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The CEO Magazine
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Be Our Guest

Carlson Rezidor is responsible for some of the most prestigious properties in the Asia-Pacific, catering to the growing demand from this emerging region and market.

Images by Scott Ehler

“The people who clean the rooms or move the bags in and out of the hotels are the ones who are the touchpoints for guest experiences, and you’ve got to understand how important they are to making your business successful.”

-Peter Tudehope

In his dual position as General Manager of Radisson Blu Hotel in Sydney and Regional Manager for Carlson Rezidor Asia Pacific, Peter Tudehope has the hospitality sector ingrained within him. He is responsible for the management of Radisson Blu as well as overseeing Carlson Rezidor’s properties throughout the region. He has extensive experience within the industry, previously managing the Regent Hotel and the Four Seasons. Working at these locations gave him great insight into hotel management as he ascended the Carlson Rezidor ladder.

With just three properties in Australia, one in Fiji, and one in Tahiti, Carlson Rezidor’s presence in the region is limited. “We don’t have a big brand presence, and we’re operating in a very mature market,” Peter says. “We have some very dominating, competitive brands in this marketplace, so it’s very difficult for the brand to be able to find the opportunity to grow. Certainly, that’s the challenge we are finding, although there is a subtle change starting to occur both in Australia and in the Pacific. I do believe that the opportunities for growth in the future are very much there for Carlson as we move forward.”

As regional manager for Asia-Pacific, Peter travels regularly to ensure a high standard of quality

across the region. “I visit the two other Australian properties four or five times a year. I travel to Tahiti twice a year and Fiji three times a year. I have just taken on Japan as well, so that’s just a new place and new area of responsibility, and I’ll be going there three times a year as well. It’s quite a bit of travel to be able to keep the region and keep the Carlson Rezidor standards in place to make sure that hotels are performing not only to the needs that Carlson as a brand wants delivered, but also to the needs of what owners want from their properties as well.”

Carlson Rezidor recognises and celebrates the importance of its staff. “The people who clean the rooms or move the bags in and out of the hotels are the ones who are the touchpoints for guest experiences, and you’ve got to understand how important they are to making your business successful. The employee value proposition that we have is called ‘Make Your Mark’, and it falls into three categories: make it happen, make it yours, and make it together.

“That is built around three principles, one being agility: how easy it is to become part of it and understand what we are doing; how quickly you can make your mark and establish your career with us; and then doing it together is really the essence of what Carlson Rezidor is about, which is unique in hotel management, and

that is family. We are a family-owned management company, which is unique. The whole family concept goes right through the organisation, and that’s what attracts people to it in the first place, and that is what we believe is going to be the formula for success in breeding the next leaders in the industry?”

In his role, Peter is part of the senior leadership team for Asia-Pacific. “As part of that responsibility, I go to Singapore four times a year for senior leadership meetings. I am part of the senior leadership brains trust that formulates direction for the future, as well as part of the strategic thinking of how we are going to move forward as a company and as a management company throughout the region. I am also there to give them an understanding of how my region is performing, some of the challenges that we’re having, some of the successes we are having, and some of the staff movement we are able to achieve, as well as some of the procurements opportunities we might have.

“We have a lot of discussions around that, but we also talk about responsible business, including determining the role of each region to ensure our hotels are always practising responsible business activities, and taking those ideas from other regions and trying to implement them into >



your own region. It's a very collaborative approach. It's a very agile, flexible leadership team, and we understand where we are in the pecking order and how important it is that we're continually making headway."

Another area that Carlson Rezidor is acutely aware of is the importance of social media and its influence on clients' decision-making. "People will use sites like TripAdvisor to read about their hotel and take people's opinion into consideration. The whole way you deal with how you are presented in those sorts of social media areas is critical to your success, and, certainly in Carlson, we are very aware of that. We understand how important it is that we are in tune with making sure our hotels are very much focused on what customers are telling us and how we are reacting to the positive and sometimes not-so-positive feedback they're giving us?"

The Carlson Rezidor brand is synonymous with trust, professionalism, and longevity. "You know when you are doing business with Carlson that it's being done in a very ethical and proper way, and that's certainly been the message from the very top in our head office in Minneapolis. We are about long-term relationship deals, not getting a flag in the air today and then disappearing tomorrow."

"We want to be in long-term partnerships, and we believe that's very much a concept of family. When you become part of what we do, whether you want to go into business with us as a hotel owner or as a supplier, we want to become a long-term partner with you. The value we offer you is that you can trust us and we are going to be here for a long time."

Peter is hopeful for the company's future as emerging markets place greater demand on the hospitality industry and Carlson Rezidor

"People are starting to realise that this is a company that you want to deal with because you can trust the people who work here and they will honour what they tell you they are going to do."

- Peter Tudehope

expands its footprint in the Asia-Pacific region. "I believe the world is our oyster. We're a dynamic, agile company on the rise; we're making many great inroads into markets across Asia-Pacific. As an international brand, we're well respected. We're the ninth largest management company in the world with the number of hotel beds that we have under our management. We're able to meet the needs of the different marketplaces all over the world with the brands that we have available to us."

"We're making great inroads in China and India; we've got a huge reputation in India as we are the leading management company with most hotels. People are starting to realise that this is a company that you want to deal with because you can trust the people who work here and they will honour what they tell you they are going to do. That is giving great inroads to building our reputation, building the brands throughout Asia-Pacific and other parts the world." •



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