

Paris, May 4th 2010

11th EDITION OF THE WORLDWIDE HOSPITALITY AWARDS

CANDIDACIES OFFICIAL OPENING

For more than 10 years, **MKG** has undertaken to promote the initiatives of the hospitality industry all around the world through the **Worldwide Hospitality Awards**.

This **international competition** is an opportunity for hotel groups to highlight their teams' exemplary achievements in communication, marketing, innovation, human resources, social and environmental responsibility, customer loyalty programs...



For their 10th anniversary in 2009, the **Hospitality Awards** have received close to **150 applications** in all categories from **25 countries** on all **5 continents**. They concerned the 1st ten international hotel groups - representing **4 million rooms** all around the world - as well as more recent brands, rising stars of an ever-changing industry. The Hospitality Awards thus are an excellent representation of the international hospitality industry diversity and help to reveal its innovative processes and concepts.

The Hospitality Awards organization and development are placed under the control of an Advisory Board, representative of the worldwide hospitality industry. It is in 2010 chaired by Pierre Frédéric Roulot, Louvre Hôtels/Golden Tulip Hospitality President.

On April 21st, under the presidency of Pierre-Frederic Roulot, President of Louvre Hôtels / Golden Tulip Group, the Advisory Board met in Paris for the kick off of the 11th Worldwide Hospitality Awards. The board defined the categories and rules of the competition

Candidacies are opened for the categories listed below:

- ▶ Best **advertising campaign**
- ▶ Best **e-commerce/marketing operation**
- ▶ Best **Initiative in Sustainable Development**
- ▶ Best **Human Resources Management Program**
- ▶ Best **initiative in client's experience**
- ▶ Best **Innovating concept in the "limited service" category hotels**
- ▶ Best **Innovating concept in the "full service" category hotels**
- ▶ Best **hotel novelty of the year**
- ▶ Best **General Manager** (luxury and upscale segment)

Furthermore, the Advisory Board will award:

▶ The **Worldwide Hospitality Management Schools Award**: This Prize will be awarded to a hospitality management school for the best educational initiative in order to bring students and hospitality companies closer together.

▶ The **Lifetime Achievement Award**: This trophy will be awarded to an international hospitality personality who has left his/ her mark on the industry as a pioneer, an innovator, a company manager and for his/her successful career.

The Jury Grand Prix will be awarded by the international Jury to an international hospitality company that has left its mark in 2010 through its achievements in four complementary areas: development, innovation, human resources and commercial performances.

Gathering about 800 decision-makers, the award-giving ceremony will be held on November 15th 2010 at the InterContinental Paris le Grand, and will be presided by Hubert Joly, Carlson Group CEO. It is today an unmissable event for hotel leaders, their operations teams and all the partners that allow it to get better and better.

INTERNATIONAL JURY

Made-up of forty well-known figures in the business world, tourism industry and marketing sector (excluding the hotel and restaurant industry). The jury will meet in October 2010 to choose the finalists and winner for each category.

DEADLINE

The call for candidates is open until **June 18th, 2010**

Candidacies files and PowerPoint presentation submission deadline is **September 17, 2010**

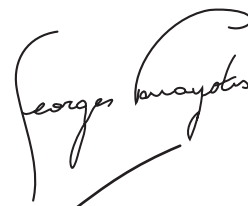
KEY FIGURES

11th Edition of the Worldwide Hospitality Awards.

More than **1000** applications received through the years

122 awards were given till now

12 prestigious trophies will be awarded this year



Georges Panayotis
President - CEO MKG Group
& Founder of the Worldwide Hospitality Awards

For any further information, please consult the Worldwide Hospitality Awards
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