



“You are 5 Stars” Attracts More Than 1000 Participants from 90 Countries
Competition aimed at raising awareness of hospitality careers

Montreux, Switzerland-October 9th, 2012- [You are 5 Stars](#), launched by Laureate Hospitality Education on September 3rd to raise awareness of careers in hospitality and hotel management among young adults, has inspired more than 1000 participants from 90 countries to build 1112 hotel designs. More than 300 000 visitors have voted on their favourite design, with entries from Mexico, Portugal, Spain, Switzerland and the United States leading in entries and favourite hotel designs.

“Hospitality management is about creativity, globalization, passion and innovation. The competition’s results mirror these traits and serves as a channel to students’ interests, aspirations and creativity in a hospitality management career” said Arie van der Spek, Senior Vice President Laureate Hospitality Education Worldwide. *“We are very excited with the results and the support of over 300 000 voters to the incredible and creative ideas of the participants.”*

Participants in the “You are 5 Stars” competition build their own virtual hotel and then promote to earn the most “check-ins” from fans. The six entries with the highest number of “check-ins” for their hotel move on to an interview with a jury composed of industry professionals who assess the finalists on their knowledge of the hospitality industry as well as their hotel design, business strategy, and promotions. The winner selects a world-class hospitality experience at a location in Switzerland, China, USA, Spain, or Australia, all home to Laureate Hospitality Education institutions. The competition ends October 28th.

“Through this game, participants are discovering their passion for hospitality and their ability to act virtually as a hotel’s General Manager. This is also a great opportunity for the industry to discover a new generation of leaders who will shape the way hospitality evolves in the next decade,” said van der Spek.

For more information and to participate in the competition please visit <http://www.youare5stars.com> or follow us via Facebook® @ <https://www.facebook.com/uare5stars> or Twitter® @uare5stars

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About Laureate Hospitality Education

Laureate Hospitality Education is a unique and global group of specialized higher education institutions that provides hospitality, tourism, event, sport and entertainment management degree-level education to students from over 100 countries. It is comprised of 7 leading institutions in 5 countries. 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 China, Kendall College in the USA and Blue Mountains International Hotel Management School in Australia. More than 6,000 students attend Laureate Hospitality Education institutions. For more information, please visit: www.laureatehospitality.com