



6th Hospitality Awards... and the winners are ...
Press Release - 8 November 2005 – For immediate publication

In the presence of Mr. Léon Bertrand, French Minister for Tourism, and Mr Paul Dubrule, Chairman of Maison de la France and co-founder of the Accor Group surrounded by nearly 600 managers and partners of the hotel industry, the award ceremony of the 2005 Hospitality Awards (1) took place on November 7th, at the Hilton Paris Arc de Triomphe. It was chaired by Kurt Ritter, President & CEO, of Rezidor SAS Hospitality.

This major event in the calendar of the international hotel profession is the occasion to call attention to the most pioneering initiatives and the most successful projects of large hotel chains down to the most creative individual hotels. Within the unsteady state of the world's economy and international tourism in particular, the Hospitality Awards are more than just a mere competition, they serve to reveal new ideas and talent. They demonstrate the reactivity of a sector that is highly sensitive to the economic situation, though has a high degree of flexibility.

The 2005 winners are:

The Jury's Grand Prize was awarded to Starwood Hotels & Resorts. The American group Starwood Hotels is one of the top groups worldwide with more than 750 properties, including 730 hotels and 20 or so timeshare resorts, for a total of 236,000 rooms. Today, it is located in 80 countries and has proved to be particularly active in recent years in terms of growing its portfolio of luxury hotels, which are grouped under four major brands: St. Regis, The Luxury Collection, Sheraton and Westin. It has also developed brands on more specific clientele niches, W for a "trendy" population that likes to find contemporary design, or Four Points, a more economic option by Sheraton for secondary business cities.

Finalists:

Groupe Accor
Four Seasons Hotels & Resorts

1 - Best Advertising Campaign

Winner: Holiday Inn Express for its « Shower » campaign

Finalists:

Hyatt Hotels & Resorts for its « Spliced » campaign
Hilton International for its « Take me to the Hilton » campaign

2 – Best Interactive Communication (Website)

Winner: Beau Rivage Palace Lausanne

Finalists:

Château de Montvillargenne
Malmaison Hotels Bars & Brasseries

3 – Best Partnership Operation

Winner: Leading Hotels of the World for Leading Schools of the World

Finalists:

Hôtel Prince de Galles for "Do you Speak Paris"

Malmaison Hotels Bars & Brasseries for "Jazz on the Quay"

4 – Best Professional Development Program for junior employees

Winner: Hilton International with Elevator Program

Finalists:

Sofitel with Graine de Chef

Mövenpick with Talent Development and Succession Planning

5 – Best Innovative Concept in Hotel Lodging

Winner: Yotel

Finalists:

Louis Hotel with Mykonos Theoxenia Hotel

Brochner Group with Hotel Fox Copenhagen

6 - Best Innovative Concept outside Hotel Lodging

Winner: Hilton Maldives Resort and Spa with the Ithaa undersea Restaurant

Finalists:

Le Méridien Beach Plaza with l'Intempo Restaurant

Hôtel Concorde Martinez with Z Plage

7) Best Hotel Opened in 2005

Winner: Radisson SAS Hotel Frankfurt

Finalists:

Hotel du Vin & Bistro Henley on Thames

Conrad Tokyo

8) Best Customer Relation Management and/or Quality Control Program

Winner: Ibis with its durable quality

Finalists:

Four Seasons Hotels & Resorts

Cendant with Positive Guest Experience

9) Best Hotel General Manager

Winner: Philippe Seigle, Le Méridien Phuket Beach Resort

Finalists:

Ingo Peters, Raffles Vier Jahreszeiten, Hamburg Hotel

Hans Williman, Four Seasons Chicago Hotel

The following also competed for the Hospitality Awards:

Alex Hotel New York, Carlson Hospitality Worldwide, Choice Hotels Europe, City Lodge Hotels, Dolce International, Domaine des Etangs, Dorchester Group, Europequipements, EuroDisney SCA, Golden Tulip Hotels & Resorts, Grandes Etapes Françaises, Grand Hôtel les flamants roses, Guoman Hotels, Hôtel de Toiras, Hôtel du Palais, Hotel Indigo, Hôtels & Préférence, Intercontinental Hotels Group, Kempinski Hotels & Resorts, Langham Hotels, Le Mas de Pierre, Le Vendôme Beirut, Louvre Hotels, Luxury Lifestyle Hotels & Resorts, Manotel, Najeti Hotels & Resorts, Novotel, Open Golf Club, Plaza Athénée, Première Classe, Rezidor SAS Hospitality, Royal Windsor Bruxelles, Scandic, Société des Bains de Mer, Sol Melia, Swissôtel Hotels & Resorts, Symboles de France, The Cumberland, The Peninsula Group, The Stein Group, Warwick International

(1) The Hospitality Awards are celebrating their sixth anniversary. They were created by MKG Group, the european leader in hospitality, restaurant and tourism consulting which just celebrated its 20th year anniversary, to distinguish the exemplary and innovative actions of businesses and key persons in the worldwide hotel industry.

The awards' rules and regulations are created and monitored by an Advisory Board, consisting of two-dozen major managers of the hotel industry and qualified persons.

The international jury, composed of 34 members, was presided over by Mr Maurice Beaudoin Deputy General Manager of Le Figaro Magazine. For each of award category, it selected three finalists including one winner.

**For additional information please contact: Mr. Georges Panayotis – Phone: +33(0)1 56 56 87 90
or Bruno Courtin Phone: +33 (0)1 56 56 87 73**

Photos of the ceremony and of the various winners are available upon request.
They may also be viewed on our web site: <http://www.hospitalityawards.com>