

LEADERS

## In conversation with Guy Bertaud, Group Managing Director, Maisons Pariente (Exclusive Interview)

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### How have your hotels performed post pandemic? Are there any challenges persisting?

**Maisons Pariente** is owner and operator of 3 boutique properties in France and soon a fourth one due to open in Paris during the first quarter. Hence, we benefitted of homy sized hotels, while providing very attentive service in prominent destinations, which led to a strong post pandemic activity. Moreover, we like to say that small is beautiful: we proudly keep delivering the highest level of personalized service in a safe and healthy environment.

### Has the guest profile changed? What about their expectations?

Since 2021, we have seen more families traveling to our properties. We clearly see that health and safety are paramount within guests expectations. Thus, we have also observed a growing trend, whereby many guests are willing to travel with their pet; in response to this trend, we have developed a “welcome pack” for dogs, which offers a similar level of attention and service than for the master.

### What has been your approach to ensuring consistency of the highest possible service standard?

My approach is all about sharing Maisons Pariente's values with our team and our guests. For our teams, we engaged them from the very initial stage into environmental actions, that connects new and old employees together and within **Maisons Pariente's** values. For our guests, we enforced our promise, which holds in 3 words: “personalized”; “experience”; “respect”

### To what extent your employee profile changed? What about recruitment?

By engaging every employee in our values, we have been able to attract new talent and to retain some colleagues, who have been working with us during several seasons. Let's be honest, recruitment in today's world is a challenge. However, there are some values, such as CSR, that connect people together. At Maisons Pariente, these values are core to our business.

### What motivates an employee in luxury hospitality nowadays?

Actually, nothing much has changed over the years. Rather, there is a shift from gaining social recognition to building rapport. The human element remains essential, but essentially linked to getting connected to others.

This is however a substantial change for some leaders, who thought that paying a salary and being directive was the right way.

My point of view is that, respect and recognition are number 1 to ensure employees are motivated. Salary is an essential attribute, but it cannot compensate everything. Key to being happy at work is being loved for who you are.

### Do you consider candidates from other luxury sectors?

Great question! This is actually one of my favorite topics. I believe that Luxury sectors are all sharing similar values. While Maisons Pariente is unique, I am convinced that there are many other brands in our sector that are as desirable. I love the idea whereby other brands lead their teams with as much TLC (Tender Love and Care) as we do, so that many candidates for other luxury sectors would feel very happy at Maisons Pariente.

**How do you ensure the lowest possible staff turnover?**

I believe I already replied to this question above, when speaking about retention.

**Has training changed, if in any way?**

Academic skills are not as important as they were in the past. Even in our conventional sector, we are looking for candidates with the right attitude. Talking about attitude is rather opposite to training. Hence, Maisons Pariente provides technical training depending on the specific need of each employee but let's keep in mind that being is as important as doing.

**Tell us more about your expectations at the upcoming edition of Excellence by Vendome**

Excellence by Vendome is the unique first time opportunity for professionals from various luxury sectors to attract employees to various luxury sectors. It is also going to be an opportunity to learn about others, to share practices and values.

The title of the event says it all: "excellence"! This word is the ultimate combination of what brands stand for, of what employers promise and of what employees provide.

Maisons Pariente includes [Crillon Le Brave](#), [Le Coucou](#) (Meribel), [Lou Pinet](#) (Saint Tropez) [Le Grand Mazarin](#) (Paris)



Guy Bertaud, Group Managing Director, Maisons Pariente