

TRAVEL AND HOSPITALITY

## Hotel Barrire Le Fouquet's Paris' Geraldine Dobey: Luxury Woman to Watch 2021

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By LUXURY DAILY NEWS SERVICE

*Luxury Daily* annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 26 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

Here is one honoree:



Geraldine Dobey, general manager, [Hotel Barrire Le Fouquet's Paris](#), Paris

*"We strive to provide our guests with something they can't find at home"*

What do you most like about your job?

I love that my job is all about connecting with people, be it the guests or our team.

I equate hotel management to running a small community, because you're interacting with so many different talented people, all with their own unique roles in order to execute perfect guest service.

In order for a luxury hotel to operate seamlessly, it is essential to connect each department so that they all work together and with one common goal.

Each day presents its different challenges, be it related to strategy, maintenance, marketing or the kitchens, and the great thing about my job is the variety and the team spirit that I encounter each and every day to make that seamless experience a reality.

What is the biggest challenge in your work?

I've been in the hospitality industry for quite some time mostly working in urban hotels.

Things have always moved fast, but it feels like the world is moving faster than ever now and trends are changing much more rapidly.

With this in mind, the luxury hotel industry needs to nimbly cater to the expectations of guests from both emerging and mature markets.

One of our biggest challenges is keeping up with the luxuries our high-net-worth guests already have access to.

We strive to provide our guests with something they can't find at home. This means we're continuously anticipating the next trend or thinking two steps ahead for our clients.

To do this, we take guest feedback extremely seriously.

We also keep an eye on competitors and what the luxury hospitality markets are offering all around the world.

How have you adapted to the new order of things with the public health crisis?

Our first order of business was to ensure we had revised health and safety procedures in place to protect our guests and employees against this new risk and that these protocols were communicated effectively in both front and back

of house.

We then wanted to make these adaptations as easy on guests as possible.

For instance, we always have masks available for guests who arrive at the hotel or restaurant and are in need of one.

Making things seamless is a part of the luxury experience, and it's our responsibility to go the extra step.

Beyond updated safety measures, our historic restaurant, Le Fouquet's, launched home and office meal delivery for the first time in the restaurant's 120-year history.

We received an incredible response from the local market, with a steady stream of orders every day.

We're proud that we've been able to deliver a high quality of cuisine, while packaging it for home and office dining.

What is your work priority for 2021?

I have three priorities for 2021:

- Be ready to welcome back international travelers, and to reassure them that they will have a safe and secure stay without sacrificing their luxury experience.
- Further develop and enhance our food and beverage program. We've received such a great response with our home and office delivery thus far, and as more Parisians return to work, the more opportunity there will be for us to expand our Fouquet's delivery service. Moreover, in order to answer to new customer's expectations, we have decided to develop a new concept for our hotel restaurant Le Joy by utilizing only French-sourced ingredients. Proposing a contemporary menu and working exclusively with French producers for all ingredients even spices presents a huge challenge for our chefs and we are proud to be the first Parisian hotel to take on this project.
- Focus on our French clientele. We've always been fortunate to have a strong client base, and we want to further embrace that moving into 2021, especially as they've been so supportive of us during the pandemic.

As the only French-owned luxury hotel in Paris, we want to continue to set the example of what French hospitality is and be a respite for our local visitors.

What is your proudest achievement in luxury?

I'm so proud to run Le Fouquet's and carry this torch for the Barrire family.

There is so much history here: the restaurant is 120 years old and one of the most famous in France.

To be trusted to manage this hotel and develop it into a leading luxury property in Paris is an honor.

Another one of my proudest achievements was overseeing the completion of Le Fouquet's new signature suites, which are modeled after classic Parisian townhouses.

We were able to maintain the historic integrity of the hotel, while creating an accommodation option that is enticing for a new luxury consumer audience.

These elegant suites, which feature extraordinary views of the Arc de Triomphe and Champs-lyses, answer the needs of today's luxury traveler, while maintaining respect for the past and our history.

Through the hotel renovation and suite refresh, we restored the interiors of this building to its original grandeur of 120 years ago.

How do you see luxury evolving in 2021?

Health security is going to be a major consideration for the 2021 luxury traveler.

As we see the world evolve and things change, it will come down to our ability to anticipate and quickly react and respond to health and wellness concerns.

Those who can address health and wellness precautions quickly, efficiently and seamlessly will be successful.

Thankfully, this is where luxury hotels thrive and luxury travelers are smart. They'll be able to identify the hotels who are addressing guest health and wellness in a thoughtful, personalized and hassle-free way.

[Please click here to see the entire Luxury Women to Watch 2021 list](#)

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