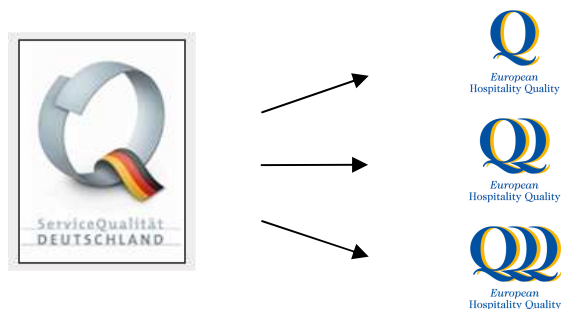


PRESS RELEASE

“ServiceQualität Deutschland” the third national quality scheme for tourism to be accredited at European level by HOTREC

(Brussels / Bad Elster, 18 June 2009) HOTREC*, Hotels, Restaurants and Cafés in Europe, accredited the three levels of the German quality programme “ServiceQualität Deutschland” under the European Hospitality Quality scheme (EHQ) at EHQ levels 1, 2 and 3 respectively. The German “Q” is the third national quality scheme to be recognized at European level, after the Swiss and the Hungarian “Q”. The EHQ scheme is the umbrella quality scheme, developed and managed by HOTREC, on a voluntary basis and on the initiative of the hospitality sector itself. It serves as a reference model at European level for national and regional quality schemes aiming at ensuring and improving the quality of services in the hospitality sector. With the current accreditation, over 3400 establishments (located mainly in Switzerland, Hungary and Germany) are entitled to display the EHQ sign.

HOTREC President, Kent Nyström, explained the objectives of this HOTREC initiative as follows: *“The EHQ scheme is not intended to replace the numerous existing schemes at national or regional level. It rather provides a system for evaluating them as well as information on their meaning”.*



Germany is the third country to obtain the accreditation by HOTREC of its quality programme “ServiceQualität Deutschland” under the European Hospitality Quality scheme. Enterprises entitled to bear the German “Q” are now entitled to use additionally the EHQ label for advertising purposes.

* HOTREC represents the hotel, restaurant and café sector at European level. This sector counts 1.6 million businesses and provides 9 million jobs in the EU alone. HOTREC brings together 40 National Trade and Employer Associations representing the interest of the sector in 25 different European countries.




On the occasion of the Sixth Saxonian Quality Day in Bad Elster / Vogtland, Markus Luthe, Chair of the HOTREC Quality Board, presented the EHQ certificate to Claudia Gilles, Managing Director of the German Tourism Association (DTV). The accreditation is valid for a five years period. The EHQ label is a registered Community trademark (CTM) with protection extended to countries such as Switzerland, Norway, FYR of Macedonia, Liechtenstein and Monaco.



At the end of 2008, DTV, supported by the two German hospitality associations Deutscher Hotel- und Gaststättenverband (DEHOGA Bundesverband) and Hotelverband Deutschland (IHA), decided to apply for the accreditation of the German “Q” under the HOTREC EHQ scheme. On 29 April 2009, Mrs Gilles presented the German programme in detail to the HOTREC Quality Board in Brussels.

By today 15 out of 16 German Federal States signed up to the programme ServiceQualität Deutschland. Throughout Germany over 1700 establishments are accredited: it means that in total already more than 3400 establishments in Germany, Switzerland and Hungary may benefit from this European recognition.

The EHQ scheme includes three levels (Q', Q'', Q''') with criteria setting practical requirements for proper quality management.

 <p>European Hospitality Quality</p>	<p><u>Basic level of quality:</u></p> <ul style="list-style-type: none"> • Guest oriented processes, • One quality-coordinator per establishment, • Internal/self-assessment of the establishment, • Systematic complaint management, • Action plan with relevant measures at least once a year, • Limited duration of Q-assessment.
 <p>European Hospitality Quality</p>	<p><u>Second level of quality:</u></p> <ul style="list-style-type: none"> • Criteria of basic level of quality and additionally • Revision of the action plan on the basis of <ul style="list-style-type: none"> ○ Guest surveys and ○ Written report of mystery check, • Employees' involvement.
 <p>European Hospitality Quality</p>	<p><u>Total Quality Management (TQM):</u></p> <p>Implemented and documented by</p> <ul style="list-style-type: none"> • System equivalent to • ISO 9001:2000 certificate or, • EFQM certificate (≥ 300 points).