Beat: Travel

FIRST AWARDS CEREMONY "BEST HOTELS FOR WOMEN" In PARIS

SHE TRAVEL CLUB LABEL

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USPA NEWS - SHe Travel Club is the Only Label dedicated to Female Travelers. They Grade and Provide Solutions for Hotels based on Women's Needs and Expectations. SHe Travel Club addresses the Needs of 64 % of Hotel Guests: Women. They Work with Hotels and Experts to Understand and Breakdown the Best Practices to Make Hotels more Adapted to Their Female Segment, based on 4 Core Pillars: Safety, Comfort, Services & Amenities, Dining & Entertainment.

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The SHe Travel Club Label Celebrates International Women's Rights Day - 1st Awards Ceremony which Rewards the "Best Hotels For Women" This Award includes 2 Parts and Rewards the Best Hotels for Customers but also for Their Employees integrating Criteria such as Equal Pay, Employee Safety, Team Training on Harassment and Gender Bias.

Women are more and more Sensitive to the Sincerity of Brand Commitments and it is to Remind the Tourism and Hotel Sector that Gender Equality is part of CSR Issues in the Same Way as Sustainable Development. These are the First Awards to Reward Hotels for this Dual Commitment.

It is also to Encourage the Hospitality Sector to Accelerate its Transformation and Make Gender Equality a Priority for Both its Female Guests and its Employees. This Award aims to Create a Chain of Solidarity between Female Clients and Female Employees. It should be Noted that 54% of Hotel Employees are Women and 64% of Travelers in the World are Women.

The Selection of Participating Hotels:

The Hotels that have obtained the Highest Ratings on the Certification from Their Customers in Their Category. The Best Rated Hotels and Chains by Their Employees based on 2 Questionnaires:

- A Questionnaire for HR/Management on the Internal Gender Equality Policy (Equal Pay, Management Training on Bias and Harassment, etc.)

- A Questionnaire Completed by 3 Employees (Reception, Chambermaids and Catering) on Criteria of Security, Parity, Comfort, Training...

Responses were Confidential, Anonymous and Processed by She Travel Club Platform.

The Winners' Announcement Ceremony took place on Monday, March 6 at the Pullman Paris Tour Eiffel Hotel. The Winners were present as well as Journalists, Travel Managers, Women's Associations, Hoteliers and Travel Agents. The Winners expressed themselves On Site or By Zoom.

The Winners of this Hotel Label:

- Hotel 3* Category - "Best Hotel For Women"
Victoria Stevenson , General Manager
@ Columbus Monte Carlo

- Hotel 4* Category - "Best Hotel For Women"
Antoine Dubois, Marketing & Communications Manager, Customer Experiences, Loyalty Program Europe & North Africa

@ Novotel Dubaï Al Barsha

- Hotel 5* Category - "Best Hotel For Women"
Arnaud Morandi, General Manager
@ Fauchon L'Hôtel Paris

- The Best Initiative For Women Prize Category - "Best Hotel For Women"
To the Hotel that has introduced New Hospitality Products that meet Women's Expectations or Adjusted Services that have Positively Transformed the Female Guest Experience.
Laetitia Elmaleh, General Manager
@ Kimpton St Honoré Paris

- Best Committed Hotel Group Prize Category - "Best Hotel For Women"
Was Given Equally to Three (3) Hotel Groups that have Been Engaged with the SHe Travel Club since 2022 on a Collection Ranging from Five (5) to more than Thirty (30) Hotels and that Have Implemented Processes Improving The Guest Experience, Women and Employees in Their Hotels.
* Astotel: Samantha Pinet, Customer Manager and Community Manager
* Accor: Catherine Cherabieh, Vice-President Marketing ALL and Southern Europe, Antoine Dubois, Marketing & Communication Director Customer Experience and Loyalty Europe and North Africa, Laure Descout, Project Manager Brands, Marketing & Customer Experience Southern Europe.
* Starhotels: Alessandra Bragoli, General Manager, Castille Paris of Starhotels.

Source: Ceremony Awards on Monday, March 6 at the Pullman Paris Tour Eiffel Hotel.
Animated by:
* Madame Valerie HOFFENBERG - Founder & President of SHe Travel Club

Ruby BIRD
http://www.portfolio.uspa24.com/
Yasmina BEDDOU
http://www.yasmina-beddou.uspa24.com/

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Editorial program service of General News Agency:
United Press Association, Inc.
3651 Lindell Road, Suite D168
Las Vegas, NV 89103, USA
(702) 943.0321 Local

(702) 943.0233 Facsimile
info@unitedpressassociation.org
info@gna24.com
www.gna24.com