

Mövenpick Hotels & Resorts named “Hotel Chain of the Year” at the Swiss Travel Awards.

On 30 October 2014, on the occasion of the Swiss Travel Day which was held at the Kongresshaus in Zurich, ten Swiss Travel Awards were presented for the first time and the Travel Personality Award was presented for the eighth time. Mövenpick Hotels & Resorts ranked first in the “Hotel Chain” category!

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Zurich, 19 November 2014 - The elite of the Swiss travel industry had gathered to witness the Swiss Travel Awards ceremony at the Kongresshaus in Zurich at the end of October. The event rewarded the best companies in the travel industry. Mövenpick Hotels & Resorts has two reasons to rejoice. First, Ola Ivarsson, Chief Operating Officer Europe and member of the Executive Committee, received the first prize in the category “Hotel Chain” on behalf of the international hotel chain. Then, Jean-Gabriel Pérès, President and CEO of Mövenpick Hotels & Resorts, was not only nominated for the Travel Personality Award, but managed to place among the last six candidates.

Jean-Gabriel Pérès was therefore particularly pleased about winning the “Hotel Chain of the Year” award. “We are very proud to have won this award. Switzerland is an important market for us, and we hope to continue our growth in this country,” he said after the event.

Mövenpick Hotels & Resorts has evolved significantly over the past decade. The company has continued to grow while remaining true to its values. “We honour the memory of our founder Ueli Prager and remain true to our Swiss roots. Of course, we are also very grateful for the trust that we have been enjoying here for years,” said Jean-Gabriel Pérès.

The basis for the award rating was composed of all travel agencies of German-speaking Switzerland benefiting from customer insurance from the database of Markus Flühmann AG (logistics company). Selected participants had access to an online questionnaire and could nominate their favourite candidates and record their evaluations in all categories.

The organisation, implementation and processing of the online survey were provided by two market research specialists, Dr Rolf Hintermann and Sonja Wedekind, who were already responsible for the assessments of the former TRAVEL STAR Awards.



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