateway cities worldwide.

In 2015, Dorchester Collection was honoured by the UK Customer Experience Awards for developing the top customer strategy in the industry. 2015 also brought Dorchester Collection the Engagement & Loyalty Award for best Customer Engagement Programme in the world. It was recently honoured by Lloyds Bank National Business Awards, which named the company as the finalist in the customer focus category. Dorchester Collection's strategy for the best use of customer insight has also been recognised as a finalist by The Institute of Customer Service in the 2016 UK Customer Satisfaction Awards.

With Dorchester Collection's continuous investment in taking the luxury experience to new levels, major restorations have recently taken place in many of the hotels including The Beverly Hills Hotel, The Dorchester, Le Meurice, Hôtel Plaza Athénée and, most recently, Hotel Eden in Rome, which reopened in April 2017.

Leading the way in innovation, Dorchester Collection continues to strive towards creating new ways to develop guest satisfaction, through attention to detail and new initiatives that have earned it recognition within the luxury hospitality sector and beyond.

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