



German service quality scheme re-accredited by the renewed European Hospitality Quality scheme

(Brussels - Berlin, 5 March 2015) HOTREC, the European business association of hotels, restaurants and cafés, announced today the re-accreditation of the German quality scheme 'ServiceQualität Deutschland' under its European Hospitality Quality (EHQ) scheme. The EHQ is HOTREC's umbrella quality scheme for hospitality related quality schemes, developed and managed by HOTREC, on a voluntary basis and on 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.

The Chair of the HOTREC Quality Board, Dr. Ákos Niklai, explained the objectives of this HOTREC initiative as follows: *"The EHQ is not intended to replace the numerous existing schemes at national or regional level. It rather provides a system for evaluating them and making them comparable"*.



Following the recent simplification of the EHQ scheme, the reduction of its levels from three to one and some adjustments to its criteria, Germany is the next country to obtain the re-accreditation by HOTREC of programme "ServiceQualität Deutschland" under the European Hospitality Quality scheme.

In the framework of ITB, Susanne Kraus-Winkler, President of HOTREC handed over the accreditation certificate to Carolin Ruh, President of ServiceQualität Deutschland.

"We are pleased about the re-accreditation of ServiceQualität Deutschland at the European level", commented Carolin Ruh. "Thanks to this recognition, establishments having obtained the 2nd level of our programme can, with a small supplementary effort, market themselves also with the European Q."

"HOTREC is proud to have retained the trust of the German quality programme for another accreditation under the EHQ scheme", said Susanne Kraus-Winkler.

"HOTREC is looking forward to applications from other countries as well in order to make this benchmark more widely accessible to the tourism market across Europe" – added Dr. Ákos Niklai, Chair of HOTREC's Quality Board.

What is HOTREC?

HOTREC represents the hotel, restaurant and café industry at European level. This industry includes around 1,8 million businesses, of which 99% are small and medium sized enterprises (91% of them micro enterprises, i.e. employing fewer than 10 people). These businesses make up some 59% of industry value added. The hospitality industry provides some 10.2 million jobs in the EU alone. Together with the other tourism industries, the sector is one of the largest industries in Europe. HOTREC brings together 42 national associations representing the sector in 28 different European countries.

For further information: www.hotrec.eu

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