

[Your Name]
[Your Title]
JW Hotel
[Hotel Address]
[City, State, Zip Code]
[Email Address]
[Phone Number]
[Date]
[Guest's Name]
[Guest's Address]
[City, State, Zip Code]

Dear [Guest's Name],

I hope this letter finds you well. I am writing to sincerely apologize for the service issues you experienced during your recent stay at JW Hotel.

It is always our goal to provide our guests with an exceptional experience, and I regret that we fell short of that standard during your visit. [Briefly mention specific service issues the guest encountered, e.g., delays in check-in, unavailability of amenities, etc.].

Please know that we are taking your feedback seriously and are committed to addressing these concerns to ensure they do not happen in the future. We value your patronage and appreciate your patience as we work to improve our services.

As a token of our apology, we would like to offer you [mention any compensation, e.g., a complimentary night's stay, a discount, etc.], which we hope will encourage you to give us another chance.

Thank you for bringing these matters to our attention. We look forward to welcoming you back to JW Hotel and providing you with the outstanding service that you deserve.

Warm regards,

[Your Name]
[Your Title]
JW Hotel