

「ほほえみ」が生まれる場所

Achieving record profit, overcoming the corona crisis OMOTENASHI, by Prince Resorts Hawaii Inc.

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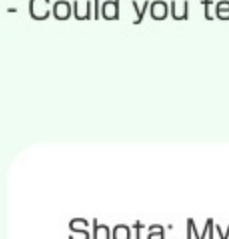
Seibu Holdings Inc. web-sm team is sharing activities by various Seibu Group companies, bringing smile; HOHOEMI, to our customers. This month, we would like to introduce our colleagues from Prince Resorts Hawaii Inc.



SEIBU PRINCE HOTELS WORLDWIDE
PRINCE RESORTS HAWAII INC.
PRINCE WAIKIKI
Hotel Assistant Manager
Shota Fujinaga

Profile

Born in Hawaii, joined Prince Resorts Hawaii Inc. in 2013.
Hotel Assistant Manager at Prince Waikiki



SEIBU PRINCE HOTELS WORLDWIDE
PRINCE RESORTS HAWAII INC.
Sales & Marketing (Asia Pacific)
Sales Manager
Mayu Chin

Profile

Started at room reservation div. in 2014.
Experienced secretary at Prince Waikiki Executive Office before current position.
Living in Hawaii for 14 years.

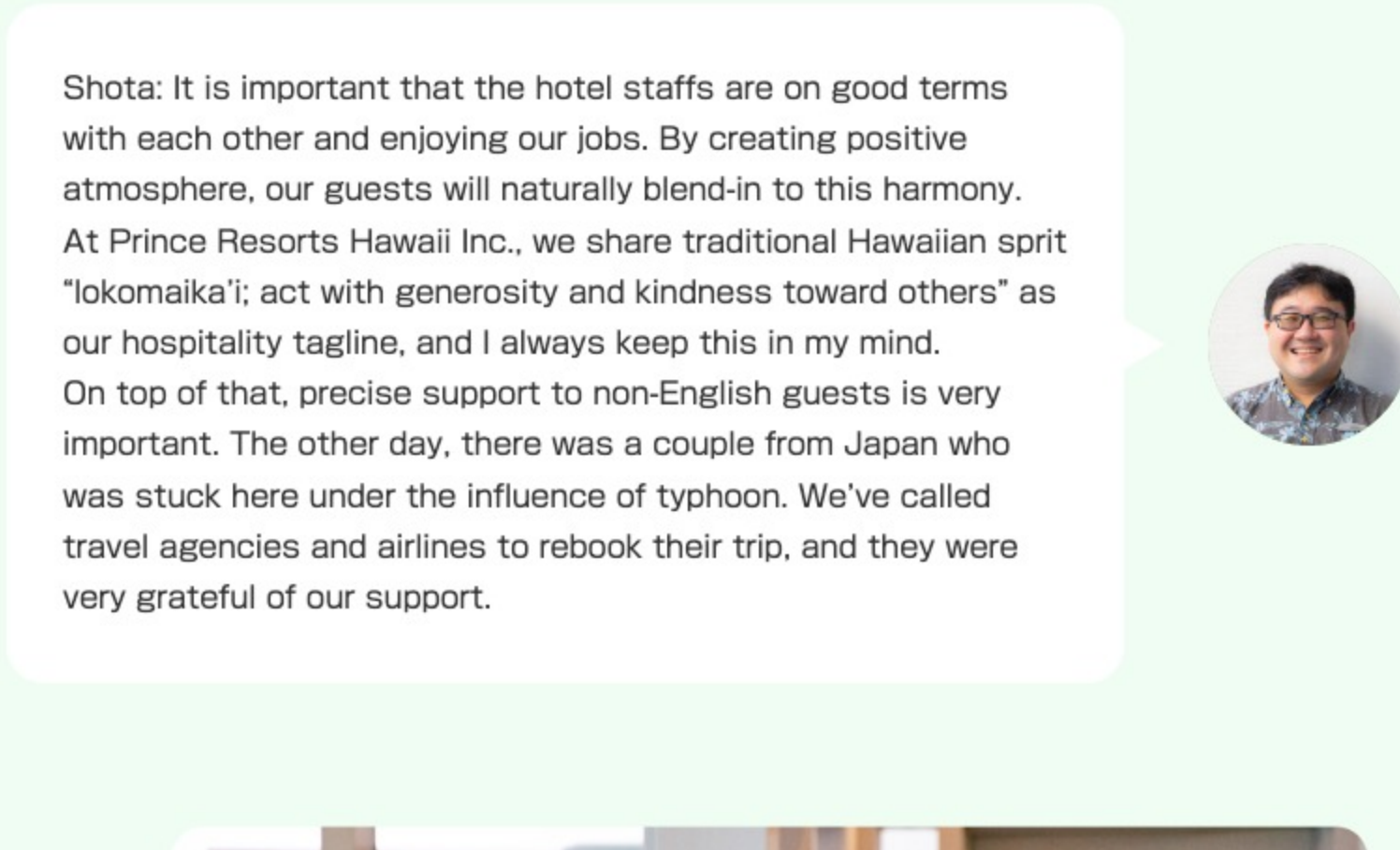
Our tagline is lokomaika'i

- Could you tell us about your current job?

Shota: My main assignment is front office work at the Prince Waikiki; front desk, operator, concierge, bell and valet parking. Tourism in Hawaii is recovering back to pre-COVID life, mainly by welcoming guests from mainland USA. We are selling approximately 140 - 150 rooms daily, guests from Japan are also coming back.



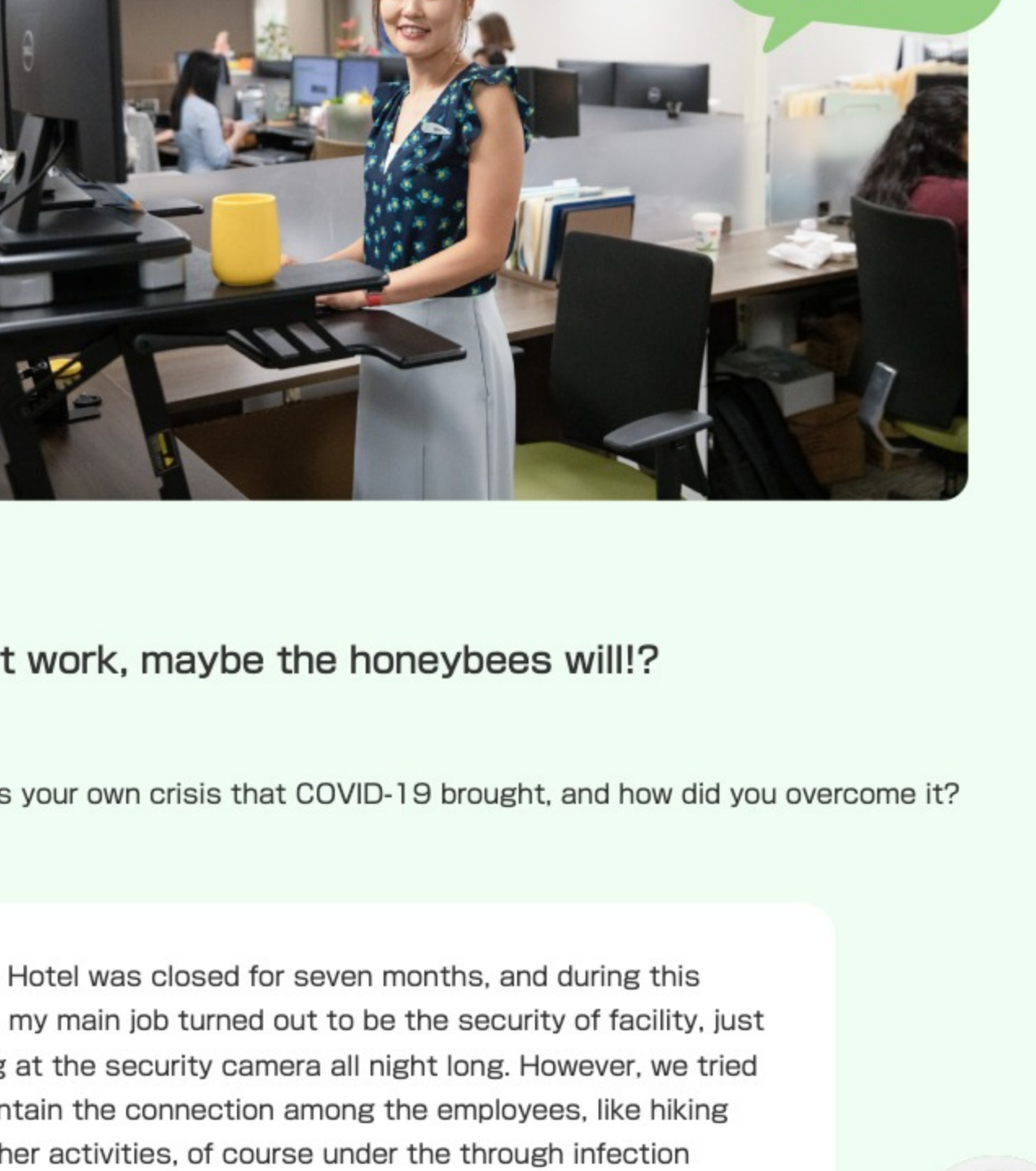
Mayu: My assignment is promotion of the three hotels of Prince Resorts Hawaii; Prince Waikiki, Mauna Kea Beach Hotel, The Westin Hapuna Beach Resort, to the potential guests or regular customers in Asia / pacific area. I communicate with travel agencies or directly to the customers through our official website, sending out attractive information and various campaigns.



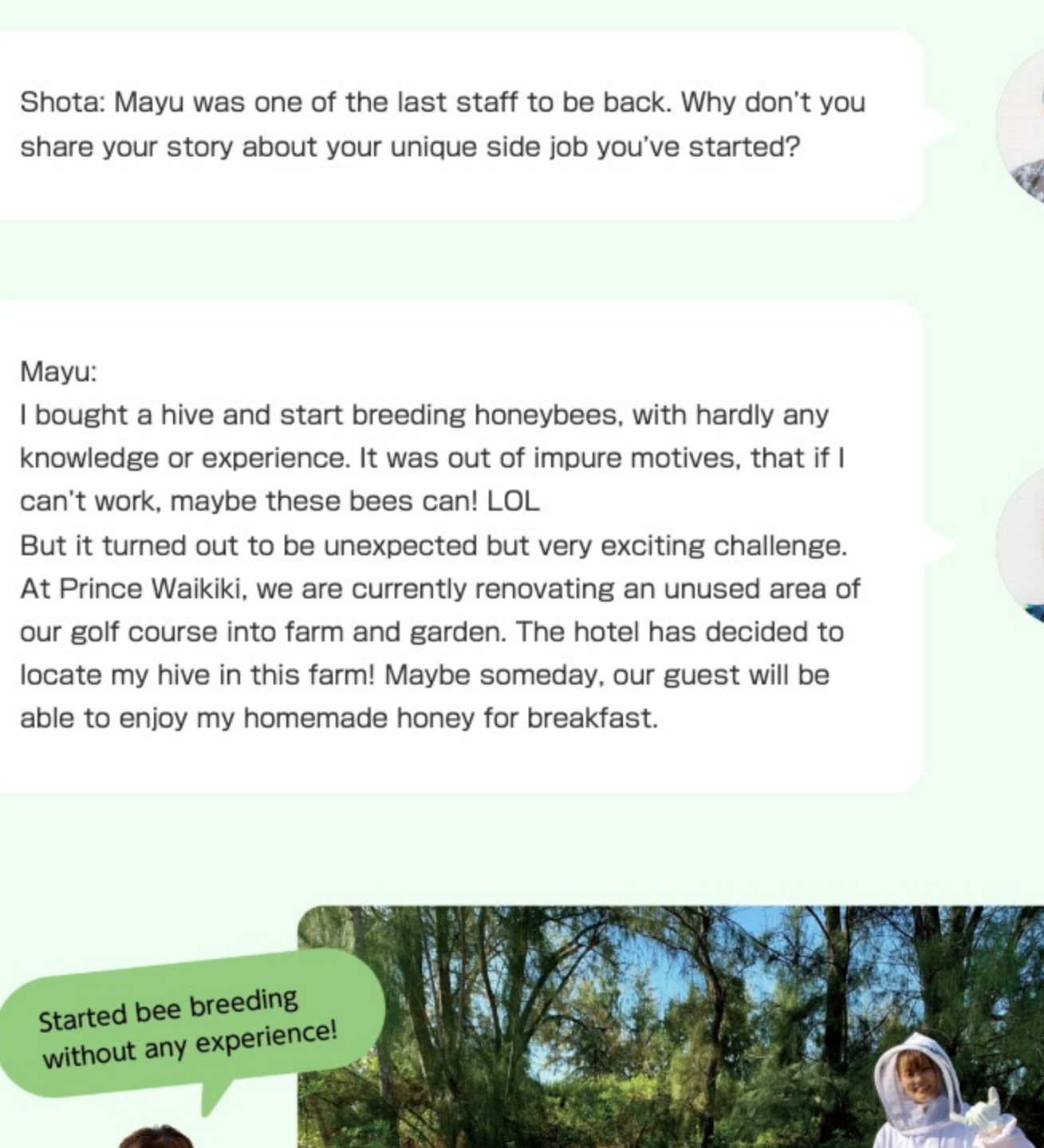
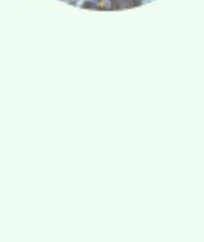
From above: Mauna Kea Beach Hotel, The Westin Hapuna Beach Resort, Prince Waikiki

- What is your personal motto of bringing smile; HOHOEMI?

Shota: It is important that the hotel staffs are on good terms with each other and enjoying our jobs. By creating positive atmosphere, our guests will naturally blend-in to this harmony. At Prince Resorts Hawaii Inc., we share traditional Hawaiian spirit "lokomaika'i"; act with generosity and kindness toward others" as our hospitality tagline, and I always keep this in my mind. On top of that, precise support to non-English guests is very important. The other day, there was a couple from Japan who was stuck here under the influence of typhoon. We've called travel agencies and airlines to rebook their trip, and they were very grateful of our support.



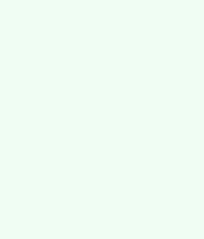
Mayu: My former boss used to tell me to "keep smiling!" I remember just faking a smile, not understanding what it really meant, but now, I keep a smile especially when I'm busy, realizing that this "smile" creates chain reaction of HOHOEMI, positive mind. This not only creates good momentum, but also make room in your heart and improve quality of your work. I got to be aware to keep my smile as natural as I can though, or else, it'll look stiff like Mona Lisa painting. (LOL) but dressing for success is important.



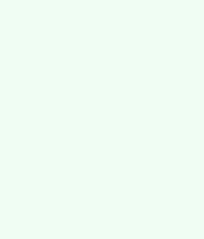
If I can't work, maybe the honeybees will!?

- What was your own crisis that COVID-19 brought, and how did you overcome it?

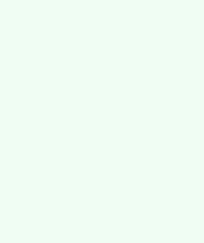
Shota: Hotel was closed for seven months, and during this period, my main job turned out to be the security of facility, just staring at the security camera all night long. However, we tried to maintain the connection among the employees, like hiking and other activities, of course under the through infection control. We spend valuable time together encouraging each other about what we can do when the hotel reopens. Our team strength definitely became stronger and tighter, also it was a good timing for each of us to think about our role and purpose of this job. Our hotel reopened in November 2020, under drastic infection control. The guests started recovering in earnest from May or June 2021.



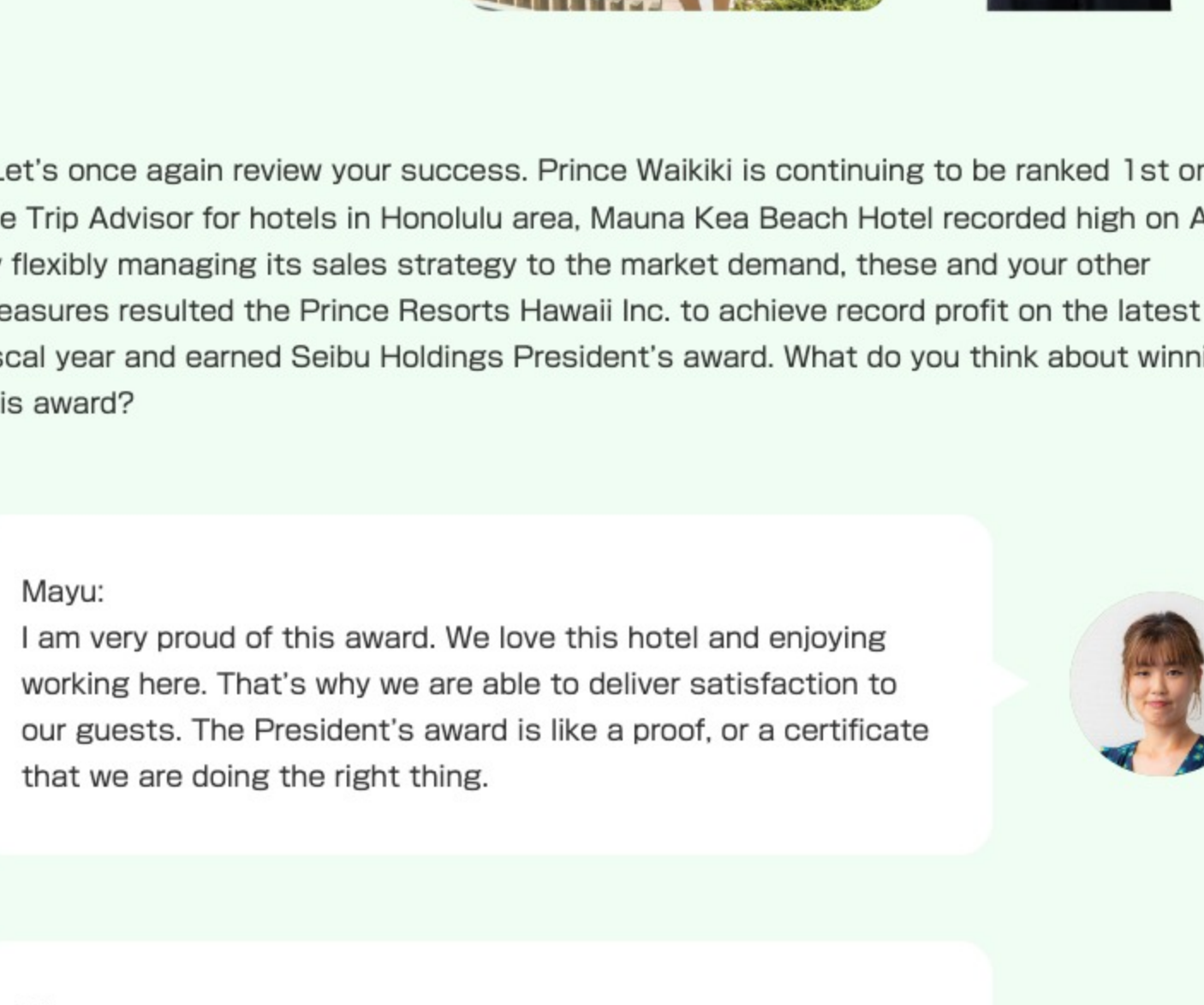
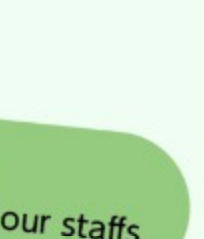
Mayu: I was very worried that if I am ever going back to work, under my 19 months of layoff period. When the hotel called me back, I was so happy to see all my colleagues, and so happy to be back here. Made me realize how much I loved this job.



Shota: Mayu was one of the last staff to be back. Why don't you share your story about your unique side job you've started?



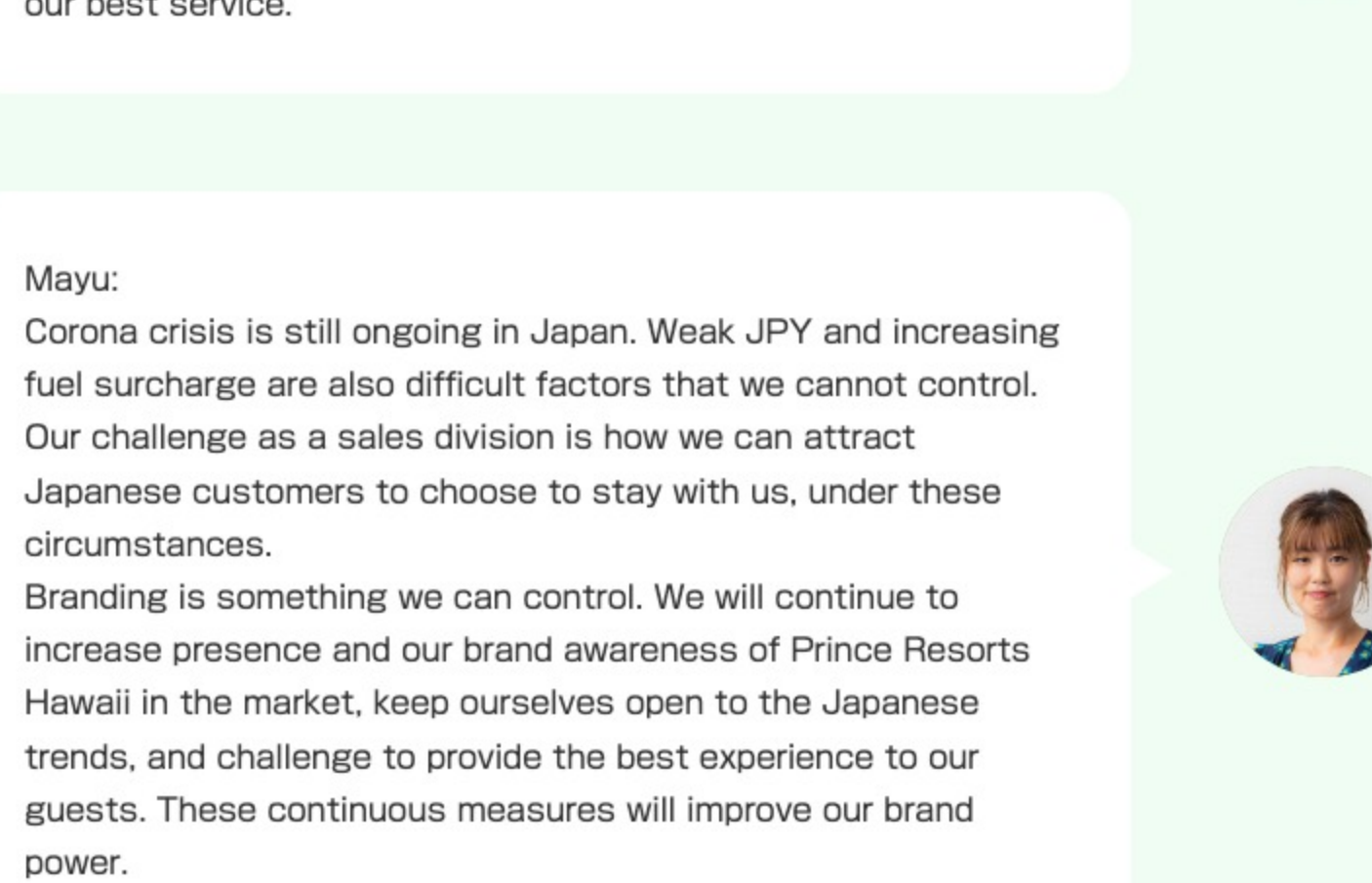
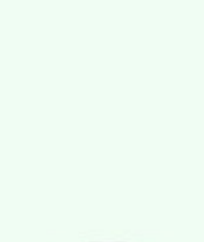
Mayu: I bought a hive and start breeding honeybees, with hardly any knowledge or experience. It was out of impure motives, that if I can't work, maybe these bees can! LOL. But it turned out to be unexpected but very exciting challenge. At Prince Waikiki, we are currently renovating an unused area of our golf course into farm and garden. The hotel has decided to locate my hive in this farm! Maybe someday, our guest will be able to enjoy my homemade honey for breakfast.



"Empowerment" was the key of motivation

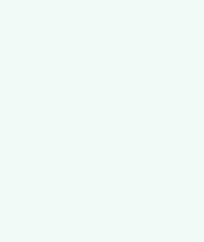
- The Prince Resorts Hawaii Inc. has recorded high in profits for the latest fiscal year. Your recent OCC is exceeding 90% regularly. Tell us about this successful performance.

Shota: From the business site point of view, one of the reasons of our success at Prince Waikiki is the "empowerment" that's motivating our teams and its staffs. Let me give an example. Let's say our staff found out that today was his or her guest's birthday. Our staffs are allowed to provide cake, or a glass of sparkling wine to this guest with his own decisions. Before, we were not allowed to serve anything without approval, not even a can of pop, but now, staffs are allowed to make their own decision to provide the best hospitality. This empowerment increased our staffs' motivation, improved our service quality, and the words spread among our potential customers and regular guests.

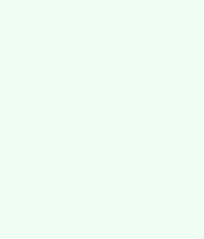


- Let's once again review your success. Prince Waikiki is continuing to be ranked 1st on the Trip Advisor for hotels in Honolulu area. Mauna Kea Beach Hotel recorded high on ADR by flexibly managing its sales strategy to the market demand, these and your other measures resulted the Prince Resorts Hawaii Inc. to achieve record profit on the latest fiscal year and earned Seibu Holdings President's award. What do you think about winning this award?

Mayu: I am very proud of this award. We love this hotel and enjoying working here. That's why we are able to deliver satisfaction to our guests. The President's award is like a proof, or a certificate that we are doing the right thing.



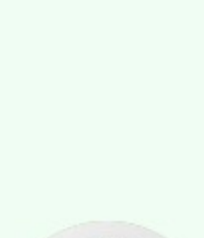
Shota: I know exactly what you mean. Our president Yamane-san, who's loved by everyone here, was very happy and very proud of us when he was first told about this award. His reaction made us realize that we've won this award together, as a team.



Improving our brand power

- Tell us about your next challenge.

Shota: As a front operation, we are facing this dilemma of how to improve our service quality, under high OCC. The more guests we have, more difficult it will be to respond to each request. But myself or my team will never give up on finding ways to deliver our best service.



Mayu: Corona crisis is still ongoing in Japan. Weak JPY and increasing fuel surcharge are also difficult factors that we cannot control. Our challenge as a sales division is how we can attract Japanese customers to choose to stay with us, under these circumstances. Branding is something we can control. We will continue to increase presence and our brand awareness of Prince Resorts Hawaii in the market, keep ourselves open to the Japanese trends, and challenge to provide the best experience to our guests. These continuous measures will improve our brand power.



- finally, can you give message to our fellow colleagues in Japan?

Shota: Hawaii tourism has overcome the corona crisis. Sooner or later, Japan will too. We are receiving so many positive energies from our guests here. As for you too, you will be experiencing this wonderful energy from your valuable customers, when the crisis is over. Customers gives us courage and happiness to our job. Together, let's challenge to keep the HOHOEMI for our customers, and ourselves!



Mayu: Working under the beautiful blue sky, I took this for granted, but it is very precious for me now. As a proud member of Prince Resorts Hawaii team, we will continue to work hard and enjoy our job, to generate more and more HOHOEMI of our customers. I believe this will contribute to the whole Seibu Group brand and financials.



5mile 0 記事シェア

コメント

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関連記事

- 2022/10/26 コロナ禍を乗り越えて最高の笑顔、フリスビーやハロウィンのイベントもなし
- 2022/08/31 お客さまの声
- 2022/06/17 プロボースのサプライズ演出・POPでの動画PR
- 2022/06/27 台湾と日本を結び、西武グループの能力あるコンテンツを発信