

 <b>LAUREATE</b> HOSPITALITY EDUCATION	<b>HOSPITALITY SCHOOLS RANKING</b> Press Release	
	<b>Person</b>	Mr Arjen Meijer International PR Manager Laureate Hospitality Education
	<b>Address:</b>	Rue du Lac 118 – CH – 1815 Clarens - Switzerland
	<b>Contacts:</b>	Tel: +41 79 310 81 93, Email: <a href="mailto:arjen.meijer@laureate.ch">arjen.meijer@laureate.ch</a> <a href="http://www.laureatehospitality.com">www.laureatehospitality.com</a>

### **Les Roches Jin Jiang ranked number one international hospitality management school in China**

Les Roches Jin Jiang International Hotel Management College in Shanghai has been ranked by the industry as the best international hospitality management school in China for preparing students for an international career in hospitality management.

This is the conclusion of the broad industry survey among a large sample of hiring managers from international hospitality companies around the world, conducted by Taylor Nelson Sofres (TNS) PLC in the United Kingdom, the world's largest provider of custom research and analysis.

The primary purpose of this survey was to establish the relative 'ranking' of the various hospitality management schools providing university-level programs in China from which hiring managers from international hospitality companies are likely to recruit staff and to determine the top international hospitality management school in this region.

The result of the survey showed that Les Roches Jin Jiang International Hotel Management College in Shanghai, a hospitality management school of Laureate Hospitality Education (LHE), is the number one hospitality management school in China for an international career.

Les Roches Jin Jiang stands for the key to an international, fast track career in one of the fastest growing and glamorous industries. China has over 72 million jobs in hospitality and is the leading country in terms of number of hospitality jobs. Only in Shanghai are there currently 54 five-star hotels under construction.

With this in mind, the hospitality industry is on the lookout for well-educated, trained and multilingual young graduates from Les Roches Jin Jiang International Hotel Management College. The international Les Roches campuses provide unique education beyond the curriculum. Thousands of successful Les Roches graduates around the world, and specifically in China, are the proof of the highest quality of education and industry recognition.

The various international university degree pathways within the Les Roches network make it possible. 'The result of this important survey is great news for us', Judy Hou, CEO of Les Roches Jin Jiang, said. 'The hospitality industry in China is growing extremely fast and the

result of the survey shows that Les Roches Jin Jiang is the undisputed leader in China in preparing students for an international career. We have seen many students becoming successful Alumni when graduated and the fact that Les Roches Jin Jiang is now voted by the industry hiring manager as the best hospitality management school in China proves that we are doing an excellent job.'

'The goal of top international hospitality management schools is to prepare managers to compete successfully in a rapidly changing world', said Arie van der Spek, Senior Vice President of Laureate Hospitality Education worldwide. 'This survey confirms that the hospitality industry understands and appreciates the unique nature of the Swiss education model, which combines practical instruction with serious academic studies.'

'Our graduates deliver an outstanding level of performance after graduation and throughout their careers, as evidenced by the many Les Roches graduates occupying positions at the top of the world of hospitality', continued Van der Spek. 'Because we work closely with leaders in hospitality we understand their expectations for excellence and quality. In this way, we can prepare our graduates for a successful future in hospitality management, the world's fastest growing industry.'

The survey was conducted in September and October 2010, and included invitations to more than 50,000 hoteliers in 70 countries to participate in the survey. Laureate Hospitality Education, a division of Laureate Education Inc, commissioned TNS to conduct the survey utilizing "blind" objective techniques. The survey results are statistically reliable at a 95% confidence level.

End.

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 us 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 Hospitality Education is a unique and global group of institutions that provides hospitality, tourism, event, sport and entertainment management education to students from over 100 countries. It is comprised of 8 premium and leading institutions in 5 countries and 4 continents, thus offering the industry an amazing pool of talents. Schools include Glion Institute of Higher Education, Les Roches International School of Hotel Management and Les Roches - Gruyère University of Applied Sciences in Switzerland, Les Roches International School of Hotel Management in Spain, Les Roches Jin Jiang International Hotel Management College in Shanghai, China, Kendall College in Chicago, USA, Blue Mountains International Hotel Management School and Australian International Hotel School in Australia. For more information, please visit: [www.laureatehospitality.com](http://www.laureatehospitality.com)

#### Media Contact

For Laureate Hospitality Education

Mr. Arjen Meijer, International PR Manager Laureate Hospitality Education

Tel: +41 79 310 81 93

Email: [arjen.meijer@laureate.ch](mailto:arjen.meijer@laureate.ch)

[www.laureatehospitality.com](http://www.laureatehospitality.com)

Les Roches Jin Jiang International Hotel Management College in Shanghai