

AIRELLES  
SAINT-TROPEZ

# Château de la Messardière Les Aïrelles, Saint Tropez

A Pre-Opening Training Mission

 LUXURY  
HOSPITALITY  
CONSULTING





## The Mission: Elevating Standards Before Opening Day

As part of preparations for the 2025 summer season reopening, the management of the iconic Château de la Messardière, part of the Les Aïrelles collection, engaged Luxury Hospitality Consulting to provide training for its newly recruited housekeeping team (room attendants and floor supervisors).

With a discerning and international clientele expected, the main challenge was to ensure flawless in-room service aligned with palace-level standards, right from the start of the season.



### Palace-Level Standards

Training room attendants and supervisors to exceed five-star expectations



### Standardized Procedures

Structuring daily service, departure cleaning, and turndown protocols



### Les Aïrelles Excellence

Reinforcing brand reputation through exceptional guest experiences



## Our Comprehensive Training Approach

We developed and delivered a rigorous, hands-on training program that combined initial assessment, practical workshops, and ongoing quality assurance tools. Each element was designed to instill the precision, discretion, and refined service culture that defines true luxury hospitality.



### Initial Audit & Assessment

We conducted thorough on-site observations and reviewed existing procedures against management expectations and palace-level benchmarks, identifying critical areas for enhancement.



### Hands-On Operational Training

Tailor-made training modules covered daily service attention to detail, departure service inspections, and turndown service ambiance creation. Real-life scenarios in actual guest rooms provided immediate, actionable feedback.



### Tools & Quality Follow-Up

We delivered standardized operational trainings for each service type and provided practical guidance for maintaining excellence throughout the demanding summer season.



## Sustaining Excellence: Our Recommendations



### Weekly Quality Audits

Maintain internal quality audits throughout the season to ensure operational consistency and identify improvement opportunities in real-time.



### Mid-Season Refresher Training

Implement targeted refresher sessions to reinforce standards during peak periods when service pressure is highest.



### Recognition Programs

Create structured staff recognition initiatives that celebrate exceptional performance and maintain team motivation through positive reinforcement.



### Guest Feedback Integration

Leverage guest comments as a continuous improvement tool, allowing the housekeeping team to refine their approach based on actual guest experiences.



"This pre-opening mission equipped the housekeeping team with the skills, mindset, and confidence to deliver an in-room experience worthy of the world's most prestigious palaces."

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The project successfully aligned day-to-day operations with Les Aïelles' exacting standards of excellence, establishing a service culture rooted in precision, discretion, and meticulous attention to detail—the true hallmarks of luxury hospitality at the palace level.



## Get in Touch

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We look forward to connecting with you for personalized consulting and luxury hospitality expertise.