



SHL BUSINESS AREAS AG
ANNUAL REPORT 2022

FOREWORD

DEAR READER

The mood of optimism after two years marked by the Corona pandemic was very tangible and countable in almost all business areas subsumed under SHL Business Areas AG in the business year of 2022.

Judging by the momentum and numerous partnerships, the business year of 2022 can be considered a success.

The **consulting and training activities** and the associated mandates have shown that the basic concept is suitable and further implemented with a great deal of self-confidence. In the area of training, the highlight was certainly the project for Solothurner Spitäler AG, which SHL won in a pitch against well-known consulting firms and other Swiss hotel management schools.

The **SHL Career Days** - now an important pillar of SHL Business Areas AG - were as popular as ever! The industry's need to get in touch with our students was strongly evident in 2022 and the career days were fully booked within a very short time. The high demand can be explained on the one hand by the widely discussed shortage of skilled workers, and on the other hand by the good reputation of SHL students, who embark on their practical assignments with a sound base of knowledge.

With an average occupancy rate of 81%, the **Hotel SHL** is a true self-supporter of SHL Business Areas AG.

In the area of **international activities**, the aftermath of the Covid years was clearly noticeable: exciting target markets were still suffering from the restrictions and the associated projects and potential orders took off less quickly than planned and desired. No new projects could be acquired.

All in all, it can be said that the concepts and the portfolio of SHL Business Areas AG are on track and are constantly being expanded and adapted to the needs of the diverse customer groups. The motivation and the associated strength are perceptible and allow us to look to the future with abundant energy and confidence.

Timo Albiez

Director SHL Business Areas AG

02

TRAINING OFFERS

CUSTOMER PROJECTS IN THE SPOTLIGHT

An important and successful pillar of SHL Business Areas AG is marked by the various training offers, from «Best Customer Experience» programmes and service «crash courses» to board of directors training for board members in the hospitality industry. In 2022, the following exciting and innovative projects were implemented, among others:

Solothurner Spitäler AG

The mandate received at the end of 2021 for the Solothurner Spitäler (soH) - under which the Bürgerspital Solothurn, Spital Dornach, Kantonsspital Olten and the Psychiatric Services are subsumed - can be described as an exciting and successful project: The differentiation of services in the health care system is an important strategic topic that was tackled in an exemplary manner by those responsible at soH - not only with regard to purely medical services, but also with regard to the approach in dealing with patients with private insurance and those with supplementary insurance coverage. Within the framework of the mandate, SHL was allowed to analyse

hospitals on their service performance and to derive possible development steps and measures from this in the respective working groups.

A central measure was that all employees of the private departments of the hospitals in Solothurn, Olten and Dornach were trained on the topic of «Premium Service Excellence». In addition, keynote presentations were held for the doctors and a train-the-trainer programme was implemented. The participants of the train-the-trainer workshop are now responsible for ensuring the implementation of the central ideas of customer orientation at their locations.



The cooperation with the Solothurner Spitäler is to be continued in the coming years and SHL will be able to support the company as an important initiator, coach and training partner.

In the SHL workshops, for example, the parallels between own businesses and the hotel industry are explored with the help of striking images.

Hotel Schweizerhof Zürich

The board of directors of Hotel Schweizerhof Zurich expressed the need for the new members of the board to receive a brush-up course in all relevant areas of the hotel industry in order to be able to improve the ground-breaking decision-making process for the challenging future. Four training days were developed for this purpose, dedicated to the topics of operative hotel business, financial management, human resources management and strategic marketing. The participants were acquainted with the different areas in an application-oriented manner and with practice-relevant cases and exercises.

The trainings could be implemented with the help of the competent SHL lecturers. Synergy utilisation par excellence!

LGT Bank (Schweiz) AG

Top service and service orientation are expected from a private bank like LGT Bank (Switzerland) Ltd. SHL was commissioned to carry out mystery checks at selected locations in order to gain an impression of the current customer experience. With this information, a one-day training programme for all reception staff was put together and implemented in autumn 2022. Here, too, the practice-oriented training sequences were considered a guarantee for success to understand the Triple-A concept of SHL (Attention - Attitude - Action) and to implement it in everyday situations.



FURTHER CLIENTS:

- Bank Gantrisch
- Bürgerspital Basel
- CASCADA Boutique Hotel
- dasteam ag
- Kestenholz Automobil AG
- Lufthansa Aviation Group
- Luzerner Kantonalbank
- Merbag Automobil AG
- Mercedes Benz Financial Services AG
- Mercedes Benz Schweiz AG
- Planzer Support AG
- Private Selection Hotels & Tours



03

PERSONNEL SERVICES

SHL CAREER DAY

In 2022, SHL welcomed a total of 129 companies to the campus on the occasion of the career days. International companies that were not able to participate on site were connected via an online presentation. The aim of the career days is to connect companies from the hotel, gastronomy and other industries with SHL students.

Premiere: Meet the Pro

The supporting programme «Meet the Pro», which was held for the first time on 20 October, enabled students to exchange ideas with professionals on hot topics. Katrin Melle from Hyatt, for example, spoke and discussed «The Future of Work», while Markus Conzelmann, General Manager of the Radisson Blu in Lucerne, spoke about «Hotel 3.0 - Digitalisation and the New Generation» with the aspiring leaders.



DURCHFÜHRUNGSDATEN

17 February 2022	37 Exhibitors
17 May 2022	36 Exhibitors
20 October 2022	56 Exhibitors

INTERNATIONAL ACTIVITIES

INTERNATIONAL PROJECTS

After two years in which international travel came to a standstill due to the global COVID pandemic, the year 2022 was now marked by the revival of the existing, but temporarily on hold, international projects.



STED* – Lombok, Indonesia

On 28 and 29 October 2022, Politeknik Pariwisata Lombok, in cooperation with SHL Schweizerische Hotelfachschule Luzern and STED*, organised a conference with the aim of analysing and promoting the development of the dual education system in Indonesia.

A total of 37 participants (including lecturers and industry representatives) took an active part in the workshop on the topic of «project-based learning for education providers», which was led by Susanne Oswald (Head of Projects SHL International).

ACAC - Phnom Penh, Cambodia

Susanne Oswald (Head of Projects SHL International) and Silvio Tschudi (Academic Dean German Programme) travelled to Cambodia in December 2022 for a school visit and a quality assurance audit of the Academy of Culinary Arts Cambodia (ACAC) in Phnom Penh. Since its opening in 2016, the training centre for chefs has been able to offer new perspectives to many young people. Since the founding of the Academy of Culinary Arts Cambodia in 2015, SHL has been actively involved in this project with conceptual, structural and content-related knowledge.

* Sustainable Tourism Education Development

TAKEOVER OF THE TRADEMARK RIGHTS OF WTFL

The Corona pandemic has taken its toll on the tourism industry. This was also felt by the World Tourism Forum Lucerne (WTFL), which had to close its doors at the end of January 2022. The regrets about the cessation of the WTFL's valuable activities from Switzerland and abroad were overwhelming. The numerous feedback strengthened WTFL's founder and CEO, Martin Barth, in his intention to preserve the value that WTFL AG had established and so continue the vision of the organisation. The intensive search for a suitable successor was successful. Thus, a new chapter began for WTFL in October 2022: SHL Schweizerische Hotelfachschule Luzern - i.e. SHL Business Areas AG - became the owner of the brand «WTFL by SHL» with the aim of using the brand and its existing values and visions to further expand the international business. In concrete terms, SHL aspires to become more involved in setting up hospitality schools abroad, to strengthen its consultancy in the area of service marketing and management, and to conduct more international events at home and abroad.






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