

Sincere Formal Apology

Dear [Guest Name],

I am writing to personally apologize for the service issues you experienced during your recent stay at [Hotel Name]. Your feedback regarding [specific issue] has been taken very seriously, and I want to address your concerns directly.

The situation you described falls far short of the standards we have set for ourselves and the experience we strive to provide every guest. There is no excuse for [specific problem], and I take full responsibility for this failure in our service.

Here are the immediate steps we have taken to prevent similar issues:

- Additional staff training has been implemented
- New quality control procedures are now in place
- Management oversight has been increased during peak hours

To make amends for your disappointing experience, we would like to offer you a complimentary two-night stay in our premium suite, including breakfast and spa credits. This offer has no expiration date and can be used at your convenience.

More importantly, I would personally like to ensure your next visit exceeds your expectations. Please contact me directly when you're ready to give us another opportunity to serve you properly.

Your trust is valuable to us, and we are committed to earning it back.

Sincerely apologetic,

[Name]

General Manager

[Hotel Name]

Direct Line: [phone number]

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