A Level Results Day - Best Western CEO Calling For More School Leavers to Join Hospitality Industry

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With A level results being announced today, we wish to put forward Rob Payne, CEO of Best Western GB, as a spokesperson to discuss careers in hospitality.

Best Western GB is the largest collection of independently owned and family run hotels in Great Britain - with 275+ hotels across the UK - the group is perfectly placed to comment on:

• The advantage of a career in hospitality – busting the myth that it's just a temporary job
• Career progression and on the job training, debt-free
• Perception of a career in hotels and restaurants – amongst parents and students
• What jobs are available (The 2010 - 2020 Working Futures report projects that accommodation and food services industries in the UK will require almost 524,000 more staff by the year 2020)

Rob Payne is young for a CEO (37), dynamic and passionate about this issue.

For your reference, see below a quote from him.

Best Western, Chief Executive Officer Rob Payne, said: "I believe there is a perception problem with the industry which means parents will push for their children to consider careers elsewhere before they consider hospitality.

"We need to address this confidence issue with parents, pupils and between ourselves so school leavers know that hospitality can be a professional career, not just a summer job.

"As an industry we offer an amazing career choice, with entry level positions providing a huge range of experiences for school leavers. For those that want to pursue a career in hospitality, management positions are achievable early on and the experience gained can lead to a career anywhere in the world."

"Best Western GB is committed to helping change perceptions. Many of our members are career hoteliers and family businesses who understand what hospitality is like both from a parents' perspective and a professional one.

"I see a huge opportunity for young people entering the work force and am keen for us to encourage more to consider it!"

To request comment or an interview please email Grace Christie at the Brighter Group - grace.christie@brightergroup.com

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