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## Hospitality Graduate Recruitment to Bring Young Talent to Banyan Tree Group

LUZERN, SWITZERLAND, July 2<sup>nd</sup>, 2007 – Hospitality Graduate Recruitment (HGR) has signed a one-year partnership with Banyan Tree Hotels and Resorts to help the luxury Asian chain attract the best of a new generation of hospitality graduates.

The partnership, which came into effect June 4, gives senior management at all of Banyan Tree's 22 resorts in 10 countries unlimited access to profiles of undergraduates, graduates and alumni from over 100 hotel schools and hospitality universities globally – the future of the industry.

"The HGR online platform will allow Banyan Tree Hotels Resorts to identify and recruit managers and leaders of the future," says Jeff Ross, Managing Director of HGR. "Working with our diverse and unique network of hotel schools and universities will enable Banyan Tree to build brand awareness within the international hospitality education industry. They will be one step ahead of their competitors in recruiting the best hospitality graduates and undergraduates".

Banyan Tree currently employs 6,600 associates worldwide. The company's aggressive growth pipeline indicates an additional 40 properties in the next 4 to 5 years. The group's Senior Vice-President and Managing Director for Hotel Operations, Mr. Bernold O. Schroeder, says that the demand for qualified trainees and entry level applicants is much higher than ever. "Successful first-time placement and retention of young talent is absolutely key to service delivery".

He says that the expectations of Banyan Tree's targeted clientele and return guests are constantly rising. "We encourage this trend. However, this also requires the need for our guest-contact associates to have a fine-tuned sense of what Banyan Tree service is all about. We are, therefore, always on the look out for talented and educated candidates at the early stages of their careers so we can train and develop them based on our service values. Clearly, this aspect of our human resources philosophy is vital to our success. Our partnership with HGR will contribute to ensuring that our human capital responds to our strategies now and in the future."

### **ABOUT HOSPITALITY GRADUATE RECRUITMENT ([WWW.H-G-R.COM](http://www.h-g-r.com))**

Swiss-based recruitment company Hospitality Graduate Recruitment (h-g-r) specializes in placing hospitality graduates into entry level, supervisory and junior management hotel positions. Working with over 100 hotel schools and universities globally, it helps hospitality employers to find and recruit graduates, undergraduates and alumni via its leading database-driven website [www.h-g-r.com](http://www.h-g-r.com). With no recruitment fees, just the initial modest membership fee, it could well be the ideal solution for your hospitality business to streamline its graduate and undergraduate recruitment strategy.

Contact [asiasales@h-g-r.com](mailto:asiasales@h-g-r.com) for further information.

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