

## Press Release

January 2018

# Dorchester Collection Launches its Academy



**(London)** - Dorchester Collection announces plans to launch its first ever Dorchester Collection Academy on Thursday 22 February 2018, overseen by newly appointed Beth Aarons as global director.

Dorchester Collection Academy will work with both individuals and brands, using the iconic hotel group's renowned insight and expertise as a global leader in the ultra-luxury market. Through engaging programmes for a single client or group, the academy will focus on training its attendees to understand the essence of delivering the ultimate service experience to their customers.

After two years as area director of human resources for Dorchester Collection's UK properties, Beth Aarons has been appointed to this new role. She brings with her over 25 years in training, operational and HR experience, having worked across a number of five star hotels and leisure companies. On the appointment, Beth expressed: "I am thrilled to be part of

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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Dorchester Collection's new enterprise, delivering the group's renowned expertise and helping respected professionals and brands to develop their potential within the luxury market."

Commenting on this initiative, Christopher Cowdray, chief executive officer of Dorchester Collection, states: "Dorchester Collection hotels are icons in their own right, with a worldwide reputation for offering the best and most sought-after experiences and unparalleled standards of service. I am delighted to be able to share our knowledge of customer engagement as a luxury leader, supporting greater recognition and service personalisation."

With a wealth of expertise in the luxury market, speakers from Dorchester Collection will also offer their extensive insight, experience and knowledge through events, coaching, and experiential training.

Dorchester Collection Academy will provide state-of-the-art training facilities in Mayfair, stylish and customisable rooms and pre and post course access to on-going learning support.

For enquiries, please contact:

Beth Aarons  
Global director, Dorchester Collection Academy  
Tel: +44 (0)20 7319 7595  
Email: [beth.aarons@dorchestercollection.com](mailto:beth.aarons@dorchestercollection.com)

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For further media information, please contact:

Victoria Henson  
Group account director  
Peretti Communications  
Tel: +44 (0)20 7244 1930  
Email: [Victoria.h@peretti.com](mailto:Victoria.h@peretti.com)

Francesca Lindberg  
Account manager  
Peretti Communications  
Tel: +44 (0)20 7244 1939  
Email: [Francesca.l@peretti.com](mailto:Francesca.l@peretti.com)

## **Dorchester Collection**

Dorchester Collection is a portfolio of the world's foremost luxury hotels in Europe and the US, each of which reflects the distinctive culture of its destination. By applying its unrivalled experience and capability in owning and operating some of the greatest individual hotels, the company's mission is to develop an impeccable group of the finest landmark hotels through acquisition as well as management of wholly-owned and part-owned hotels, and to enter into management agreements.

The current portfolio includes the following hotels: **The Dorchester**, London; **45 Park Lane**, London; **Coworth Park**, Ascot, UK; **Le Meurice**, Paris; **Hôtel Plaza Athénée**, Paris; **Hotel Principe di Savoia**, Milan; **Hotel Eden**, Rome; **The Beverly Hills Hotel**, Beverly Hills; and **Hotel Bel-Air**, Los Angeles.  
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