

## Peppers Hotel: A Satisfaction Commentary.

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### **Abstract**

Operating within the state of New South Wales, Australia, Peppers Hotel Management Pty Limited is a privately owned company that manages hotels on behalf of the Peppers Hotel Property Trust established and listed on the Australian Stock Exchange in August 1996). The Peppers group consists of a collection of unique Australian Guesthouses within New South Wales. The properties included in this study are “Peppers Anchorage Port Stephens”, “Peppers Mount Broughton”, and “The Convent at Pepper Tree”. These three hotels vary in size, the smallest consisting of 17 rooms and the largest 80 rooms. They are located approximately 1½ to 2½ hours drive from the central business districts of Sydney or Canberra. The Peppers Hotel Group is recognised as a leading developer of small first class hotels and has become a leading brand name in the Australian tourism industry, on two occasions receiving an Australian Tourism Award for Excellence in the hotel/tourism sector.

The purpose of this study is to investigate the factors that are important in providing guest satisfaction at three of Peppers properties in order to provide useful information and recommendations for the Pepper’s Group that will help to improve the level of service to guests. Measuring the perceptions of both hotel guests and employees will allow management to identify the elements of the hotel experience that need to be improved upon, which will enable the three properties to better cater towards guest satisfaction.