



Pilot project for junior managers at the hotel professional school (Hofa) in Berlin

Berlin, 1st of July 2008: In cooperation with the hotel professional school in Berlin, Fairmas is starting a benchmark pilot project for advancement of junior staff, from the beginning of the 2008 school year.

Linked with the objective of offering practical support to traineeships and initiating the budding hotel experts in current market analysis procedures, Fairmas is supporting junior staff groups for one year. During this time, Fairmas takes responsibility for providing funding for the project leader, content-oriented information and training resources. Access to the benchmarking system is provided free of charge. The project group works with anonymous, real destination results on a daily basis.

The aim is for the course graduates to learn to interpret the key destination figures acquired from the benchmarking system (occupation, average rate, revenue per available room) and to draw conclusions regarding market development in Berlin. If implementation is successful, the company would like to extend this idea and offer partnerships to hotel and tourism professional schools and academies throughout Germany. "It was important for us to take social responsibility right from the start," state both of the company founders, Dr. Roland Smolin and Pascal Tavanti.

Contact: Fairmas Gesellschaft für Marktanalysen mbH, Tanja Gerhard, Meinekestrasse 24, 10719 Berlin, Mail: press@fairmas.com, Phone: ++49 (0) 30 322 940 520, Telefax: ++49 (0) 30 322 940 521