

## **INTERNATIONAL BRAND POSITIONING SURVEY:**

### **HOTEL MANAGEMENT SCHOOLS**

#### **PROJECT SUMMARY - SEPTEMBER 2011**

#### **BACKGROUND AND SURVEY DETAILS**

GfK Switzerland S.A., part of the GfK Group, one of the largest worldwide market research agencies, has recently conducted a survey among senior managers and directors responsible for recruitment of staff in premium hotel and hospitality companies.

The respondents interviewed came from leading 4 and 5 star hotels, in 25 major markets worldwide. This survey was conducted between June and July 2011.

Swiss Education Group (SEG), a company responsible for hospitality management education, commissioned GfK Switzerland S.A to provide them with an objective view of their positioning in the market, compared to their main competitors. A comprehensive and detailed survey was conducted to understand all aspects of the "sales funnel", from awareness through to usage and preference. Additionally, the factors recruiters consider when selecting a hotel school were explored, followed by an exploration of the brand image of hotel schools and an overall ranking of hotel schools in the survey. The results are statistically reliable at a 95% confidence level.

A total of 80 recruiters were interviewed, from 25 different countries worldwide. Just over half the hotels (51%) came from Switzerland with the rest (49%) coming from a range of other countries.

Respondents either had the final decision in terms of employee recruitment (43%) or had some input into the decision for employee recruitment (53%).

The respondents came from a broad list of hotel companies, a selection of which are listed.

#### **KEY FINDINGS**

Respondents were asked to answer to the following question:

"Which of these hotel schools do you **currently use / work with** for recruitment in your company"?

Hotel schools in survey: SHMS, Swiss Hotel Management School, IHTTI in Neuchâtel, HIM in Montreux, Ecole Hôtelière de Lausanne, Glion Institute, Les Roches International school, The Hague, Cornell, Oxford Brookes, SSTH Chur, Zürich Belvoir Park, IMI Luzern, BHMS Luzern, César Ritz, DCT Vitznau, Ecole Hôtelière de Genève.

These schools were asked in randomized order to respondents to avoid any influence on their selection as a consequence of their position in the list.

The following table presents the survey ranking results for current usage of the hotel schools in the survey.

**Top 10 ranking for usage of International hospitality schools asked about in the survey.**

Sample size = 80 respondents

Rank	Institute	% score
1	Ecole Hôtelière de Lausanne	40
2	Swiss Hotel Management School	33
3	Les Roches International School of Management	30
4*	César Ritz	26
4*	Glion Institute of Higher Education	26
6	Hotel Institute Montreux (HIM)	23
7	Ecole Hôtelière de Genève	19
8	IHTTI in Neuchâtel	15
9	The Hague	14
10	Zurich Belvoir Park	13

\* *César Ritz and Glion Institute of Higher Education are tied for fourth position.*

We also asked in the survey which schools each hotel used as a preferred supplier. Among the worldwide schools (outside Switzerland, base = 32 respondents ), 40% said that they had one of the SEG schools as a preferred supplier, which is equal to the percentage for the other Swiss schools combined.

Another question asked about the brand image of individual schools, covering 12 different areas of the relationship between recruiters for hotel employees and individual hotel schools.

All statements were asked on a 7 point scale (7 being "applies completely" and 1 being "does not apply at all"

Specifically for Hotel Institute Montreux (HIM) (base = 52 respondents), the highest ratings were achieved for:

- \* "Produces students who can interact easily with customers"
- \* "Produces students who can be immediately involved in the daily business"

**KEY CONCLUSIONS**

Some of the key conclusions from our survey results are:

- \* The three leading schools for usage of the schools listed were Ecole Hôtelière de Lausanne, Swiss Hotel Management School and Les Roches International School.
- \* The Swiss Education Group (SEG) has four of it's schools in the top ten ranking.
- \* 46% of the respondents interviewed currently use a SEG school for their recruitment.
- \* 40% of the worldwide (outside Switzerland) hotels in the survey have one of the SEG schools as a preferred supplier.
- \* The brand image ratings for Hotel Institute Montreux (HIM) tend to show that it is producing students who are ready to be quickly involved in the daily business and interact easily with customers.

**PROFILE OF THE SAMPLE**

Gender:

Male: 46%

Female: 54%

Position in company:

Human Resources Manager: 40%

Director: 29%

Mid-Manager: 16%

Other: 15%

Experience in company:

Less than one year: 11%

Between one and two years: 20%

Between two and five years: 31%

More than five years: 38%

**Some Hotel and Corporate companies in the survey:**

Vienna International in Austria  
InterContinental Hotels in Belgium  
Radisson Hotel in Belgium  
Radisson Hotel in Bulgaria  
Mamaison Hotels & Residence in Czech Republic  
Park Inn Hotel in Czech Republic  
Amathus Hotel in Cyprus  
Radisson Blue Scandinavia Hotel in Denmark  
Langham Hotels International in England  
Disneyland Paris in France  
Intercontinental Hotel in Germany  
Sofitel Gendarmenmarkt in Germany  
Radisson Blue Saga Hotel in Iceland  
Midway Inns in India  
Starwood Hotels and Resorts Worldwide in Kuwait  
Radisson Blu Martinez Hotel in Lebanon  
Marriott JW Hotel in Indonesia  
Ritz Carlton Penha Longa Hotel & Golf Resort in Portugal  
Swissotel Krasnye Holmy in Russia  
Ararat Park Hyatt in Russia  
Barcelo Hotel & Resorts Group in Spain  
The Ritz Carlton in Spain  
Beau Rivage Palace Hotel in Switzerland  
Fairmont Montreux Palace in Switzerland  
Gstaad Palace in Switzerland  
Hôtel Lausanne Palace & Spa in Switzerland  
Hotel Viktoria in Switzerland  
Manotel Hotel Group in Switzerland  
Ramada Hotels in Switzerland  
Kempinski Corporate in Switzerland  
Swisshotel in Switzerland  
Amari Hotel in Thailand  
Hyatt International in UAE  
Al Bustan Rotana in UAE  
Emirates Palace in UAE  
One&Only Royal Mirage in UAE

## **METHODOLOGY**

In the months of June and July 2011, a combined telephone and on-line survey was conducted, utilizing an extensive data-base of hotel recruiters. The potential respondents were initially contacted by telephone and asked if they would like to answer to the survey. Respondents either answered by telephone or by e-mail, on a secure site hosted by GfK. The name of SEG was not revealed to respondents during the survey to maintain objectivity of results.

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