

Press release

Swiss Hotel Management School signs new agreement with Bidroom

Caux/Leysin, Switzerland, 22 October 2019 – [Swiss Hotel Management School \(SHMS\)](#), a member of [Swiss Education Group \(SEG\)](#), the largest private hospitality educator in Switzerland, has entered a Memorandum of Understanding with Bidroom. The school announced the exciting partnership with the membership-based hotel platform at a signing ceremony at SEG's signature biannual International Recruitment Forum (IRF).

Bidroom is the world's first no-commission hotel booking platform that is rapidly revolutionising the world of hospitality sales. Despite the competition brought about by consolidated third-party platforms, Bidroom has thrived by enabling hotels to connect conveniently with guests while reducing third-party fees.

Jeroen Greven, Academic Director of SHMS, said, "Hospitality is undeniably one of the largest and fastest growing industries. In this dynamic landscape, it is important for our students to stay ahead and learn from leading companies and brands that are disrupting the industry. It is our aim for our students to gain insights on the latest industry trends through this collaboration, to hone their skills and hit the ground running when they enter the workforce."

This partnership focuses on fostering closer ties between Bidroom and students in the Master of International Business in Hotel Management and the Master of Arts in international Hotel Business Management courses at SHMS. Students benefit from an exclusive learning experience through internship placements, access to mentors and guest lecturers, and opportunities for full-time positions in marketing, design and events upon graduation.

To further reinforce this collaboration, it was also announced that every graduating SHMS student would have a two-year free access to the [Bidroom platform](#), while all SEG alumni would enjoy a one-time free access for one year.

Michael Ros, COO and Co-founder of Bidroom, added, "As a fast-growing start-up, it is important for us to stay ahead of the competition. Our partnership with Swiss Education Group will allow us to connect with the best talent in the industry, through this exchange of knowledge and experience. We are excited to embark on this synergistic partnership and work closely with the hospitality leaders of tomorrow."

About Swiss Hotel Management School

Established in 1992, the Swiss Hotel Management School (SHMS) has earned a distinct reputation for offering education based on traditional Swiss hospitality expertise, combined with international management competencies. The Bachelor's and Master's degree programmes reflect the diversity of the service sector and are designed to meet the needs of the industry setting standards for the 21st century.

The Bachelor's degree, Master of International Business in Hotel Management and Master of Science programmes specifically, are awarded by the University of Derby (UK), a leading institute in the fields of tourism and hospitality. Swiss Hotel Management School is the first hospitality school in the world to receive the prestigious *Apple Distinguished School* recognition, seamlessly blending 21st century learning in innovative ways to support learning goals. It is also benchmarked as one of the top three school worldwide in student support and number one worldwide for personal tutors by *i-graduate 2018*.

Swiss Hotel Management School is housed in beautiful and historical former palace hotels in Caux and Leysin. These traditional settings, which they share with IHTTI School of Hotel Management students, provide inspirational surroundings for students to concentrate on furthering their studies.

[Swiss Hotel Management School](#)

About Swiss Education Group

With five schools based across six campuses throughout Switzerland, Swiss Education Group is Switzerland's largest private hospitality educator. In total, the Group has over 6,000 students from over 110 countries and the campuses are located in the French and German-speaking regions of Switzerland. Partnerships with the University of Derby (UK), Northwood University (USA) and Washington State University (USA) ensure that students' qualifications are internationally transferable. Courses are conducted in English and all schools offer Diploma, Bachelor and Master programmes, with a variety of subjects and specialisations.

As a worldwide ambassador of best practices in Switzerland, Swiss Education Group enjoys the benefit of being highly esteemed by tourism and hospitality industry professionals. Locally, the group is an esteemed economic player, bringing many international students and visitors to the regions where the schools operate.

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About Bidroom

Bidroom is the world's first membership-based hotel booking platform. It has offices in Amsterdam, Krakow, Istanbul, and Paris and is on track to have over 100 employees by the end of 2019. Bidroom's fair-minded and transparent view on booking hotels and its unique, self-developed technology has gained praise in the hospitality industry worldwide since its introduction in 2014.

Since then, the company has earned many awards and accolades: Best "Grown Startup" from Hospitality Technology Forum 2019; Top Foreign Travel Startup 2018 at the Uzakrota Travel Awards; Tourism Trends Award 2018 - "IT for travel"; Startup Of The Year 2018 by travmagazine; Startup Innovation 2017 from World Tourism Forum Lucerne; Best Travel Startup of the Year 2017 from Uzakrota Travel Awards; Best Start-up in the Grown Startup category at the Hospitality Technology Forum 2019 in Zurich. Wired included Bidroom in its [Hottest Startups in Amsterdam](#) list in 2019; Forbes included it in its [Eight Entrepreneurs And Their Startups That Are Shaping Travel Tech](#) (2019)

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