

PRESS RELEASE

“By experts for experts”: EHL and HotellerieSuisse launch 12 workshops to support the Swiss hospitality industry



Credits : EHL Hospitality Business School

Lausanne, February 8th, 2023 – The hospitality industry in Switzerland is facing existential challenges and a difficult market environment. Based on a study conducted among 100 Swiss establishments, it was found that today’s hotels and restaurants’ challenges are mainly related to the recruitment of qualified staff, the attraction of new customers, the financial management and the relevance of service concepts. Taking these different aspects into consideration, [EHL Hospitality Business School \(EHL\)](https://ehl.edu) and HotellerieSuisse have joined forces to launch a series of 12 courses to support the industry.

How are the courses organized?

The courses are delivered in a half-day participatory workshop format and will take place in different central locations such as Bern, Chur and Zurich. A detailed calendar of the courses and their descriptions can be found on the dedicated website:

<https://info.ehl.edu/ehl-hotelleriesuisse>

True to the EHL teaching approach, networking, "learning from each other" and direct practical relevance will be central to the courses. This unique offering consists of 12 courses that are grouped into 4 major themes:

Operations:

1. Future-oriented human resources management
2. Sustainable F&B concepts
3. Redesigning value chains

Finance:

4. Liquidity and financial optimization
5. Effective resource management
6. Real estate optimization

Market:

7. Customer acquisition and retention
8. Sales optimization
9. Digitization of customer communication

Overarching themes:

10. Mastering the Experience-Economy
11. Successful Data Management
12. Digital Transformation

To whom are these courses addressed?

The courses are addressed to senior and middle hospitality managers (ex: F&B Managers), without any prerequisites. The design of the courses allows both restaurant and hotel professionals to benefit from valuable teachings that they can directly apply to their daily activities. To guarantee an optimal working atmosphere, the workshops will not exceed 25 to 30 people.

“At EHL, we believe that our industry needs new perspectives and solutions to face current challenges like the labor shortage. To succeed, hospitality leaders have to be ready to revisit their assumptions, transform their leadership model and be open to upskill and reskill their staff members”, stated Dr. Achim Schmitt, Dean of EHL Graduate School.

What will the participants acquire?

A certificate will be issued by EHL and HotellerieSuisse for the completion of each module (one module corresponds to 3 courses). Participants will acquire effective methods for future success in hospitality operations.

How much does it cost?

One half-day course costs CHF 250 and the complete program (which includes the 12 courses mentioned above) costs CHF 3,000.

All participants are entitled for reimbursement by the [L-GAV](#) when attending all 12 courses.

About EHL Group :

EHL Group is the global reference in education, innovation and consulting for the hospitality and service sector.

With expertise dating back to 1893, EHL Group now offers a wide range of leading educational programs from apprenticeships to master's degrees, as well as professional and executive education, on three campuses in Switzerland and Singapore. EHL Group also offers consulting and certification services to companies and learning centers around the world.

True to its values and committed to building a sustainable world, EHL Group's purpose is to provide education, services and working environments that are people-centered and open to the world.

www.ehlgroup.com

About HotellerieSuisse :

As the industry's center of expertise, HotellerieSuisse has represented the interests of Switzerland's accommodation establishments since 1882. Its more than 3,000 members are committed to a quality-oriented, forward-looking and sustainable accommodation industry. The members account for more than two-thirds of Swiss hotel beds and almost 80 percent of the overnight stays generated annually by the hospitality industry. As the umbrella organization of 13 regional associations, HotellerieSuisse covers all parts of the country and all language regions and employs around 100 people.

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