



The CEO of VIRGIN HOTELS offers tremendous praise for RANDYL APPEL and the AHA TEAM!

As hotels are merely brick and mortar, the key to success continues to be a well-trained team of employees that can deliver seamless service and buy into the beliefs and service goals of the organization. Many training organizations pride themselves on the actual training they provide, but few can actually leave the team with a lingering effect of wanting more and actually feel like an "inside the company" training resource. Successful training programs have several components: delivery, execution and continual reinforcement. Randy! Appel and his team deliver all three.

I have known Randy! since 2003, when I engaged his company to develop programs for Desires Hotels out of Miami. Desires Hotels was a collection of over 20 boutique hotels ranging from 3 to 5 stars. We were looking for a solution and a partner that would be fluid and applicable to a diverse group of hotels and audience and raise the bar on service. Randy! and his team developed a total package of standards for the group as part of a long term strategy to position the company as a leader in the boutique hotel segment. In essence, they became our in house training company but delivered so much more than that. As Randy! would visit the hotels and conduct training he also provided tremendous insights on progress within the operation and development of key leaders. He was in fact a part of our team at the home office. The results were undisputable. All of the Desires Hotels were eventually ranked in the top ten percent within Trip Advisor in their respective markets and in 2008, Desires Hotels was named "Management Company of the Year" in Lodging Hospitality Magazine.

Without hesitation when Virgin Hotels was launched in 2011, I immediately contacted Randy! to assist in the development of service standards at the first Virgin Hotel in the world in Chicago. Randy! also conducted all of our pre-opening training for the hotel in Chicago and set the tone early for the success of this brand consumer wise. The hotel is currently ranked in the top 5% of all hotels in Chicago in Trip Advisor.

Randy! is a true professional and an individual who understands the complex assignment of training in today's complex multi-generational employee base. His training methodology is based on understanding what the customer wants and delivering it. He has an innate ability to connect with teams at all levels. Rest assured, Virgin Hotels will be utilizing his services as we grow in the future. I recommend him highly. Please feel free to contact me directly for further information.

Sincerely,

Raul



Raul Leal
CEO / VIRGIN HOTELS