

Press Release

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Research White Paper can be found at
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INDUSTRY RANKS SWISS HOSPITALITY EDUCATION TOPS IN THE WORLD

CLARENS, SWITZERLAND SEPTEMBER 11, 2007: Glion Institute of Higher Education, Les Roches International School of Hotel Management and Ecole Hôtelière de Lausanne were recently ranked by industry as the top three schools in the world for preparing students for an international career in hospitality management. Laureate Hospitality Education, a division of Laureate Education, Inc., commissioned world-renowned market research firm Taylor Nelson Sofres, (TNS) Travel & Tourism (UK), the world's largest provider of custom research and analysis, to conduct a broad industry survey among a large sample of hiring managers from leading hospitality organizations around the world. The sample set of hiring managers regularly recruit graduates at hospitality management schools for international careers in the industry.

A global online survey was completed in June 2007 among a sample of almost 1400 hiring managers from leading firms in the hospitality industry. The sample included leading international hotel companies and other establishments from all major geographic regions. At the end of the fieldwork period, a total of 275 respondents from 52 countries and 39 leading international organizations, completed the survey – a statistically reliable response rate of 20%.

The respondents were asked to rank the top schools around the world when “thinking about hiring graduates for an international career in the hospitality industry”. Respondents chose from among a list of forty of the most recognized hospitality management schools worldwide and were also given the ability to include other hospitality management schools not in the list.

After analyzing the list of the Top 10 schools, the research further concluded that there are three tiers of hospitality management schools as determined by hiring managers. There was a significant statistical difference between the top 3 schools in tier 1 and the next two schools in tier 2. The third tier consisted of the remaining five rated schools among the Top 10.

David Graves, President of Laureate Hospitality Education, an education network which operates two of the top-ranked schools, was pleased to confirm that hiring managers still consider Swiss hospitality education as the best in the world. “To our knowledge, this is the first extensive global survey ever conducted to rank the full spectrum of international hospitality management schools with true statistical validity. The research findings affirm that Swiss hospitality education is still the most recognized in the world, and yet also confirms a distinct tiering of schools. We are very pleased that both of our institutions, Glion Institution of Higher Education and Les Roches International School of Hotel Management, were ranked among the top three in the world. In recent years we have invested heavily in new facilities, highly qualified professors, enhanced program development and strategic alliances to allow both institutions to flourish. It is not a surprise that our exceptional student bodies, coming from over 80 countries, have been recognized by industry for their outstanding management performance in international careers. Glion and Les Roches will continue to work closely with leaders in the hospitality industry to understand new trends and to meet future global requirements.”

Table 1:

**Top Five International Hospitality Management Schools in the World
for an International Career**

Based on frequency of school selection by hospitality industry hiring managers

Sample Size = 275 respondents

Institution	Country	% of Respondents that Ranked School in Top 5 Worldwide
TIER 1		
Ecole Hôtelière de Lausanne	Switzerland	50%
Glion Institute of Higher Education	Switzerland	50%
Les Roches International School of Hotel Management	Switzerland	48%
TIER 2		
Cornell University	U.S.A.	35%
Hotelschool, The Hague	Netherlands	28%
TIER 3		
Oxford Brooks University	United Kingdom	14%
Swiss Hotel Management School	Switzerland	11%
Hogere Hotel School Maastricht	Netherlands	11%
Institut Hôtelière 'César Ritz'	Switzerland	9%
ESSEC Hospitality Business School	France	9%

Note : Each tier represents a cluster statistically different from other tiers at a 95% confidence level.

Taylor Nelson Sofres PLC (TNS) is a leading market research and information group and are the world's largest provider of custom research and analysis. TNS operates globally across 70 countries, allowing TNS to provide internationally consistent, up-to-the-minute and high quality information and analysis. TNS Travel & Tourism is employed by a portfolio of global clients in the leisure, tourism, hospitality and travel industries to undertake a range of research and consultancy projects, designed to provide insight and knowledge.

Laureate Education, Inc. is focused on providing a superior university experience to students through the leading global network of accredited campus-based and online universities. Addressing the rapidly growing global demand for higher education, Laureate offers a broad range of career-oriented undergraduate and graduate programs through campus-based universities located in Latin America, Europe, and Asia. Through online universities, Laureate offers the growing population of non-traditional, working-adult students the convenience and flexibility of distance learning to pursue undergraduate, master's and doctorate degree programs in major career fields including engineering, education, business, and healthcare. Laureate Hospitality Education, division of Laureate Education, Inc. operates from headquarters in Clarens, Switzerland.

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