

Special Award of the "Hotelier of the Year" goes to Bierwirth & Kluth Hotel Management GmbH

Peter Bierwirth, Klaus Kluth and Petra Bierwirth-Schaal from Bierwirth & Kluth Hotel Management GmbH receive the coveted award from ahgz.

Munich, June 15, 2022 - Co-founder Peter Bierwirth and managing partner Klaus Kluth as well as Petra Bierwirth-Schaal as the managing partner of Bierwirth & Kluth Hotel Management GmbH received yesterday evening, 14 June, the Special Award in the context of the awarding of the "Hotelier of the year" of the general hotel and catering trade newspaper. The laudator was Markus Lehnert, Marriott Vice President International Hotel Development based in Zurich.



From left to right: Klaus Kluth, Petra Bierwirth-Schaal, Peter Bierwirth

The award ceremony, which is traditionally embedded in the two-day German Hotel Congress, took place at a festive gala with around 800 invited guests, which was held for the first time at Europa-Park Rust. As a moderator Bärbel Schäfer.

Klaus Kluth is particularly pleased about the justification for the Special Award: "I am proud that the jury has honored the diversity of our services from a single source today. In 1998, B&K was initially active as a hotel consultant and redeveloper, and has been successfully active as a hotel developer and operator since 2008. Our portfolio includes 13 hotels of the brands Marriott, Courtyard by Marriott, Renaissance, Moxy as well as Holiday Inn with around 3,000 rooms in Germany and Austria. In addition, there are own-brand properties in the Serviced Apartments with locations in Hanover, Hamburg and Munich-Garching."

In his acceptance speech, founder **Peter Bierwirth** encouraged young people to start their own career as a role model for the most interesting profession in the world: "Where else can you simultaneously learn one of the most versatile

professions, get to know the country, the people and the world, and pursue your goals all the way to self-employment?"

Petra Bierwirth-Schaal is also grateful, especially to her employees: "Without their professional and personal commitment, as well as the host and service provider mentality, we would not be so successful today. That is why we have coined our "Why" with the phrase: Creating happy trails with heart and mind. We live a strong and value-based corporate culture."

With multiple B&K hotels in each location, B&K employees have the opportunity to experience multiple brands within the company and take the next step in their career without necessarily having to relocate. For such a "next step", Petra Bierwirth-Schaal is particularly interested in the personal development of the managers.

B&K works with the Mindcodex model, which makes it easy to recognize strengths, develop them and use them in a targeted manner.

The average length of service of the management team is currently around eight years, which is remarkable in the hotel industry. According to the award winners, the professional structures of the international hotel industry coupled with a family-like appreciated.

The trio is optimistic about the future and is proud to receive the coveted industry Oscar on behalf of all employees who have accompanied and helped shape the company over the past 24 years.

For further information, please visit: www.bierwirth-kluth.de.