

“Our associates are clearly the most important asset we have in creating a memorable guest experience. We have very little turnover, which we value.”

a hotel that looked the same as every other hotel under that brand. The consistency was an assurance that guests always knew what to expect. But now guests want a unique experience that appeals to their senses, whether visual or culinary, no matter in what city or what hotel they're staying.

“Before you wanted to make their hotel room look like their home, but now travelers want to experience something

different,” Amin says. “They're going to a new city and they want to see what's different where they stay, aside from just being in a different location.”

The company evaluates these trends and its own strengths and weaknesses to make every hotel better, so every guest experience is memorable. So far, it seems to be working, as word-of-mouth is Shamin Hotel's greatest asset. Rather than blasting advertisements across

media campaigns, the company prefers that its hotels and guests speak for themselves.

CLOSE-KNIT GROUP

Due to the large number of hotels it owns and manages, Shamin Hotels

DISTINCTION HOSPITALITY is headquartered in High Point, North Carolina and focuses on providing furniture to the hospitality industry. Distinction Hospitality features one of the most experienced and successful leadership teams in the industry, which have been involved with delivering more than a billion dollars in hospitality furniture during the course of their careers. We are committed to providing exceptional service across a broad range of projects ranging from high end resort properties to the local inn. We have successfully executed projects for the most recognized hotel brands in the hospitality industry. Distinction Hospitality prides itself on working collaboratively with ownership, brands, designers, and purchasing companies to help develop and deliver furnishing solutions that capture the right balance of style, quality, and value. We are committed to excellence in execution through leveraging our extensive product development and project management expertise across our broad global supply chain to meet or exceed each individual customer expectation. We are honored to be collaborating with Shamin Hotels and Apex Studios to help develop and deliver their first custom Embassy Suites Hotel furniture package.

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