



FRONT OFFICE COMPETITION

Best Western Plus Hotel Plaza in Västerås

Best Western Plus Hotel Plaza is a four-star hotel located in the city center of Västerås, just a five-minute walk from the central station. The hotel offers 202 modern rooms spread over 12 floors, many of which offer views of Lake Mälaren or the city.

- www.plazavasteras.se
- www.skyspasweden.com

The building, which was completed in 1990, is the third tallest in Västerås and a well-known feature of the city's skyline.

Best Western Plus Hotel Plaza is situated in the heart of Västerås, Sweden, offering guests convenient access to the city's attractions and transportation hubs.

Proximity to Key Locations:

- **Västerås Central Station:** The hotel is approximately a three-minute walk (about 300 meters) from the central train station, making it easily accessible for travelers arriving by train.
- **City Center:** Located in the city center, the hotel is within walking distance to various shops, restaurants, and cultural sites, allowing guests to explore Västerås with ease.

Facilities and Services:

- **Food and Drink:**
The hotel's restaurant, Lobbybar, serves a varied breakfast buffet, daily lunch, and à la carte dinner. On weekends, a popular brunch is also offered.
For an exclusive experience, guests can visit the Skybar on the 24th floor, where they can enjoy cocktails and a stunning view of the city.
- **Spa and Fitness:**
The hotel has a spa located on the 23rd and the 25th floor, with four treatment rooms, changing rooms, and a glassed-in sauna on the 25th floor.
There is also a well-equipped gym on the 22nd floor for guests who want to exercise during their stay.
- **Conference Facilities:**
The hotel offers eight flexible and modern conference rooms, including the Explore Hub, which accommodates up to 200 guests.
- **Other:**
There is a parking garage located in the same building as the hotel provided by Aimo Park.
The parking fee is 200 SEK for 24 hours
Pets are allowed for a fee of SEK 250 per room per night.



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Skybar

Skybar is a cocktail bar located on the 24th floor of Best Western Plus Hotel Plaza in Västerås, Sweden. It offers panoramic views of the city, providing a unique and memorable experience. At Skybar, guests can enjoy a variety of expertly crafted cocktails and a selection of handpicked wines while taking in the stunning views of Västerås. The bar provides a chic and vibrant atmosphere, making it an ideal spot for after-work gatherings, special events, or simply unwinding with a drink.

- **Opening Hours:**

- **Monday to Thursday:** 5:00 PM – 11:00 PM
- **Friday:** 4:00 PM – 1:00 AM
- **Saturday:** 2:00 PM – 1:00 AM

For more information or to plan your visit, you can visit the official website of Skybar at plazavasteras.se/skybar.

Skyspa

Sky Spa is a tranquil wellness retreat located on the 23rd and 25th floors of the Best Western Plus Hotel Plaza in Västerås, Sweden. It offers panoramic views over Västerås and Lake Mälaren, providing a serene environment for relaxation and rejuvenation.

- **Facilities and Services:**

- **Relaxation Area:** Guests can unwind in the spacious relaxation lounge, which features comfortable seating and expansive city views.
- **Saunas:** The spa offers two types of saunas, including a glass-enclosed sauna on the 25th floor, allowing guests to enjoy the scenery while experiencing traditional Swedish relaxation.
- **Treatment Rooms:** Sky Spa houses four treatment rooms where a variety of massages and beauty treatments are available, aiming to provide holistic wellness experience.
- **Opening Hours:**
 - **Tuesday to Friday:** 10:00 AM – 7:00 PM (Reception staffed from 4:00 PM – 7:00 PM)
 - **Saturday:** 10:00 AM – 6:00 PM
 - **Sunday:** 10:00 AM – 4:00 PM (Reception staffed on Saturday and Sunday)
 - **Monday:** Closed
- **Pricing:**
 - **Relaxation Access:**
 - Monday – Thursday: 225 SEK
 - Friday – Sunday: 325 SEK
 - **Hotel Guests:** Monday – Thursday: 125 SEK; Friday – Sunday: 225 SEK
 - **Children¹ (5-13 years):** 95 SEK daily

¹ Note: Children under 18 must be accompanied by an adult.



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- **Spa Packages:** Sky Spa offers packages that combine spa access with overnight stays at the hotel, including treatments, dinner, and breakfast, starting from 2467 SEK/person.

Lobbybaren

Lobbybaren is the restaurant and lobby bar located within Best Western Plus Hotel Plaza in Västerås. It offers a variety of dining experiences, including à la carte options, brunches, lunches, and festive arrangements, catering to diverse tastes and occasions.

- **Menu Highlights:**

- **À la Carte:** The menu features a range of dishes, from light appetizers to three-course meals, incorporating Swedish traditional cuisine with modern and international influences. Vegetarian options and climate-smart ingredients are also available.
- **Brunch:** A luxurious Saturday brunch is offered, providing a delightful start to the weekend with a variety of dishes. Priced at 399 SEK per person, it's available every Saturday from 12:00 PM to 3:00 PM.
- **Lunch:** On weekdays, a lunch menu is available featuring a daily special, fish of the week, or a vegetarian option, all served with soup, salad, and a small dessert. Lunch is served from 11:30 AM to 1:30 PM, Monday to Friday, with prices starting at 145 SEK.

- **Breakfast:**

The breakfast buffet offers a variety of organic and locally produced items, including Fairtrade-certified coffee. There's also a selection of gluten- and lactose-free products to accommodate all guests. Breakfast is available Monday to Friday from 6:30 AM to 9:30 AM, and on weekends from 7:00 AM to 10:30 AM.

- **Operating Hours:**

- **Restaurant (Lobbybaren):** Open Monday to Saturday from 5:00 PM to 10:30 PM.
- **Brunch:** Available on Saturdays from 12:00 PM to 3:00 PM.

Lobbybaren provides a welcoming atmosphere for both hotel guests and visitors, making it a great spot to enjoy a meal, meet friends, or relax with a drink.



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Meetings and conferences in Hotel Plaza

Best Western Plus Hotel Plaza in Västerås offers a comprehensive range of facilities and services tailored for various meetings, conferences, and events. Located in the heart of the city, the hotel combines modern technology with versatile spaces to accommodate both physical and virtual participants.

- **Meeting and Conference Facilities:**
 - **Explore Hub:** Ideal for large lectures, trainings, and conferences, accommodating up to 150 attendees. Equipped with multiple projectors, screens, microphones, speakers, and cameras.
 - **Corner Studio:** A modern studio designed for digital productions and hybrid meetings, seating up to 60 people. Features include a projector, screen, TV/video bar, studio lighting, and customizable furnishings.
 - **The Hub:** A flexible space suitable for various events, from seated conferences to exhibitions and dinners, accommodating up to 100 participants. It includes advanced technology such as voice-activated cameras and microphones, with adaptable furnishings and layouts.
 - **Sky Bar:** Located on the 24th floor, this area offers panoramic views and is perfect for live broadcasts, larger meetings, or networking events, hosting up to 60 guests.
 - **Studio 205:** Designed for smaller productions with 1–2 presenters, this studio is equipped with a TV/video bar, camera, studio lighting, and a desk.
 - **The Glass Room:** A small meeting space for up to 10 people, furnished with a boardroom setup, comfortable chairs, projector, and flipchart.
 - **Meet Hub:** A compact meeting area accommodating up to 8 individuals, featuring a TV screen, whiteboard, and camera.

MINI SCRIPT CHECK IN

1. Hi, welcome!
2. Would you like to check in?
3. Under what name was the reservation made?
4. You have a booking for x number of guests, and it's for x number of nights.

Allocating room...

5. **If the room is to be paid on site:**
If it's okay with you, we'll take the payment right away. You'll receive the receipt upon check-out.
6. **If the room is prepaid:**
Everything seems to be in order; I just need to register a credit card as a security for the booking. We'll place a 1 SEK hold on the card, which will be released at check-out. This is just in case you'd like to charge anything from the restaurant to the room or if anything happens during your stay.



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7. Have you stayed here before?

- IF YES: Welcome back!
- IF NO: Say something personal – I usually go with “Exciting with a first-time visit!”

8. **Breakfast** is served from 6:30 AM to 9:30 AM down here (in the restaurant).

9. **The restaurant** is open from 5 PM to 10:30 PM.

10. **If you’d like something to drink**, we have two bars at the hotel – the lobby bar and the Skybar on the 24th floor.

11. **The Skybar is closed on Mondays.**

12. **The gym** is located on the 22nd floor.

The sauna with changing rooms is on the 25th floor.

13. **If you’d like to visit SkySpa**, it’s on the 23rd floor. Bookings are made separately through them.

14. **Check-out is by 12:00 PM at the latest.**

If you haven’t charged anything to the room and don’t need a receipt, we offer an express check-out behind the pillar over there.

15. **We wish you a lovely stay!** 😊

MINI SCRIPT CHECK OUT

1. “-Hi, good morning! Are you checking out?”
2. Guest provides room number or name
3. “- Thank you! Let me just bring up your booking.”
4. If something is charged to the room:
5. “- I see that you’ve had (dinner, spa, parking etc.) charged to the room. The total amount is
6. ??? SEK, would you like to keep it on the same bill as the accommodation or do you want to put it on a separate bill?”

If prepaid / no charges:

1. “Since you haven’t charged anything to the room, you’re all set! Would you like a printed or digital receipt?”
2. “Thank you so much for staying with us, it was lovely having you here!
3. Have a safe trip, and we hope to welcome you back soon. 😊”

While checking the guest out, ask questions about how their stay has been. Use open-ended questions that invite the guest to share their experience, rather than closed questions that can be answered with just yes or no.



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DAILY FO routines

Guest Complaint Handling Procedures

At Hotel Plaza, we follow these steps:

1. Listen Actively

- a. Give your full attention when the guest describes the issue.
- b. Do not interrupt – let the guest speak freely.
- c. Use eye contact, nod, and show that you take their experience seriously.
- d. Avoid becoming defensive – the goal is to understand, not argue.

2. Acknowledge the Guest's Experience

- a. show empathy and understanding for the guest's feelings, even if you don't fully agree.
- b. Confirm that their experience is important and that the hotel takes it seriously.

3. Offer a Solution

Depending on the situation, provide an immediate solution or inform the guest that the matter is being investigated.

- a. The solution should be reasonable, clear, and feasible.
- b. If you need to consult with a manager, be honest and let the guest know.
- c. **Examples of solutions:**
 - i. Room change
 - ii. Price reduction or compensation (after approval by a supervisor)
 - iii. Free breakfast, spa visit, or a complimentary future stay

4. Follow Up

- a. Follow up with the guest after the issue has been addressed, preferably in person or by phone.
- b. Ensure that the guest is satisfied with the solution.
- c. Document the case in the reservation system or according to internal procedures for future reference.
- d. **Examples:**
 - i. "Hello again, I just wanted to make sure everything feels good after the room change."
 - ii. "Thank you for speaking with us earlier. The issue has now been resolved, and I hope you enjoy the rest of your stay."

5. Email Procedures

At Hotel Plaza, we follow these guidelines:

- a. All emails should be answered within 24 hours.
- b. If a full response is not possible within that time, send a short message confirming receipt and inform that a complete reply will follow shortly.
- c. **Example:**
 - i. "Thank you for your message. We will get back to you shortly with a full response."
 - ii. The tone of the email should be friendly, professional, and helpful.
 - iii. Use the guest's name if available.
 - iv. Start with a polite greeting and thank them for contacting the hotel.



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d. A clear email reply should include:

1. Thank the guest for their inquiry or message.
2. Provide a clear and concrete response:
3. Answer the guest's question or confirm the requested information.
- ii. Use short paragraphs or bullet points when appropriate.
 1. Offer further assistance or confirm the next steps:
 2. Show that you are happy to help further.
- iii. Confirm any bookings, changes, or actions taken.

6. Phone Procedures

At Hotel Plaza, we follow these guidelines:

The phone is often the guest's first point of contact with the hotel – it's essential that every call is handled professionally, promptly, and with a service-oriented approach.

a. Answering the Phone

- i. All calls should ideally be answered within three rings with a friendly and professional tone.

b. Greeting phrase: "Front Desk, Plus Hotel Plaza, how can I help you?"

- i. Use a calm and clear tone of voice.
- ii. Smile while speaking – it comes through in your voice.

c. If You Can't Give an Immediate Answer

- i. Politely ask to return the call.
- ii. Note down the guest's name, phone number, room number (if internal), and the reason for the call.
- iii. Provide an estimated time for your return call

Example: "I'm not sure at the moment, but I will find out and call you back shortly. May I take your phone number?"

d. Call Transfers or Taking a Message

- i. Inform the guest before transferring the call

Example: "Let me transfer you to the spa. Please hold for a moment."

- ii. If no one is available:
- iii. Offer to take a message.
- iv. Write down all relevant information and forward it to the correct person as soon as possible.



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Hotel packages

Kokpunkten package

Experience Kokpunkten – Sweden's First Action Water Park (now featuring the new VR-Ride!)

Sometimes it's the perfect time to do something for the whole family. At Kokpunkten, there's something for everyone – thrilling rides, a kids' zone, a relaxation area, and the Green Room.

Together, it's easy to spend many hours playing, splashing, and enjoying the water. We promise you'll feel delightfully tired and in need of a good night's sleep.

The Kokpunkten Package includes:

- Shared accommodation in a Large room
- Admission to Kokpunkten (tickets provided at check-in)
- Two-course dinner
- Large breakfast buffet
- Free Wi-Fi

Terms:

Access to the relaxation area at Kokpunkten is not included in the package; an additional fee applies.

From: 1,229 SEK/adult

and 750 SEK/child

*Prices may vary

Deluxe package

Discover Our Deluxe Package

Enjoy luxury and relaxation!

Treat yourself or someone special to a cozy and memorable hotel experience. With this package, you'll be welcomed with sparkling wine, fruit, and chocolate in your room, along with bathrobes and slippers. Then, enjoy a fantastic three-course dinner before falling asleep in soft hotel beds. Wake up to a generous breakfast buffet!

The Deluxe Package includes:

- Overnight stay for two in a double room
- sparkling wine, fruit, and chocolate in the room
- Bathrobes and slippers in the room
- Three-course dinner
- Large breakfast buffet
- Free Wi-Fi

1,830 SEK per person

Single room supplement: 200 SEK for the Deluxe Package



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This package is not available for booking on New Year's Eve.

Prison Island Package

Experience **Prison Island** – just a stone's throw from Plaza!

Take on an exciting prison adventure where you and your team solve challenge rooms and collect points. Combine the fun with an overnight stay, a delicious dinner, and a generous breakfast buffet at Plaza – the perfect getaway!

The Prison Island Package includes:

- 1 night accommodation
- 2hour prison adventure
- Two-course dinner
- Large breakfast buffet
- Free Wi-Fi

Want to add Laser Game?

Just mention it in the comments when booking and we'll arrange it for you.

Laser Game Prices:

- Laser Game (2 rounds)
- 1 game: 110 SEK
- 2 games: 180 SEK

Additional Info:

- Please write in the comment field which day/time you'd like to visit Prison Island. Start times are every 15 minutes from 10:00 AM. Last bookable slot is 4:45 PM.
- Also note the children's ages. The recommended age is 8 years. Children aged 7 and under enter for free when accompanied by a paying adult (max two free children per adult).
- Be at Prison Island 15 minutes before your booked time.

Standard price:

From **1,214 SEK/adult**

and **715 SEK/child**

*If children prefer to order from the regular menu, an extra charge applies.

Family package

Family Package

Treat your family to a cozy hotel getaway!

Take a break from everyday life and enjoy some quality time together with a relaxing stay at Hotel Plaza. Here, the whole family can unwind and reconnect.

The Family Package includes:

- Overnight stay in a family room for two adults & two children (up to 12 years old)



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- Two-course dinner
- VIP gift/surprise for all children upon arrival
- Large breakfast buffet

From: 2,285 SEK/ROOM

*Prices may vary

Spa package

Well-being and Relaxation on the 23rd Floor!

With our popular **Spa Package**, you'll get everything you need for complete relaxation.

Choose a treatment at our **Sky Spa** and linger in the sauna while enjoying Västerås' best view. Then, indulge in a delicious three-course dinner and fall asleep in a cozy hotel bed. Wake up to a generous breakfast buffet!

The Spa Package includes:

- Shared accommodation in a double room
- One 50-minute treatment and access to the Sky Spa
- Three-course dinner
- Large breakfast buffet
- Free Wi-Fi

This package is non-refundable.

2,467 SEK per person

Single room supplement: 200 SEK

Wedding package

Wake up in one of our suites on the 11th or 12th floor with a stunning view over Västerås on your first day as newlyweds.

Upon arrival, you'll be greeted with fruit, chocolate, and bubbly in your room. In the morning, we'll serve you breakfast in bed. Of course, you can check out much later than usual, stay until 3:00 PM and just focus on each other. Why not end your romantic weekend with a visit to the Sky Spa and indulge in the luxury of simply feeling good?

The Wedding package includes:

- One night for two people in one of our XXL suites on the 11th or 12th floor
- Bubbly, fruit, and chocolate in the room upon arrival
- Delicious hotel breakfast served in your room (ordered the day before)
- Free Wi-Fi
- Late check-out – enjoy your room until 3:00 PM

2850 SEK/room



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BW Loyalty programme

Please note that case study hotel is a member of the BW brand. Hence the BW loyalty programme applies to all of their guests.

Introduction



Best Western Rewards – the loyalty program that rewards you as well as your guests!

Best Western Rewards is our global loyalty program. It rewards our guests with points and benefits when staying at our hotels. It also gives you, who work at any of our hotels, the opportunity to earn points of your own, when enrolling new BWR members.

Membership levels



Our loyalty program has five membership levels:

Blue – (basic)

Gold – 5 nights

Platinum – 7 nights

Diamond – 15 nights

Diamond Select – 25 nights

There are no membership cards. The new member will get a welcome email with the membership number. Members can identify themselves with name, email or membership number.

As soon as a member reaches a higher membership level, the member will be upgraded in the BWR database and the new membership level will be valid for the current year as well as the next calendar year. The membership number will remain, regardless of which level the member has.



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Status Match!



Status Match NO CATCH[®]

We'd like all of our guests to try out Best Western Rewards. If a guest has a higher membership level in another loyalty program, we therefore guarantee to match that level! The only thing the guest has to do, is to provide us with information of that membership, e.g. a picture of the membership card, showing which level the guest has, and together with the new Best Western Rewards membership number, send this information to Member Service at bwr.service@bestwestern.com and they will assist. It'll take about 1-2 days before the upgrade is done.

Please note that the new BWR member will receive the equivalent membership level in Best Western Rewards, with all benefits belonging to that level. However, the points earned in the other loyalty program, will not be transferred to Best Western Rewards.

We recommend that you help the guest with this but the guest can also do this by filling out a form on our website.

Upgrade

As soon as the member reaches the required number of nights for a higher membership level, the member will be automatically upgraded. The member will keep the same membership number and will also keep the new membership level for the current year and for the next calendar year. This means that if the member reach membership level Platinum in e.g. June, the member will remain a Platinum member for the remaining period of the current year plus the following calendar year.

Upgrades are based on qualified nights.

The upgrade is also always immediately displayed in MemberWeb so if you're ever in doubt of which membership level the member has, MemberWeb has the answer.



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Downgrade

Downgrade is done once a year, in March-April. Members that during the previous calendar year didn't have enough nights registered in order to maintain their current membership level will be downgraded to the level that matches the number of nights that have been registered the previous calendar year.

The downgrade is always immediately displayed in Member Web so if you're ever in doubt of which membership level is correct, MemberWeb has the answer.

SAS EuroBonus

SAS EuroBonus members can choose to earn EuroBonus miles when staying at any Best Western hotel but they need to be members in BWR as well.

You can read how this is done in MemberWeb here:

[English version](#)

[Swedish version](#)

[Danish version](#)



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Our members earn points, points that they can redeem for free nights at Best Western hotels around the world. They can also use the points for gift cards at selected partners or for Best Western Gift card.

In order to encourage the members to use their points when they get most for them i.e. when the demand is lower, we use floating point levels for free nights. This means that the number of points the member need for a free night, varies depending on season and availability.

Members always have to book free nights on the website or at Customer Service. You shall never make reservations for free nights directly at the hotel.

The hotel will be compensated for free nights via the monthly invoice from Best Western.

On the websites, the members can log in and update their profile, see their point registrations etc. They need log in to be able to order a gift card. Please note that the hotels can not help the members to updatet their profiles since you don't have access to the BWR database. In case the member can't do this by herself/himself, please ask the member to contact Member Service (bwr.service@bestwestern.com):

Sweden: 020-88 15 41

Denmark: 80 01 09 88

Norway: 800 11 624



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Best Western Rewards Rate



Members in Best Western Rewards will also have best price, when booking through Best Western channels. With the Best Western Rewards rate, we offer all members 10% discount on our Flex-rate in Scandinavia and minimum 7% in the rest of the world.

The Best Western Rewards rate are only visible and possible to book when the member has logged in on our website i.e. these are not public rates. Members can book this rate in all BW channels; app, brand webb and at the hotels.



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Enrolling a new member



The most important thing to do when enrolling a new member, is to always register an email address linked to the membership. This gives the possibility to communicate with the member. Once the guest has been enrolled, the new member will earn points for his/her first stay. They will then receive a welcome letter via email, with a suggestion to download their digital membership card to their mobile phone. Please make sure that you register the correct email address to the member in order for the communication to reach the members.

Members without an email address

Those guests that you help to enroll and who don't have an email address, it is very important that you give these guests their new BWR membership number since they won't receive a digital card. BWI no longer send out plastic cards.

If a new member hasn't received the welcome email or hasn't been able to download the digital membership card, please ask the member to contact Member Service (Sweden: 020-88 15 41, Denmark: 80 01 09 88, Norway: 800 11 624 or at bwr.service@bestwestern.com) - only Member Service can send the member a link to the digital membership card i.e. you can't help with this as the hotel since you don't have access to the database.

Please remember: in order for the enrollment to be credited to your account and for you to earn FDI-points, there must be a qualified point registration including date and amount in the enrolled member's account, latest three days after check out.



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Become an Insider

When you join the Front Desk Incentive-program, you will automatically become a member in our Best Western Rewards/World Hotel Rewards Insider-program, where you'll earn points for every new member you enroll. Talk to your supervisor, if you're not yet an Insider. All you have to do, is to register your name and your personal email address. There're lot of points to earn!

For every new Reward member you enroll, his/hers membership will be linked to your personal FDI-account and you will earn points as follows:

Earn points for every new enrollment

Enrollment	250
Enrollment with email	250



WORLDHOTELS[®]
A Best Western Group Company

Redeem your points



Fria hotellnätter världen över

Zalando	cdon.com
H&M	Body Shop
BR Leksaker	Itunes
Stadium	Din Sko
Intersport	NetonNet

As a member in our Insider-program, you will have access to the same benefits and offers as all other Rewards-members. You can use your earned points for free nights at all Best Western hotels worldwide, Travel Cards and gift cards with a number of selected partners.

For a list of partners and products to order, please visit our website bestwestern.se/dk/no and log in as a member.