The Sherwood Taipei – How the five-star hotel creates a unique home away from home and gears up to tackle the COVID-19 threat

GTO Business Alliance Member The Sherwood Taipei is celebrating its 30th anniversary this year. In this interview, General Manager Achim v. Hake talks about what sets The Sherwood apart from others, the important factors in running a hotel and how he is dealing with the COVID-19 pandemic.

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GTO: How would you describe the atmosphere at Sherwood, and where do your guests come from?

v. Hake: I would describe the atmosphere at The Sherwood Taipei with the three terms classic, elegant and thoughtful. Usually 35% of our guests are from the U.S., 18% from Europe, 30% from Germany and the rest from Asia, with equal shares from Hong Kong, Singapore, and Japan.

GTO: What are the most important things a hotel can do to make guests feel welcome and why should they choose The Sherwood Taipei?

v. Hake: From my point of view, efficiency and delivering what our customers ask for without delay is essential. Also, one-stop service is important, meaning every staff needs to be able to handle all tasks. Additionally, we consider food service to be critical. Food needs to be made from fresh ingredients and served at the right temperature. Compared to competitors, The Sherwood Taipei offers several benefits such as flexibility in pricing, early check-in and a prime location in the center of Taipei. Our hotel is also highly rated online with guests leaving positive feedback.

About Achim v. Hake

• Born in Lübbecke, Germany
• Studied hotel management at the famous Kempinski Hotel in Berlin
• Lived in Turkey, the US, London and Hong Kong
• Believes that life is a hobby and that everybody can provide something to the world
• To prepare for an event with Northern German cuisine at the Sherwood, he once visited the city of Bremen to try out the whole menu at a traditional local restaurant
GTO: Which measures has the hotel taken to ensure the safety of its guests?

V. Hake: We have been implementing measures to keep our guests and employees healthy and safe from the very first day. We developed a system of temperature at the entrances and in front of restaurants and banquet facilities, with guests receiving a sticker to show that they do not have a fever, which is valid for five hours. We also closed our breakfast buffet and instead offer guests to order breakfast from a menu which will then be brought to their table. We also check the travel history of our guests for the last month to ensure they have not been in risk areas. To avoid any inconveniences, this is done online beforehand and no walk-in guests are permitted at this time. When checking out, customers can drop the key on the counter from which our staff will pick it up, so avoid any direct contact. Staff members are also required to wear gloves and masks. Additionally, we created new seating arrangements and have reduced seating capacity for each room to ensure appropriate space between guests. For example, the ballroom now seats 84 persons instead of 120 and the pool has been closed completely. With these measures, we try to create the safest possible environment for both guests and employees.