

INDUSTRY UPDATE

PRESS RELEASE

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PPHE Hotel Group demonstrates Commitment to Team Members, Guests, and Communities With Industry-leading Initiatives

Programmes recognised by The Cateys and Business Travel Awards Europe 2021

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Led by its company values of trust, commitment, and care, PPHE Hotel Group has developed and implemented a host of industry-leading initiatives to support team members, guests, and the communities it operates in before, during, and currently as the pandemic crisis eases.



The initiatives combine effective communication, health and wellbeing programmes, training courses and the use of technology, to add to the Group's proven record of going above and beyond prior to and during one of the most turbulent times the industry has ever experienced. These include:

- The development, launch and subsequent accreditation by world leaders SGS of its *Reassuring Moments* programme; created to assure internal and external safety across its portfolio
- The launch of *Reconnect* and *ReCreate* programmes, which won the Best Management Preparation Award at the Springboard Awards for Excellence
- The development and deployment of App technology to create an 'internal agency' that offered shifts for its own people to work for extra money, supported by a proactive contact approach with all local supermarkets and trading businesses
- The creation of new initiatives by the Group's leadership team to boost its existing network of support for colleagues working across all levels in the business, such as weekly newsletters with video interviews, town hall meetings, and a re-boarding process that enabled its team to return confidently, remaining engaged and informed
- A tailored online learning and development platform with varied training and compliance programmes
- A bespoke training programme, access to Employee Assistance Programmes and regular morale boosting activities, allowing team members to maintain their physical and mental wellbeing
- Partnerships with local councils and bodies to support the communities in which the Group operates, providing over 25,000 free meals for the elderly and vulnerable,

The use of technology has been instrumental in its approach over the course of the pandemic, enabling the Group to offer guests a seamless experience as it – and guests alike – navigated the pandemic. The Group's *Park Plaza Services App* was developed to offer guests a range of Contactless Services and access to its teams 24 hours a day, as touch points were reduced throughout the customer journey.

The app and its dedicated web pages enhanced customers' experience whilst ensuring a safe and comfortable stay, focusing on four main areas: online check-in, digital key, in-stay services and express check out. As a result, up to 45% of all orders are now placed via the app, with approximately 6,300 guests checking in using this service since the start of the year – a great achievement with business having resumed following a period of lockdowns.

These initiatives were so successful that they led the Group to be awarded the coveted Best Employer2021 accolade at The Cateys as nominated, selected, and awarded by its peers in the industry. Its Contactless Service has also been shortlisted in the Technology Innovation – Traveller Experience at the Business Travel Awards Europe (9th September 2021).

Greg Hegarty, Deputy Chief Executive Officer and COO at PPHE Hotel Group, said:

“We have worked tirelessly to provide our team members, guests and communities significant support systems throughout the pandemic, and these initiatives highlight how we have gone above and beyond to help our team navigate this challenging time.

“PPHE Hotel Group is truly committed to the health and wellbeing of our team, and we will continue to do all we can to ensure they feel truly supported as the pandemic crisis eases, and beyond. We are delighted to have been recognised for this hard work by The Cateys and the Business Travel Awards, it's a great achievement and we'd like to thank those involved with giving us this incredible accolade, not to mention our teams on the ground – thank you for your hard work, passion and enthusiasm.”

About PPHE Hotel Group

PPHE Hotel Group is an international hospitality real estate company, with a £1.7 billion portfolio, valued as at December 2020 by Savills and Zagreb nekretnine Ltd (ZANE), of primarily prime freehold and long leasehold assets in Europe.

Through its subsidiaries, jointly controlled entities and associates it owns, co-owns, develops, leases, operates and franchises hospitality real estate. Its primary focus is full-service upscale, upper upscale and lifestyle hotels in major gateway cities and regional centres, as well as hotel, resort and campsite properties in select resort destinations.

PPHE Hotel Group benefits from having an exclusive and perpetual licence from the Radisson Hotel Group, one of the world's largest hotel groups, to develop and operate Park Plaza® branded hotels and resorts in Europe, the Middle East and Africa. In addition, PPHE Hotel Group wholly owns, and operates

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PPHE Hotel Group is a Guernsey registered company with shares listed on the London Stock Exchange. PPHE Hotel Group also holds a controlling ownership interest in Arena Hospitality Group, whose shares are listed on the Prime market of the Zagreb Stock Exchange.

Company websites:www.pphe.com | www.arenahospitalitygroup.com

For reservations:www.parkplaza.com | www.artotels.com | www.arenahotels.com | www.arenacampsites.com

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