



HOSPITALITY
AWARDS

BEST
GENERAL
MANAGER
(upscale and luxury hotels)

XI

Rendez-vous le 15 novembre 2010
Save the date: November 15th 2010
InterContinental Paris Le Grand
www.hospitalityawards.com

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BEST GENERAL MANAGER **(upscale and luxury segment)**

The best General Manager of a luxury/upscale hotel will be awarded according to the following criteria:

- managerial ability,
- business performance,
- human and social dimension,
- implication in the local community,
- professional recognition by peers.
- involvement in community life

The selection is made by the editorial team of HTR magazine and validated by the Advisory Board.

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IDENTIFICATION

- Name of general manager
- Name and location of hotel
- Name of hotel group

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CAREER

- Main positions in the career (please attach full CV)
- Describe your management style
- Recognition by the public and/or other professionals (distinctions, clubs, associations, etc.)

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HOTEL DESCRIPTION

- Category
- Capacity (number of rooms)
- Distribution of rooms (standard, superior, luxury, suites)
- Restaurant and bars: ...
- Other facilities:

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SALES RESULTS

- Revenue generated by the hotel in 2009
- Evolution compared with previous years
- Breakdown in % between:
 - Rooms
 - F&B
 - Meetings & conventions
 - Sport & spa
 - Other (please specify)
- Gross margin in percentage of revenue generated in 2009
- RevPAR evolution over the last 3 years (in %)
- Occupancy rates evolution over the last 3 years
- Average daily rate evolution over the last 3 years

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CUSTOMER SATISFACTION

- Percentage of regular customers in 2009
- Evolution over the last 3 years
- Have you set up a quality control programme in your hotel?
- If so, what are the major characteristics of this program?
- Percentage of overall customer satisfaction
- What is your personal implication in this quality process?

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STAFF MANAGEMENT

- What criteria do you use as a basis for hiring staff?
- What are the tools and methods used to ensure staff training?
- What are the tools and actions used to maintain and develop staff motivation and satisfaction?
- Could you sum up your vision of staff management?

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MARKETING & COMMUNICATION ACHIEVEMENTS

- Actions, campaigns, events to promote your hotel and increase its revenue (please explain)
- Do you participate in the local or national community life, and how?
- Are you a member of any professional association?

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PERSONAL COMMENTS

- What result(s) in recent years are you the most proud of?
- In the future, what are your objectives concerning both your personal career and the development of your hotel?

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INFORMATION

In addition to this questionnaire, please send us:

- A full professional résumé
- A photo dossier: of yourself and your staff; of your hotel
- A press dossier of your hotel and press releases and articles concerning your activities

Please try not to go above 20 slides and favour the visual aspect in order to facilitate the jury's understanding when this document is presented.

A one-minute film is highly recommended in order to introduce yourself. It may be used during the ceremony when the finalists are presented.

Please note that a high-resolution logo of your brand (Illustrator vector) is required.

Submission deadline is September 17, 2010

For any further information, please contact us
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