




# SERVING EXCELLENCE

The cutting-edge concierge of  
The Twelve Apostles Hotel  
and Spa holds the  
keys to prestige

**A**s one of only twelve South Africans recently inducted into a prestigious international concierge association, Masood Sadulla of The Twelve Apostles Hotel and Spa is a firm believer in excellence and growth. And a prime example of it.

In April this year, Masood was the only one out of the dozen to be honoured with the coveted Golden Keys as a member of Les Clefs D'Or, the renowned international hotel concierge association. 'I flew to London and had the ceremonial pinning of the Golden Keys on my lapel by the President of Les Clefs D'Or Great Britain,' he says. 'It was a huge honour.'

Two days later, Masood won Concierge of the Year from the Red Carnation Hotel Collection. Although he was voted as the best out of 17 candidates, Masood is humble when comparing his performance to that of his colleagues around the world. 'I made it a goal to ensure that in every guest encounter, I went the extra mile to exceed their expectations,' he says. 'I'm proud that this service excellence contributes to the many local and international awards that our hotel wins. And now that there's a higher expectation to deliver consistently, this is going to help me enhance my skills.' To get where he is today, Cape Town-born Masood completed an international diploma in hospitality management (through City & Guilds) at the Institute for Hospitality Education of South Africa after matriculating in 2002.

'I attended 100% of my lectures, so that tells its own story,' he says. 'I enjoyed every minute of it and met some amazing people. I also had a whole year to do research and speak to various hotel schools, students and lecturers. I only got positive feedback from the Institute. It was fantastic.'

While learning the fundamentals, he also got to work at the same time. It prepared him for his first job as a management trainee at the Montague on the Gardens Hotel in London, which is part of the Red Carnation Hotel Collection – an award-winning group of five- and four-star family-run boutique hotels in London, Dorset, Guernsey, Ireland, Geneva, Florida and South Africa.

Masood returned to Cape Town in 2008 and began working at The Twelve Apostles Hotel and Spa, reaching the position of head concierge in just two years. **Man**