

For Immediate Release

## Vibrant Hospitality Awards for 10<sup>th</sup> anniversary

*The 10<sup>th</sup> anniversary of the Worldwide Hospitality Awards once again proved to be a grand stage for awarding excellence, as well as uniting the international hospitality industry to network and collectively explore opportunities for growth, development, innovation and sustainability.*



10<sup>th</sup> anniversary of the Worldwide Hospitality Awards, November 25, 2009

**World, 27 November 2009:** Over 800 professionals turned up of the Worldwide Hospitality Awards 10<sup>th</sup> anniversary, held for the first time in the breathtaking Grand Salon Opéra, InterContinental Paris Le Grand.

"This year's Worldwide Hospitality Awards was a phenomenal success, especially considering the recent state of the economy and company budget restrictions. Due to the new venue, we were able to welcome a lot more guests, which was quite easy to fill. It was also great to see such positive morale from within the industry, as well as excellent initiatives to help boost performances in such challenging times," comments **event founder, MKG Group President and CEO, Georges Panayotis.**

Among the guests were 200 hotel brands from 25 countries, including the world's top 10 hotel groups. Grand Prix 2009 was awarded to **Fédération Internationale des Logis** and accepted by **President, Jacqueline Roux.** "For the first time, this prestigious prize is given to a consortium. We are extremely proud, as this acknowledges the hard work done by our 3,000 independent hotel-restaurants," she said.

Le Méridien received this year's best concept in a full service hotel award, with The Pod Hotel New York achieving most innovative concept in the limited service category. Other major awards included best communication campaign B&B Hotels, IHG's sustainable development, Louvre Hotels' e-commerce strategy, Citizen M for HR programme and Fairmont Hotels & Resorts for management training, Park Hyatt Paris Vendome took out novelty of the year. Sofitel Legend Metropole Hanoi's Kai Speth won best general manager.

Meanwhile the Hospitality Awards' lifetime achievement was presented to Georg Rafael from the Rafael Group: "It is great that such an event has been organised in Paris, the tourist capital of the world. It was missing in the professional calendar and now thanks to MKG it is well established. It is very encouraging for the industry as a whole, especially in these difficult times. As for myself, to receive a Lifetime Achievement Award is very emotional. I have always been a hotelier and always will be with great passion. If I have a message to convey to my fellow hoteliers it is that they should always let this passion burn in their heart and soul".

This year's ceremony Chairman was Andrew Cosslett and Chairman of the awards advisory board was newly appointed Chief Executive Officer of Pierre & Vacances Group Sven Boinet.

"It was a great privilege to host the awards at an InterContinental for the first time on the special occasion of the 10<sup>th</sup> anniversary. Passion and excellence can leave a great legacy. Great work and great accomplishment endures and carries a torch from one generation to the next. I congratulate all of the nominees and award winners from last night as they light the way for others in our industry to follow. It is their achievements, passion and commitment that are helping drive this industry forward at a time when we need it most," concluded **CEO, InterContinental Hotels Group, Andrew Cosslett.**

**Categories:**

**1 - Best Communication Campaign**

**Winner: B&B Hôtels**

Finalists:

- hotelF1 du Groupe Accor
- Park Hyatt

**2- Best e-Commerce Strategy**

**Winner: Louvre Hôtels – HotelForYou**

Finalists:

- Groupe Accor
- Rezidor Hotel Group

**3 - Best Initiative in Sustainable Development**

**Winner: InterContinental Hotels Group “Innovation Hotel”**

Finalists:

- La Grée des Landes – Yves Rocher
- Pierre & Vacances / Center Parcs

**4 - Best Programme in Human Resources Management**

**Winner: Citizen M**

Finalists:

- Rezidor Hotel Group
- Taj Hotels

**5 – Best Initiative in Hotel Management Training**

**Winner: Fairmont Hotels & Resorts**

Finalists:

- Ecole de Savignac
- Institut Paul Bocuse

**6 - Best Innovative Concept in Limited Service Hotels**

**Winner: The Pod Hotel New York**

Finalists:

- Keys Hotels
- Mama Shelter

**7 - Best Concept in Full Service Hotels**

**Winner: Méridien Hotels – Arrival Experience**

Finalists:

- InterContinental Hotels & Resorts – Concierge Experience
- W Hotels – WOW Suite

**8 - Best Customer Relationship Management**

**Winner: Plaza Athénée Paris – Very Important Children**

Finalists:

- Fairmont Hotels & Resorts
- InterContinental Hotels & Resorts

**9 - Best Hotel Novelty of the Year**

**Winner: Park Hyatt Paris Vendôme – Healthy Living**

Finalists:

- Accor Thalassa
- SBM Monte Carlo Beach

**10 - Best General Manager**

**Winner: Kai Speth – Sofitel Legend Metropole Hanoi**

Finalists:

- Stefan Schwind, Kempinski Zografski Sofia
- Carina Svensen-Williamson – Hotel Missoni Edinburgh

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Georges Panayotis  
President and Founder of the Hospitality Awards

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Visit [www.hospitalityawards.com](http://www.hospitalityawards.com) for event video and images, or

For more information and a full list of the nominees and winners, please contact:

**Worldwide Hospitality Awards**

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*Established in 1985, MKG Group has built a solid reputation for business expertise and substantial European-based know-how in the fields of tourism, lodging and food service. MKG Group meets the needs of each of its clients by providing the valuable analytical and decision-making skills necessary for success.*

*Together with other specialised brands, MKG Qualiting, OlaKala, Worldwide Hospitality Awards, Global Lodging Forum, as well as sector publication HTR Magazine and Hotel Restau Hedbo, MKG Group supports investors, hoteliers and key tourism players improve performance, boost productivity and achieve results. [www.mkg-group.com](http://www.mkg-group.com)*