



Press release

Luxury Hotelschool announces a strategic partnership with the Saudi Ministry of Tourism to cultivate next generation of luxury tourism professionals

Paris, March 7 2024

Luxury Hotelschool, the leading international institution dedicated exclusively to luxury and ultra-luxury hotel management training, is delighted to announce its participation in the Tourism Trailblazers Program - Investing in the Future of Tourism, a vital initiative within the framework of the Saudi Vision 2030 project.

Chosen for its unparalleled academic excellence and deep-rooted expertise in luxury standards, Luxury Hotelschool stands out as the longstanding partner for renowned palaces, 5-star hotels, and international resorts.

This groundbreaking project, led by the Ministry of Tourism of the Kingdom of Saudi Arabia, aims to empower 100,000 Saudis over the span of 5 years with indispensable skills crucial for a thriving career within the Kingdom's burgeoning tourism sector. With an investment exceeding USD 100 million, this endeavor is poised to create 1 million jobs in the sector by 2030.

"We consider it a privilege to nurture Saudi talent, equipping them with essential practical and academic proficiencies. This underscores the recognition of European, particularly French, expertise in this distinguished field. Through our unwavering dedication to this mission, we anticipate a bright future for all stakeholders," says Olivier Deveaud, Managing Director of the Luxury Hotelschool.

Renowned for its steadfast commitment to academic excellence across foundational and professional education domains, as well as preparation for international careers, Luxury Hotelschool has curated a tailored program specifically attuned to the Kingdom's requirements and the intricacies of the global luxury hospitality landscape.

Dubbed '**Master the World of Luxury Hospitality**' this program is meticulously crafted to meet industry demands, delivering a curriculum fully immersed in English and anchored on five core pillars addressing sector-specific needs, including customer expectations, experiential dynamics, and cross-cultural nuances.

For additional details regarding the school, its partners, teachers, and alumni, please visit www.luxuryhotelschool.com



The first class in February: the first 100 Saudi students received their certificates from the school's director, Jean-Axel Padeloup.

About Luxury Hotelschool Paris

Established over three decades ago, Luxury Hotelschool stands as the premier international institution exclusively dedicated to luxury hotel management training, specializing in 5-star and luxury hotels and the top-tier service sector. Nestled within its palatial campus on Boulevard Haussmann, in the heart of the Opera district in Paris, adjacent to renowned department stores such as Galeries Lafayette and Printemps, Luxury Hotelschool distinguishes itself as the sole institution globally to offer its students the unique opportunity to reside within a palace setting. This immersive experience allows students to not only witness but also embody the essence of luxury, gaining invaluable insights into its allure.

With a steadfast commitment to excellence, innovation, and hands-on learning, Luxury Hotelschool emerges as the preferred destination for aspiring professionals in the luxury hotel industry.

In addition to its academic programs, Luxury Hotelschool extends its expertise to professionals within the hotel industry and service-oriented businesses by offering tailored professional training courses. These courses are designed to deepen participants' understanding of emerging customer relations trends and empower them to master the specific codes essential for optimizing the customer journey and elevating the overall experience.

www.luxuryhotelschool.com

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