



Guest Relations Course

Alpion

Les Clefs d'Or – The Golden Keys



Course description

- BRAINSTORMING
- DEFINITION: WHAT ARE
“THE GOLDEN KEYS ?
- HISTORY
- CHARACTERISTICS & SKILLS
- HOW TO JOIN THE GOLDEN KEYS ?
- BRAND PRINCIPLES
- EXERCISES



What are the “Golden Keys” ?

Brainstorming

Definition

- A professional association of hotel concierges
- “The International Union of Hotel Concierges “the Golden Keys”
- The original name being Union Internationale des Concierges d’Hôtels “Les Clefs d’Or”



Description

- **Motto**

In Service through Friendship

- **Purpose**

Establish and promote highly professional and ethical standards

- **Values**

Our world is our bond.

My guest today is your guest tomorrow.



History

20th century



From building caretaker to essential in luxury hotels ?

- During the 19th - 20th centuries → the Porter (Portier in FR) is the caretaker of a building.
- The Hall Porter → responsible for everything from meeting the guests to assisting them with every detail of their stay.
- Concierge role was created → Specifically to assist guests with their requirements in unfamiliar cities.
- The role quickly became an essential service in luxury hotels = the focal point of GR.



History

How did “The Golden Keys” start ?

1 Mid 1920s	2 Oct. 26, 1929	3 Nov. 27, 1929	4 1946	5 Apr. 25, 1952
P. Quentin takes under his supervision multiple Concierges in Paris.	He organizes the first Concierges meeting (20 Concierges from Paris).	Quentin was elected the 1 st President of the initial Concierge Association.	F. Gillet, the new President, puts the bases of the official association we know today.	He organizes the 1 st International multinational Congress in Cannes.

The First International Congress gave birth to the Union Européenne des Portiers des Grand Hôtels “Les Clefs d’Or” (EN version: European Union of Porters of Grand Hotels “The Golden Keys”)

- The international network as we know it today
- The very first multinational Concierge Association

Pierre Quentin



[Reference](#)

Ferdinand Gillet



[Reference](#)

“The Golden Keys” History

1 1952	2 1967	3 1970	4 1976-	5 1998
Belgium Denmark France Great Britain Germany Italy and Switzerland Became first member sections.	The 15 th Congress is held in Athens, while the association had grown to 16 countries and 2000 members.	Acceptance of Israel, thus becoming the International Union of Porters of Grand Hotels “The Golden Keys”.	Expansion to the Americas (Canada in 1976), into Asia (HK in 1982), to South America (Brazil in 1992).	Becoming UICH (Union Internationale des Concierges d’Hôtels) and introducing the “universal” uniform.

Nowadays

2008

*Les Clefs d’Or Award
at the 55th International
Congress in Denmark*

2015

*The creation of Working
Committees*

2017

*Reaching 4000 Members
80 countries and
536 destinations*



“The Golden Keys” Concierges

- Accommodate every guest's request
- Handle all duties with zeal
- Have a never-ending network of acquaintances
- Many years of hard work
- Know their city like the back of their hand
- Multilingual & open-minded
- Proud of the Golden Keys



Skills

Golden Keys Concierge

TEAM

*“Together,
Everyone,
Achieves
More.”
- by Aristotle*



THE 6 Cs

That define a Golden Keys Concierge

*Curiosity
Creativity
Confidence
Charisma
Competence
Courteousness*

Les Clefs d'Or : Brand Principles



In service through
Friendship

Strive for excellence

Guest comes first

The Network

Lead by example

Integrity and Respect

Discretion

We are #YourKeyToEverything

How to join the Golden Keys association ?

- **Currently employed in a hotel of good standing**
- **5 consecutive years in the hospitality industry**
- **2 years in the position of Chef Concierge or of Assistant Concierge to a member**
- **Letters of reference from all employers**
- **Full resume**
- **Letter of contribution**
- **Letters of endorsement from two active members of the association**
- **Attend an interview once the application was accepted**



Les Clefs d'Or Award

The award aims to recognise and encourage young members to become active participants in the worldwide society.

REQUIREMENTS

- A “Clefs d’Or” member
- Under 36 years of age
- Participating at his/her very first international congress
- Nominated by his/her member section
- Must have the title “Concierge”
- Fluent in English
- A scanned copy of the candidate’s business card must be included with the application

PROCESS

- An open book written exam on the history of Les Clefs d’Or, geography and hotel knowledge.
- An essay on their interest in the profession and their aspirations.
- An interview with members of the Award Committee.

REWARD

- Invitation to the next “Clef d’Or” International Congress (registration and airfare included).

Most common questions



- ❖ Once a Golden Keys member, can the Concierge lose the keys ?
- ❖ Does the Concierge keep the Golden Keys once he/she decides to work for a different hotel ?
- ❖ Is the Concierge still a part of the association, once retired ?

Interview

Golden Keys Concierge



Who are you ?



Why do you like your job ?



What is the most unusual request a guest asked ?



Fairmont Le Montreux Palace

José (Spain), Mathieu (France), Besart (Macedonia)

Practice



If it is 12pm in Zürich, what time is in the following cities without searching on the internet or using the mobile phone ?

- Dubai
- London
- New York
- Sydney



A guest has forgotten her Louboutin Kate boots and insists to receive them on the same day. Your hotel is located at a distance of 100km.

- What are your options ?



You receive a call from an external guest, for placing a flower order for a guest staying at your hotel.

- What information do you need to obtain?



Your guest asks you to find and buy a brand-new Rolls Royce Ghost as a present for his wife. The guest wants the present for the next evening.

- What do you do ?



Thank you

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