

OUR MISSION

> PREPARING THE YOUNGER
GENERATIONS FOR A SUCCESSFUL CAREER
IN INTERNATIONAL HOTEL AND TOURISM
MANAGEMENT



INTERNATIONAL BUSINESS SCHOOL
HOTEL & TOURISM MANAGEMENT

www.vatel.com

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INTRODUCTION

How can we go about preparing the younger generations to think globally and have a successful career in hospitality, tourism and luxury brand management?

Vatel, an educational concept with a history of 35 years, goes global

Vatel trains operational managers and senior executives in the International Hotel and Tourism Management industries.

With over 35 years of experience, our schools located throughout the world, convey the same internationally targeted courses to 7,000 students based on the right balance of theoretical courses and professional application.

This concept has a proven track record: our 29,000 alumni, called Vателиens, work in the most beautiful hotels around the world. Annual studies show that 80% of them continue making careers in the hotel and tourism management fields. Their jobs include functions of General Manager of a hotel chain or individual hotel, Hotel Manager, Sales, Marketing, Human Resources or Financial Manager, Public Relations or Events Manager, Auditor, Housekeeper, Front Desk Manager, and many more. As for the remaining 20%, they are recruited in other fields, especially in luxury brand management, where decision-makers are impressed by their competencies.

Our alumni make up a dynamic, strong and priceless network both for students looking for an internship as well as for new graduates looking for a job in any given part of the world.

Vatel, today is the **1st Worldwide Business School Group in Hospitality and Tourism Management** and unites all the conditions, for you to have an openminded and global approach and succeed in your professional life.

Alain Sebban
President and Founder Vatel Group



Vatel: above all, a human story



Bases of the Vatel spirit and its courses

Alain Sebban, born in 1946 to parents who themselves managed a hotel, came to Lyon in 1958. He attended a hotel management school in Thonon, Switzerland, then in Paris, before managing his parent's hotel, located in Lyon's second district.

His wife, **Jocelyne Sebban**, would play a key role in founding Vatel.

Vatel's history is first and foremost that of a great complementarity between a visionary man and his wife, an educator, **who together, built not only a training and educational method, but also the "Vatel Spirit."**

This couple realized that standardized teaching methods, as those found in France in the seventies, would not focus on the many specificities required for hotel and tourism management. This highly theoretical type of education was completely out of step, neglected any kind of "hands-on" training; these practical courses would not address any fundamental questions that the profession would need to respond to.

This is the framework in which the first Vatel School, based on the **progressive and controlled mixture of theoretical aspects and professional experience**, would see the light of the day in Paris, in 1981.
Schools in Lyon and Nimes opened in 1984 and 1989.

Construction of Vatel Group

In the nineties, at the same time he was consolidating Vatel Schools in France, Alain Sebban had the time to observe the changes in higher education from an international point of view and to think about the development strategy he would choose for Vatel Group.

At that time, there were two models:

- > The majority of Swiss hotel management schools had been open for a long time and had an excellent reputation in the hospitality profession, with students from upper-class families who came from all over the world to study hotel management. These students' international experience was limited to living with students from different nationalities on the same campus.
- > Universities and business schools who wanted to give their students an international experience, signed conventions or partnerships with other schools or universities in order to set up exchange programs. These students did have an international experience as they lived in a foreign country, but this system had its flaws: were the courses they were taking relevant to their own curriculums?



**Vatel
Campuses
throughout
the world**

- Asuncion
- Bangkok
- Buenos Aires
- Dakar
- Ho-Chi-Minh City
- Huangshan
- Istanbul
- Kazan
- Kigali
- London
- Los Angeles
- Madagascar
- Manila
- Marrakech
- Mauritius
- Mexico City
- Moscow
- New Delhi
- Salta
- San Diego
- Singapore
- Tel Aviv
- Tunis
- Yunnan

- Paris
- Lyon
- Nimes
- Bordeaux
- Brussels
- Madrid
- Switzerland

Multiplying Vatel Campuses throughout the world

Alain Sebban opened a third possibility: building a network of campuses, on an identical model throughout the world, thus giving students the possibility of having an international experience while remaining in the same tried and tested educational framework. **He thus built Vatel Schools in countries with a high tourist management potential, so that students could be educated locally, in the same excellent conditions as if they had come to the other side of the world.**

Exporting the French art of hospitality

Nowadays, most large hotel chains have gone global, though they still strive to “think local,” whereas Vatel operates in roughly twenty countries in Europe, Asia, the Americas, and Africa. All Vatel Schools have the same origin taking its roots in the French art of hospitality, an art form recognized and appreciated throughout the world. This is a perfect blend of rules governing hospitality, paying attention to others and anticipating their needs, requiring an open mind, respect and knowledge of the world’s myriad of cultures.



Vatel’s consolidation and transmission

For over 15 years, Alain and Jocelyne Sebban’s children have been gaining experience, next to their parents, in the workplace. They manage four Vatel Schools:

- > **Karine Benzazon Sebban** manages Vatel Lyon and Vatel Nimes
- > **Dov Sebban** heads the Paris and Brussels Campuses

This is the human story where Vatel was conceived,
the **1st Worldwide Business School Group
in Hospitality & Tourism Management.**

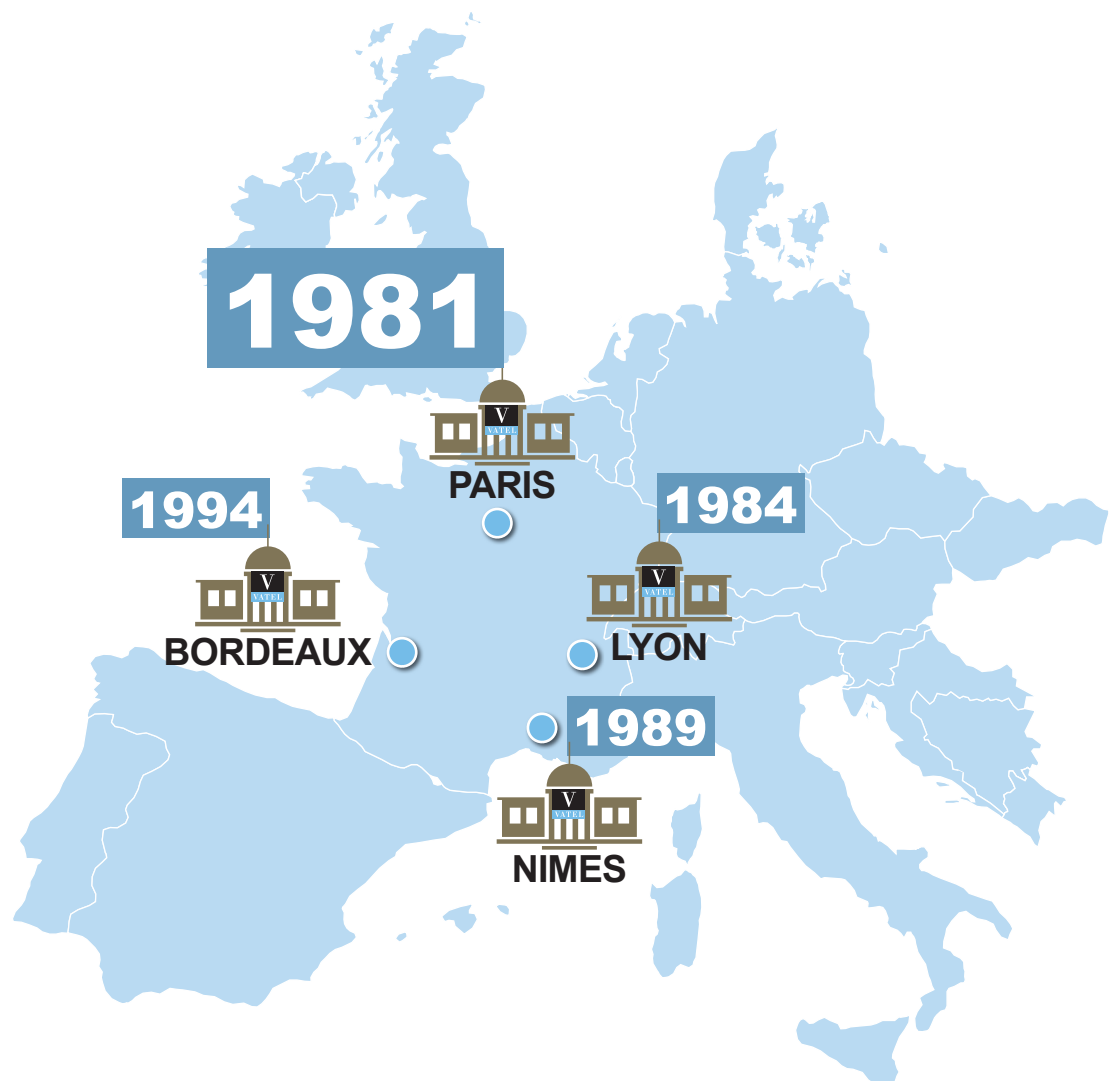
Vatel, 35 years of experience

1981: Vatel is founded in France

Alain Sebban is 35 years old and has extensive experience in hotel and human resource management. As he is often on the front line, he notes that many hotel management schools no longer have any practical application structures. He does not agree with this trend, convinced that the right balance between theoretical aspects and professional application is the key to success. He consequently decides to devote his career to training the younger generations. He opens the first Vatel School in Paris and builds the bases of his educational methods on the expectations he has in a field he well knows and that is thriving: Hospitality and Tourism.

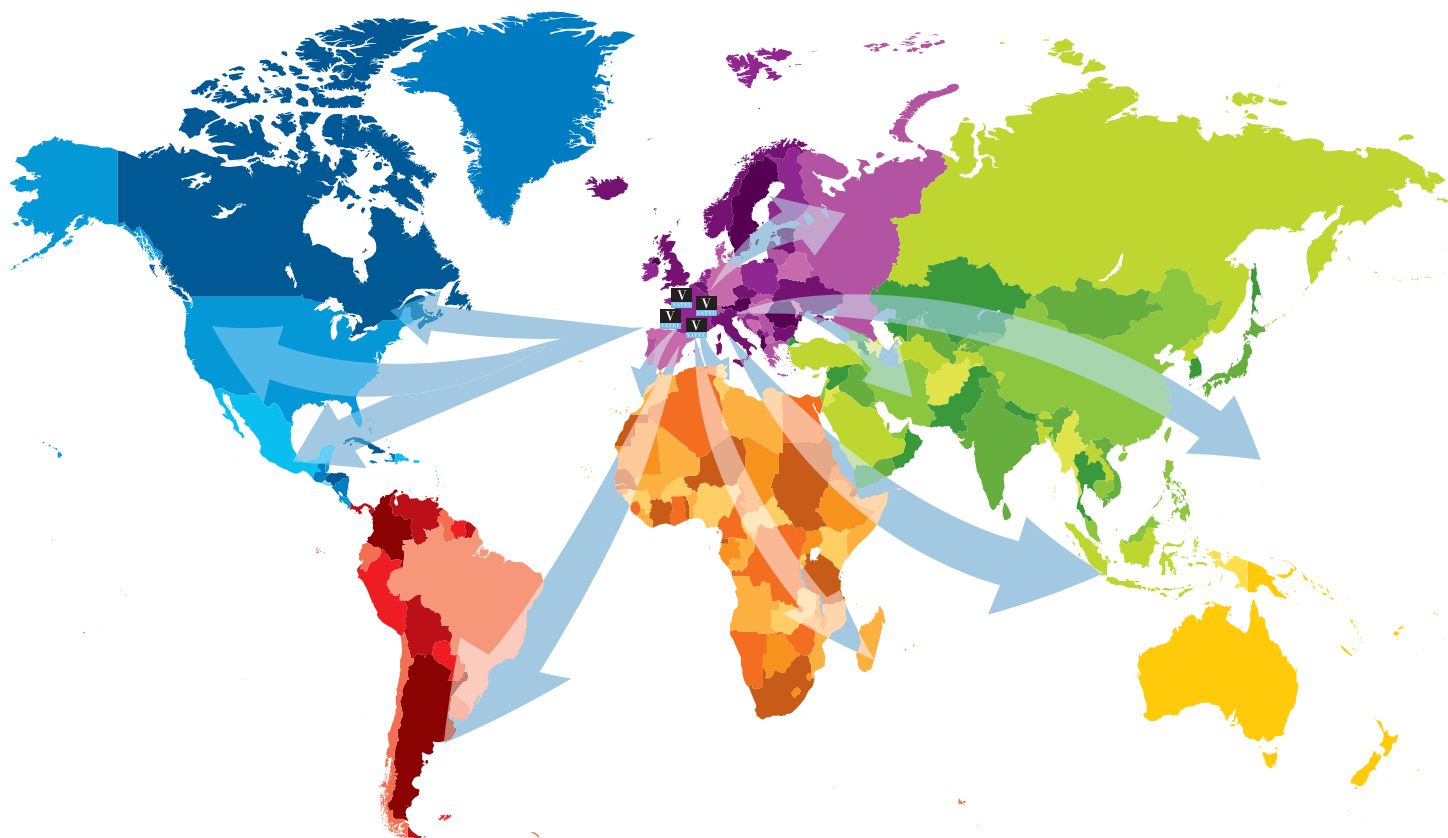
He already anticipates that this industry will go global. But, being a pragmatic person, he decides that above all, Vatel has to have a sound foundation.

For the first ten years, Alain Sebban works to establish the Vatel model in France: Campuses open in Lyon in 1984, in Nimes in 1989, and then in Bordeaux, in 1994.



2000: the Vatel model expands

Now, all factors required for international development have converged: Vatel's educational concept, based on the progressive and controlled mixture of theory and professional experience, has been proved and is sustainable; Vatel know-how, with 20 years of experience, can be transferred; last but not least, the hospitality industry is expanding in a global outreach. Alain Sebban can now begin to duplicate the Vatel School model throughout the entire world.



Each year, seven thousand students are enrolled in Vatel, and **their curriculum is made up of a mixture of theoretical courses followed by professional experience.**

Acquisition of French know-how, European and Anglo-Saxon managerial experiences, speaking fluent English, a mandatory internship in a foreign country and the Marco Polo exchange program complete this educational concept with its **international aim.**

2015: Vatel Campuses are on four continents

Fifteen years later, Vatel Group has 31 Campuses located in 24 countries and is planning on opening many others in the upcoming years. Spread over four continents, they make up a unified and global higher education network specialized in international hotel and tourism management. Today Vatel is the 1st Worldwide Business School Group in Hospitality & Tourism Management.



**Phimnaphas
AKHARAKASEMPONGSA**

Class of 2014, Vatel Bangkok,

**Weddings & Events Planner
Four Seasons Resort Koh Samui,
Thailand**

"In Thailand, Vatel is seen as an excellent school for those who would like to become senior executives in tourism or hotel management. [...] People really appreciate its dynamic education founded on a mixture between theory and practical applications of them. The number of students who apply each year proves this. And that's a good thing for the hospitality industry, as when you have students, down the road you'll have qualified and appreciated employees!"



READ HER COMPLETE SUCCESS STORY HERE:
<http://www.vatel.fr/vateliens/en>

Peer approval and appreciation

This concept has proven successful. Since 2003, Vatel and its educational curriculum have delighted the hospitality industry's peers: its highest representatives at an international scale, awarded Vatel - and this was the very first time that a school obtained such a distinction - a Hospitality Award.

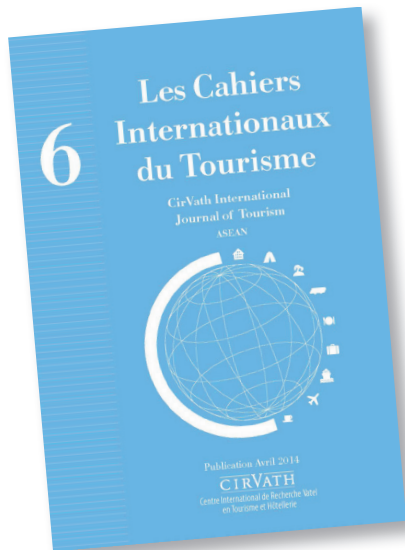
Since then, Vatel Group, its alumni and its Schools throughout the world, have received many other awards in the "Best Professional Success" and the "Best Educational Innovation in an Educational Program" categories.

In 2014, Vatel Switzerland received the "Best Educational Innovation in an Educational Program" award for its Capstone Project.

But what higher praise can there be but the jobs that 29,000 Vatel graduates, hold today in the most beautiful hotels on earth, making up a priceless network both for their Vatel Campuses, their students and of course, themselves.

Experience and innovation

Experience is only an added value if it is enriching. Each and every year, Vatel School Directors get together for their International Convention. They exchange their experiences and speak about trends they have noted in their respective geographical zones; they debate current events; they share their research results. During this culminating moment of the academic year, innovations will be born with the goal of increasing Vatel's academic quality and its new educational guidelines.

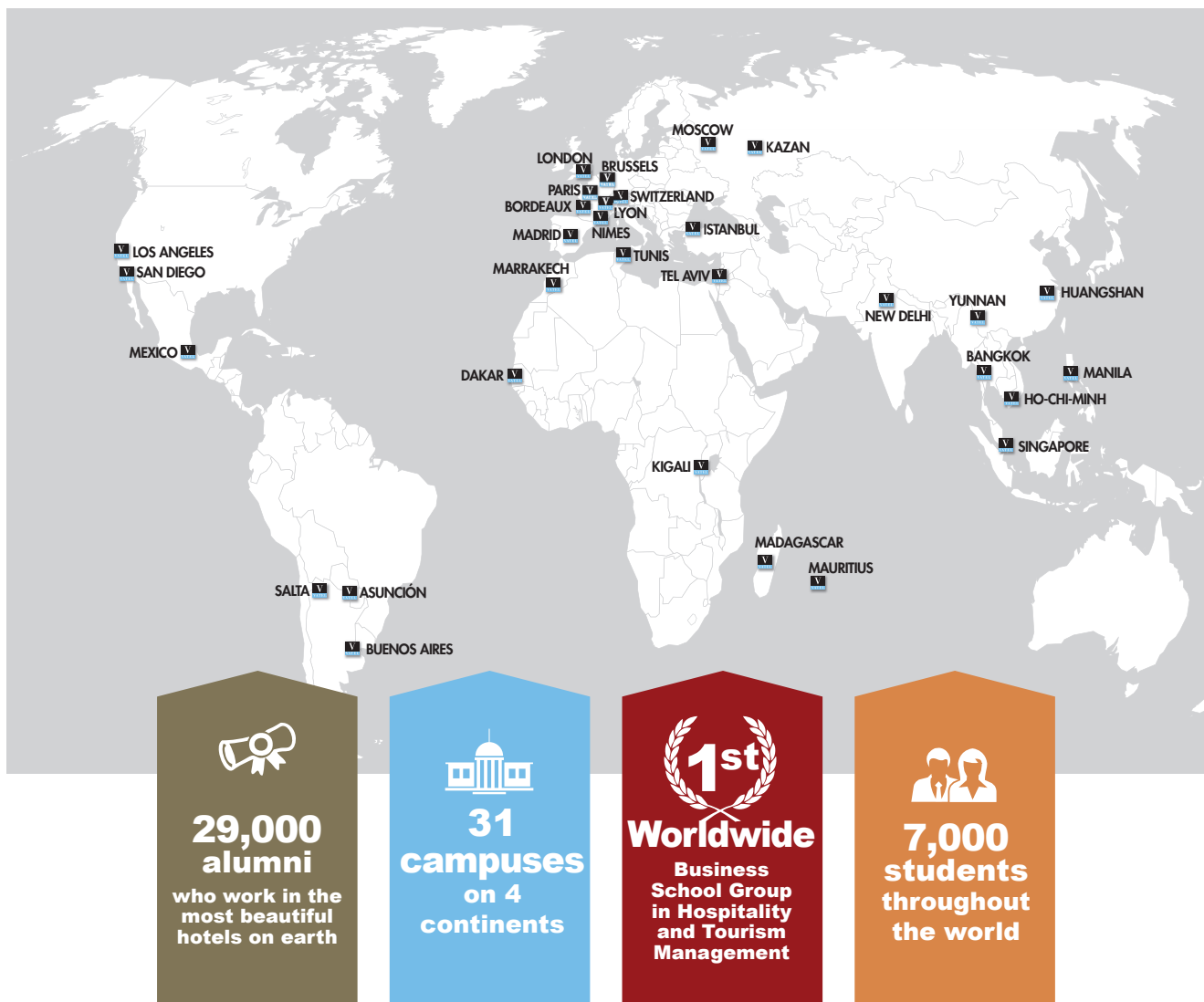


Promote research in the Vatel Group with CirVath

With the creation of the Vatel International Research Center in Tourism and Hotel Management, known as CirVath, Vatel Group gave itself a high-performing tool aiming at developing fundamental and applied research in the field of tourism and hotel management. Completely aware that the tourism industry is a model that must be reinvented, that its managerial model is broken and that the field not only needs to change its culture but also the way in which it carries out its activities, the goal of CirVath is to be a hub where reflections and analyses on tourism will continue to redefine the culture of tourism, reinvent the industry surrounding it, while reclassifying jobs in tourist and hospitality industries.

Research can be led by faculty members and research experts in Vatel Schools as well as by other qualified persons who have a direct relationship with School management or with one of the faculty members.

The publication of study and research reports is presented each year in the International Convention to Vatel School Directors.



Hospitality - Tourism: all lights will be all green for the next few decades

Tourism accounts for one job out of eleven throughout the world

- > During the past 60 years, tourism has been expanding and continually diversifying until it has become **one of the most important and most dynamic economic sectors in the world.**
- > According to the publication of the UNWTO "Tourism Highlights 2015 Edition", which gives long-term outlooks, **the number of international tourists throughout the world will increase by 3.3% per year between 2010 and 2030 to reach 1.8 billion in 2030.**
- > **The number of international tourists arriving, meaning they are spending at least a night in a foreign country, crossed the one billion mark for the first time in 2012.**

In this highly specialized field, executives and operational managers are still lacking. This is the reason why Vatel prepares the younger generations to build a sustainable future, in a demanding field; one where they will be able to expand their skill sets and achieve their professional ambitions. All of Vatel's educational methods are designed to reach this goal.

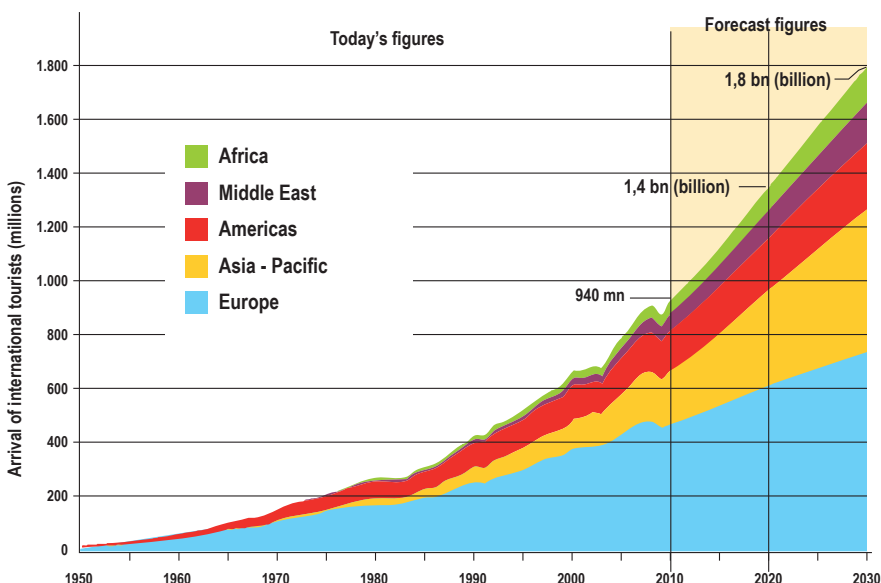


Excerpt from UNWTO Tourism Highlights, 2015 Edition

UNWTO Tourism Towards 2030: Actual trend and forecast 1950-2030

About the WTO

The World Tourism Organization (WTO), is a United Nations institution. It is the main international organization playing a central and decisive role in promoting sustainable, responsible and accessible tourism. It is a global tribune in addressing issues concerning tourist policies.



Excerpt from UNWTO Tourism Highlights, 2015 Edition



Carlos VOGELER
The Executive Secretary
of the World Tourism
Organization for the
United Nations

“Tourism continues to consolidate the positive performances it has had over the past five years, thus offering economic development opportunities.”

The Eurhodip Conference in Vatel Tel Aviv - May 2015



READ MORE ABOUT WTO:
<http://www2.unwto.org/fr>



Jean-Baptiste MELET
Class of 2013,
Four Seasons Hotel Hampshire Front Desk Agent, UK

“When you’re trained in hospitality, you’ve got a fantastic future ahead of you: this is a global industry, jobs are guaranteed, you can discover new countries, cultures and incredibly enriching people. You’re encouraged to be creative and take initiatives. Work well done is rewarded with new responsibilities and you can quickly climb the corporate ladder. In addition to this, it’s a field where you can go from one department to another, as your interests change.”



READ HIS COMPLETE SUCCESS STORY HERE:
<http://www.vatel.fr/vateliens/en>

The French art of hospitality, a benchmark for the rest of the world

Hospitality stems from the History of France. In the Middle Ages, young gentlemen traveling the world, diplomatic emissaries and princes stayed in the most beautiful residence in town and the most important people fought for the honor of being able to host them.

As centuries went by, these values known throughout the world as the “French Art of Hospitality”, became deeply anchored. They include three key principles:

- > hosting and welcoming in a venue that is both prestigious and comfortable,
- > serving guests the best food accompanied by the finest wines,
- > having totally impeccable service.

Human values were the ones that gave it this reputation for excellence.

The French art of hospitality is mainly founded upon guest satisfaction. Hosts must thus possess specific qualities that Vatel strives to develop for its students during their schooling: respect, discretion, an open mind towards other cultures, a desire to please others and create an emotion, knowing how to be a good listener, how to warmly welcome others, having a sound general culture, etc.





French schooling is an asset throughout the world

Large hotel chains consider the French art of hospitality as a benchmark and an asset wherever they are located. This is the reason why they are constantly looking for managers who perfectly understand these values and who are able to transmit them on a daily basis to their colleagues, whatever their home country or culture may be.



Camille HOUGNON

Class of 2010,

**Sales & Marketing Manager
Meating Bistrot à Viandes Restaurant,
Sao Paulo, Brazil**

“The French art of hospitality has a really good reputation here, like it does all over the world. So it’s my job to draw up marketing strategies that I will be able to present to my current and future clients.”



READ HER COMPLETE SUCCESS STORY HERE:
<http://www.vatel.fr/vateliens/en>



Cesar OGE

Class of 2012,

**Head of Technologies for Quuvee Limited
in Hong Kong**

“As French people with a higher education, companies welcome us with open arms. A Vatelien in Hong Kong will have lots of great challenges to overcome.”



READ HIS COMPLETE SUCCESS STORY HERE:
<http://www.vatel.fr/vateliens/en>

The Vatel Spirit, life-long values

The five cornerstones of the Vatel Spirit

Vatel's outstanding success is founded on five cornerstones. All over the world, men and women who attended Vatel have learned to:

- > have deep ties with their students,
- > create dynamic learning conditions,
- > convey their know-how and knowledge,
- > initiate proper conduct in all situations,
- > have close relationships with professionals working in hotel and tourism management positions.

Complementary faculty members who work with synergism

Vatel Group teaching teams are made up equally of:

- > **university professors,**
- > **recognized professional instructors.** Practical application instructors are hired only in compliance with the criterion of being a professional in their field. Educational methods are taught to them by our Schools.

They all convey their knowledge, their know-how, their passion for their jobs and stay informed of any innovations in terms of teaching or professional techniques.

Using interactive methods, mirroring the realities in the workplace, they give students the means to develop their analytical capacities, to acquire skills needed to be a manager in the hospitality and tourism fields, while gaining managerial experience in real conditions.





Romain BARON

Class of 2013,

**Sales Manager at ANdAZ London
Liverpool Street, UK**

“My time at Vatel was very positive and truly enriching. High quality presentations given by hospitality specialists, a global overview of the hospitality industry in subjects that we studied, but most of all, and for me that’s the key point, is Vatel’s reputation that I was able to measure when I did my first internship at the Shangri-La Paris.”



READ HIS COMPLETE SUCCESS STORY HERE:
<http://www.vatel.fr/vateliens/en>



Rachael HENLEY

Class of 2014,

**Outlet Manager
at Hotel des
Mille Collines by
Kempinski in Kigali,
Rwanda**

“I would say that the Vatel spirit is alive in every person in the faculty members and administrative staff. We’re really like their children. They protect us while forcing us to do our very best, in order to teach us to be very demanding with ourselves. At Vatel, you improve your skills while developing a new mind-set.”



**READ HER ENTIRE INTERVIEW
IN VATEL’S PRESS ROOM:**
<http://www.vatel.fr/en/press/press-room>



Thierry GAILLAC

Hospitality Partner
of Vatel,

**General Manager,
Burdigala Hotel
and Parc Beaumont
Hotel, France**

“I appreciate the way they dress and act, what you qualify as their ‘good education’. This is something that’s true for all students because you can tell that Vatel chooses its students carefully and trains them with uniformity and consistency.”



**READ HIS ENTIRE INTERVIEW AND THAT OF
OTHER HOSPITALITY PARTNERS IN VATEL’S
PRESS ROOM:**
<http://www.vatel.fr/en/press/press-room>

Near the professional world

Hotel groups are omnipresent in the Vatel curriculum. Besides active participation, through hosting and training interns, they inform students about conditions in the job market, in particular by speaking at conferences organized each year.

In addition, our Vatel Group executives participate in seminars and key events in the hotel and tourist industry: the Global Lodging Forum, Worldwide Hospitality Award, etc.



Jean-Marc BOUTILLY

Hospitality Partner of Vatel,

**General Manager,
Kempinski Mirador Hotel in Switzerland**

“One thing that I’ve noted with Vatel students, is that they all love their jobs. That’s probably due to the strict selection of candidates upon admission as well as the high quality of Vatel’s courses. Vatel chooses young men and women who really want to work in hospitality, and this is a field that, if you want to succeed, you really have to love what you’re doing. Then Vatel helps them understand and experience our jobs.”



READ HIS ENTIRE INTERVIEW AND THAT OF OTHER HOSPITALITY PARTNERS IN VATEL’S PRESS ROOM:
<http://www.vatel.fr/en/press/press-room>



The Vatel uniform: educational, federating and symbolic of the Vatel Spirit

> A shirt, tie and gray suit for males, a tailored suit for women, the Vatel dress code induces conduct that is strict, sober and elegant, as required by all jobs in the hotel and restaurant fields.

- > It is a marker for Vatel’s educational methods, conveying strong messages, teaching students not only to adopt the physical style which is the most appropriate to their professional universe, but also physically installing a federating element shared by all Vatel Campuses throughout the world.
- > **Students feel that they belong to our School and embrace the values that they will need down the road in their professional lives.**



Céline THILLAYE

Class of 2006,

**Sales & Marketing Manager
at the Royal Monceau Raffles Paris**

"I have great memories of the three years I spent at Vatel. When I look back, I could say that Vatel is a school of life!"



READ HER COMPLETE SUCCESS STORY HERE:
<http://www.vatel.fr/vateliens/en>



Jean-Philippe PELOU-DANIEL

Class of 1990,

**General Manager of
the Cnit and Quatre
Temps Shopping
Centers in Paris**

"More than just a school, there's a 'Vatel spirit' and 'Vatel values.' Human values that teach you humility, while serving others and welcoming them. Vatel made me a 'hands-on' person, close to the men and women with whom I work as well as a man who knows what he wants and who believes in his own values."



READ HIS COMPLETE SUCCESS STORY HERE:
<http://www.vatel.fr/vateliens/en>



Pierre METTELIN

**Oenology professor
at Vatel Bordeaux**

"Vatel students will be taking on key positions, and shouldn't forget that - professional skills aside - they are vectors of the human values which are especially important these days. It's always a pleasure to interact with these students."



READ HIS ENTIRE INTERVIEW AND THAT OF OTHER PROFESSORS IN VATEL'S PRESS ROOM:
<http://www.vatel.fr/en/press/press-room>

7,000 students, 31 Campuses, 1 curriculum shared by all Schools

Identical courses on all Vatel Campuses

Vatel guarantees that each Campus will have an identical content and quality in its curriculum. Each School delivers the same academic program, applies the same rules and shares the same values. **Each School puts students in real managerial situations, with older students managing younger ones.** All students can access the same educational tools, for example, the Vatel International Business Game or the virtual library. They all have the possibility, if accepted, of taking part in the Marco Polo program, spending their second year of school at another Vatel Campus. Little by little, they all build their professional projects.

Our very international classes help students develop a culture turned towards others, tolerance and open mindedness which are so very important for those who want to succeed in their careers in the service sector.



Philippe ESCUER

Class of 2003,

**Operations Manager
at the Lucien
Barriere Casino in
Briancon, France**

"I loved my two years when I was doing my MBA Vatel and there was such great complicity between my fellow students and myself. We all came from different backgrounds, cities, countries and it was so mutually enriching to exchange our ideas and techniques of working, all very different."



READ HIS COMPLETE SUCCESS STORY HERE:
<http://www.vatel.fr/vateliens/en>



Sophia ANNOUR

Class of 2012,

**Revenue Inventory
Executive in the
Marriott International
Group based in
Dubai, UAE**

"I've got really great memories of the time I spent at school in general, where I met a lot of great people and discovered new cultures, even though I stayed in France, thanks to Vatel Nimes' international outreach, with a campus hosting about half of international students."



READ HER COMPLETE SUCCESS STORY HERE:
<http://www.vatel.fr/vateliens/en>

A global virtual library

Intellectual knowledge, of course, plays a key role in Vatel's educational program. A virtual library was created in order to ensure homogeneous training and learning conditions.

All students and their professors can access, on a 24/7 basis, a collection of texts, documents and books.

Vatel International Business Game

A serious management simulation game, Vatel International Business Game puts all Vatel fifth year students in competition for a week. In real time simulation, they must make commercial, financial, technical and human decisions. When the game is over, the winning team is the one who put in place the best strategy, thus accumulating the highest number of points.

The winner of a *Worldwide Hospitality Award* in 2010, this program created by and for Vatel stands out a step ahead of other business schools because of its innovative design and its perfect adaptation to the field of the international hospitality industry.



Adrien MARSEILLE

2015 MBA Vatel Lyon Valedictorian

"I really appreciated the Vatel International Business Game week, even though the results did not live up to my hopes. My taste for competition showed itself during this week and I learned a lot on how to lead a group when working towards a shared goal. In addition, that allowed us to use all of our theoretical knowledge and our experience when we had to manage a hotel or resort for a week."



READ HIS ENTIRE INTERVIEW AND THAT OF OTHER STUDENTS IN VATEL'S PRESS ROOM:
<http://www.vatel.fr/en/press/press-room>

7,000 VATEL STUDENTS THROUGHOUT THE WORLD

Wear the same uniform



Have the same curriculum



Have a week of theoretical courses followed by a week of practical application



Can access the same educational tools



Are in real managerial situations during their practical work



Can do their second year in another Vatel Campus



Participate in the Vatel International Business Game, a competition against other Schools



Can do an MBA Vatel Specialization in their fifth year



Can take advantage of the Vatelien network



A progressive and controlled mixture of courses

Learning management through being responsible for others



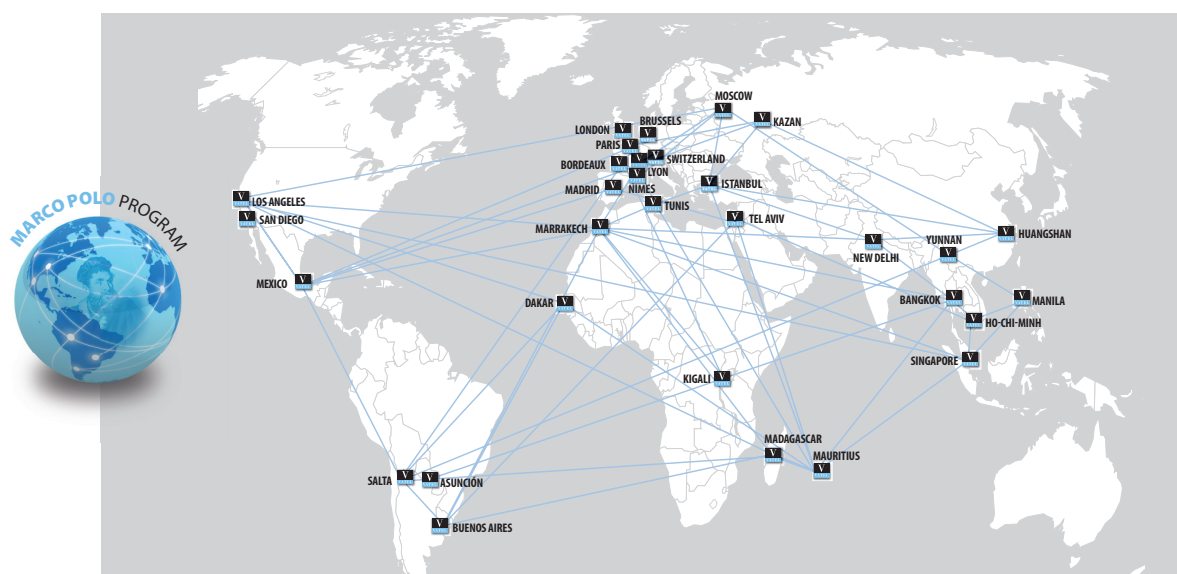
The Vatel curriculum, a 5 year program, builds momentum for students in management.

1st year: Students are introduced to marketing, human resources, administration and professional culture, and become seasoned to catering, culinary production techniques, banquet constraints, unexpected events in receptions or seminars, while remaining at school.

2nd year: While continuing to enhance theoretical knowledge with the introduction of courses such as Business Law and Tourism Economics, students gradually gain managerial experience in real situations. They manage 1st year students, while being managed themselves by 3rd year students. They gain self confidence while becoming aware of the hierarchy in a business.

3rd year: Students now have legal, economic and linguistic capacities, and are ready to manage teams at school. This year is aimed at developing analytical capacities using the wealth of knowledge gained, devising strategies and the decision-making process.

With the Marco Polo program, students have the possibility of spending their 2nd year of school at another Vatel Campus. Courses will be the same, but the linguistic and cultural context will be different.



Lea, a 1st year student, learns how to do tasks that her team members will do in the future.



Carine, a 2nd year student, supervises Lea, thus taking her first steps as a manager.



Edward supervises Carine and makes sure that she conveyed her know-how to Lea.



Three students, three jobs



Emilie EHRMANN FLETCHER

Class of 2010,

CEO of her her own special events agency “La Clef de Barcelone” in Spain

“I remember my first day at Vatel in the Paris restaurant, with real customers: we quickly assume the role that is ours and we’re really receptive to advice from second year students who were in our shoes just a year before and who just got back from doing four-month internships.”



READ HER COMPLETE SUCCESS STORY HERE:
<http://www.vatel.fr/vateliens/en>

Developing an analytical spirit and honing a professional project

4th year: Students now have all the basics, a professional culture, and are ready to devote themselves to analytical methods and the managerial decision-making process.

5th year: Acquiring knowledge about strategic decisions and practical case studies in all different kinds of companies help students know how to apply this knowledge concretely to management in the hospitality and tourism industries.



Romain RAPOPORT

Class of 2013,

Sales Executive at the Marriott Champs Elysees 5* hotel in Paris

“All of our professors come from this sector and still work in it. They teach us how to make decisions and be accountable for them, how to constantly excel, how to work with strategic rules in hotel management and that you always have to know what’s going on in every department. This is Vatel’s renowned ‘knowledge’: academic knowledge, know-how, knowing how to work with people, knowing how to convey this knowledge, and knowing how to manage!”



READ HIS COMPLETE SUCCESS STORY HERE:
<http://www.vatel.fr/vateliens/en>



Sebastien KAEUFFER

Hospitality Partner of Vatel

Regional Director of Revenue North & Central Europe for Hilton Worldwide in Paris, France

"I started my presentation by painting a portrait of the Hilton Worldwide Group, followed by a panorama of the various jobs, both in operations and in support. [...] The second part of my presentation concerned Revenue Management, our various internal development programs and other Group positions."



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Guillaume CROUIN

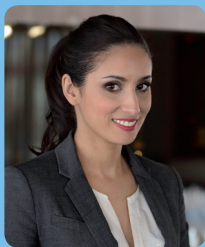
Class of 2009,

Empire Hotel 4* General Manager in Paris, France

"This might seem strange to you, but I think that my fondest memories, without the shadow of a doubt, remain the courses in Human Resources with a professor who had so much experience and was so interesting that his courses were my favorite ones, in spite of all the work involved. Without of course, forgetting the practical application weeks in the restaurant with their rush hours where everyone poured in at once, and where my adrenalin shot up."



READ HIS COMPLETE SUCCESS STORY HERE:
<http://www.vatel.fr/vateliens/en>



Chahrazade BAROUDI

Class of 2013,

Head of Sales & Marketing Food & Beverage at Qatar Museum Authority in Doha, Qatar

"We had a lot of work in the first year of our MBA Vatel. A lot of group work, presentations and homework, where you had to be disciplined. Living up to Vatel's expectations was a true challenge for me. Nevertheless, in my internships and in my current job, I stood out and still do, thanks to this 'work stamina' I acquired."



READ HER COMPLETE SUCCESS STORY HERE:
<http://www.vatel.fr/vateliens/en>

Vatel Hotels and Restaurants: students, professionals and real customers

A full-scale experience

An important point in Vatel's educational methods, our Campuses are equipped with an application restaurant and/or hotel, or students can work in our partner's facilities. These full-scale application structures have the same challenges as an independent or integrated structure to attract customers and turn them into repeat customers.

In practical application structures, with real customers, students progressively learn how to manage human resources, make decisions and be accountable for them.

Vatel has also launched innovative practical application structures, for its professors and students.

- > The Spa Vatel, in Nimes,
- > The Vatel Gourmet shops, in Lyon and Nimes
- > The Vatel Cafe in Lyon

Innovative Vatel application structures

Vatel
Spa
Nimes



V
VATEL
HOTEL & SPA
★★★★

Vatel
Gourmet
Lyon, Nimes



V
VATEL
GOURMET

Vatel
Cafe
Lyon




V
VATEL
C A F É


Vatel exports its practical application structures

In Lyon, like in Paris, Bangkok or Ho Chi Minh City, Vatel application restaurants have a great reputation for local customers. In Nimes, Bordeaux, Marrakesh, or Martigny in Switzerland, students gain experience by working with real guests in real four-star hotels next to their Campus.

Vatel practical application structures


Vatel Restaurants






RESTAURANT


Vatel Hotels






HOTEL
★★★★

Vatel Brasserie





BRASSERIE



Rebecca MENOUD
Class of 2014,
Meetings and Events Consultant at Movenpick Lausanne in Switzerland

*“Vatel? I would do exactly the same thing! Because of the great student life you have and also the opportunity to discover all the departments in a hotel, and work with real customers. I worked in all the departments of the Vatel Hotel**** where, year after year, I had more and more responsibilities. Vatel’s courses are really spot on with the jobs we want to do in the future.”*



READ HER COMPLETE SUCCESS STORY HERE:
<http://www.vatel.fr/vateliens/en>



Anne-Maud AGUILAR
Class of 1992,
Vatel Hotel & Spa** Nimes General Manager**

“Our hotel is the only one in our area that has a spa and proposes three types of restaurants: a brasserie, a gourmet restaurant and catering. We have experienced personnel, great teams and everyone loves the educational dimension inherent in this project.”

Internships, building professional experience



Vatel, proactive internship offers for its students

In Vatel, the relationship with the profession is considered as being one of the cornerstones for its future graduates. Since 1981, each Vatel Campus has carefully chosen internships for its students depending on what year of schooling they are in, with the goal of allowing them to apply the know-how and people-oriented skills they learned in the previous year.

These internships are mandatory and comply with academic rules. In the 1st year, internships take place in the country where students attend Vatel classes and in their 2nd year, they are international. After their undergraduate studies, alumni will have spent a minimum of 10 months in an operational internship. Should students continue with graduate studies, they will have an additional six months of experience in executive positions.

The 1st year internship, which takes place during the peak summer or winter tourist season, is demanding for students who discover their professional environment at this busy time. They learn basic tasks at the front desk and in the restaurant.

The aim is that, as future managers, after having climbed the hierarchical ladder, they will be able to manage teams more efficiently, as they, themselves, have also done these tasks.

The 2nd year internship still has an operational dimension, but takes place, if possible, in an English speaking country so that students will develop their linguistic and cross-cultural qualities.

Internships during the postgraduate cycle are designed so that students discover and gain experience in managerial positions.

Year	Length	Location	Student goals
1 st	4/5 months	France	Learning basic tasks at the front desk and in the restaurant to be capable of managing teams in the future
2 nd	4/5 months	International	Consolidating knowledge while developing linguistic and cross-cultural qualities
4 th	6 months	Students' choice	Having a managerial position and responsibilities in a company

Internship offers are centralized

Each Vatel Campus has close relationships with hotels throughout the world. In France, the Central Internship Office, the sole internship contact, gathers all internship offers. They are then transmitted to each Campus, who attribute an internship to each student, depending on his or her profile and School.



Genevieve O'REILLY

Hospitality Partner of Vatel

**Director of People and Culture,
O'Reilly's Rainforest Retreat, Australia**

"Our clients appreciate Vatel students.

They consider them as stars! Especially those who come with a polished presentation and a commitment to service, our guests just love them."



**READ HER ENTIRE INTERVIEW AND THAT OF OTHER
HOSPITALITY PARTNERS IN VATEL'S PRESS ROOM:**

<http://www.vatel.fr/en/press/press-room>



Jean-Baptiste MELET

Class of 2013,

**Four Seasons Hotel Hampshire
Front Desk Agent, UK**

“When you go from a small ski resort, to a resort in the Maldives, then a Taiwanese business hotel and finish off with a restaurant in Thailand, you’ve got a 360° vision on the sector you want to work in. In each of these experiences, I was able to involve myself and see how each hotel was run on a daily basis, with its problems, its successes, its history and above all, its staff members.”



READ HIS COMPLETE SUCCESS STORY HERE:
<http://www.vatel.fr/vateliens/en>



Karine WINGEL

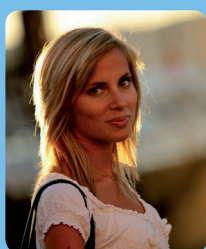
Hospitality Partner of Vatel,

**General Manager
at the Courchevel
Bellegarde Hotel****
and the Domaine
de l’Astragale****
Hotel in Saint Tropez,
France**

“The interns we had during the last winter seasons were exceptional, hard-working, and always wanted to learn more, which is also great for us. We work with Vatel as well as other schools, and every year our Vatel interns are excellent.”



**READ HER ENTIRE INTERVIEW AND THAT OF
OTHER HOSPITALITY PARTNERS IN VATEL'S
PRESS ROOM:**
<http://www.vatel.fr/en/press/press-room>



Rachael HENLEY

Class of 2014,

**Outlet Manager
at Hotel des
Mille Collines by
Kempinski in Kigali,
Rwanda**

“A small luxury hotel in the South of France isn’t managed the same way as a huge resort in the Tropics that belongs to a world leader in hospitality. I don’t even think that I would have had enough ambition to even think of applying for a final internship like this, had I not had two very good internships before, where I learned a lot.”



**READ HER ENTIRE INTERVIEW IN VATEL'S
PRESS ROOM :**
<http://www.vatel.fr/en/press/press-room>

State Certified degrees

1st Cycle (undergraduate) 3 years

BACHELOR VATEL International Hotel Management Manager en Hôtellerie Internationale

State level II degree registered in the National Repository of Professional Certifications (180 European Credits Transfer System).

Goal: in an international environment, learning management and team-leading techniques. Acquisition of a professional, legal, economic and linguistic culture with the goal of being an operational manager in a company.



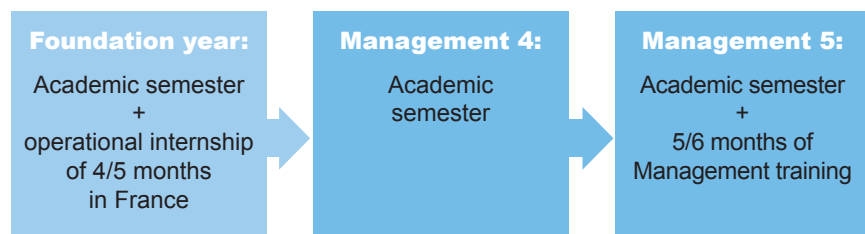
Admission levels: High School diploma or domestic equivalent + entrance exam.

2nd Cycle (graduate) 2.5 years

MBA VATEL International Hotel Management Directeur d'Hôtellerie Internationale

State level I degree registered in the National Repository of Professional Certifications (120 European Credits Transfer System).

Goal: acquisition of analytical and decision-making methods, managerial practice. Development of an open mind concerning corporate culture in general in order to develop entrepreneurial qualities, in particular in the tourism and international hospitality fields.



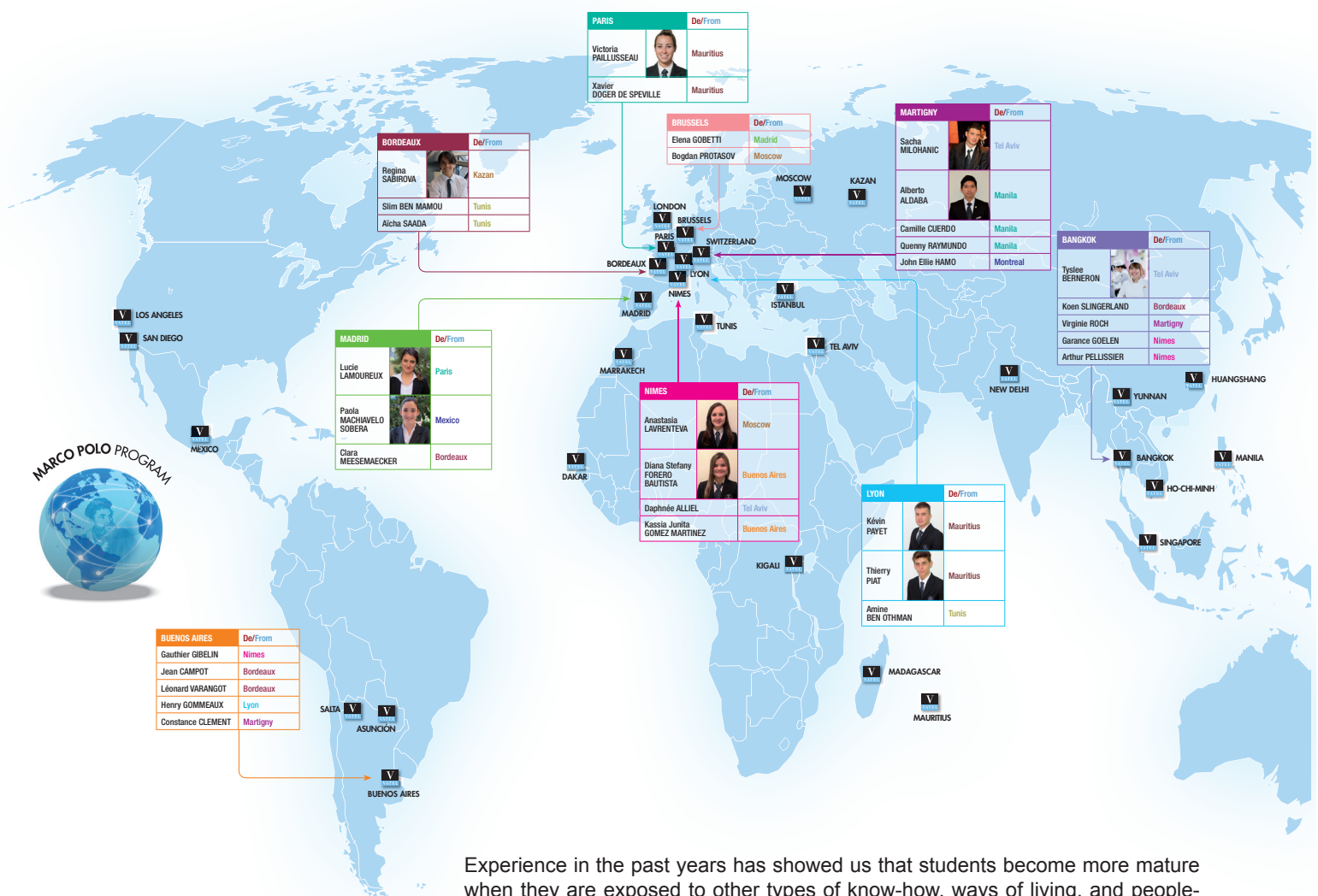
Admission levels: High school diploma or domestic equivalent + 2 to 3 years of studies and entrance exam.

The Marco Polo exchange program, cross-cultural enrichment

A unique program

All Vatel Campuses throughout the world give their students the possibility of spending an academic year in another Group School.

Students in this program take the same Vatel courses as those given in their home School, with a different cultural context.



Experience in the past years has showed us that students become more mature when they are exposed to other types of know-how, ways of living, and people-oriented skills which will make them all the more employable. This cosmopolitan experience can be extended as Vatel encourages students to continue their Marco Polo experience with an internship in the host country. This academic, cultural and linguistic wealth allows students to return to their Home Campus with a host of new skills enhancing their efficiency.

During their stay, students have two sponsors:

- > one of their school mates, who stayed in his or her Home Campus, with whom links are maintained and who gives news about the program,
- > and a school mate on the Host Campus, who facilitates his or her integration.

Perfectly adapted to student needs as well as professional expectations, the Marco Polo program stands out from other student exchange programs because of the way it is managed: students are always in contact with their Home Campus. Students thus follow the same curriculum, use the same methods, in a serious and well-managed educational context. Student thus can concentrate not only on school, but also take advantage of this great opportunity for a cultural immersion, without one being to the detriment of the other.



Thierry PIAT

Vatel Mauritius Marco Polo exchange student at Vatel Lyon

“Deciding to spend a whole school year far from home, in another country and on a different Campus, is a decision not to be taken lightly. What is reassuring at Vatel, is

that we know we’re going to find the same educational philosophy and the same courses, that are applied to a different cultural and professional environment.”



READ OTHER STUDENT INTERVIEWS IN VATEL’S PRESS ROOM:

<http://www.vatel.fr/en/press/press-room>



Regina SABIROVA

Vatel Kazan Marco Polo exchange student at Vatel Bortdeaux

“Came back to Russia with much

better linguistic skills, and better operational and managerial experience and know-how and I’m really sure that I want to do my career in the international hospitality industry.”



Gauthier GIBELIN

Vatel Nimes Marco Polo exchange student at Vatel Buenos Aires

“All international

Hospitality specialists say the same thing: in our line of work, you have to be curious, determined, and speak as many languages as possible. Going to the Vatel Buenos Aires Campus in my second year allowed me to hone these three skills, as well as expanding my personal experience. I became more mature, with a more open mind, more proactivity, and increased work stamina. This Marco Polo experience brought me one step closer to becoming an executive in hotel management.”

**The Marco Polo exchange program :
an introduction to multiple cultures
and an opening towards the world**



MBA Vatel Specializations: responding to changes in the Hospitality and Tourism fields



Honing professional projects

Each year, at the International Convention, Vatel School Directors give feedback on their experiences, speak about current events in the field of education, expose new ideas that could possibly raise the quality of our curriculum and decide to put new educational guidelines in place.

This in the context in which, in 2012 in Buenos Aires, they unanimously agreed that they had to give their students the possibility of having state-of-the-art courses mirroring changes in some types of jobs in the international hospitality industry. They added ten MBA Vatel Specializations to the 5th year program.

MBA Vatel Specializations

<p>International Hotel Management • All Vatel Schools with an MBA Vatel program Courses given in the language spoken at the School</p>	
<p>Luxury Brand Management • Paris (France) Courses in French</p>	
<p>Revenue Management • Lyon (France) Courses in French</p>	
<p>Events Management • Nimes (France) Courses in French</p>	
<p>International Wine & Spirits Management • Bordeaux (France) Courses in English</p>	
<p>Sales & E-Marketing Management • Brussels (Belgium) Courses in English</p>	
<p>Entrepreneurial Management • Marrakesh (Morocco) Courses in English and French</p>	
<p>American Hospitality Management and International Business • Los Angeles (USA) Courses in English</p>	
<p>Resorts Management • Mauritius - Mauritius Courses in English and French</p>	
<p>Talent Management and Development • Martigny (Switzerland) Courses in French or in English</p>	



Clement LORENTZ

Class of 2015,
"Revenue Management" Specialization

**Revenue & E-distribution Manager
at Sogerly in Lyon, France**

"RM is not just about managing prices and room vacancies. It embodies a dimension

including analysis, strategy and forecasts, without ever forgetting an omnipresent human aspect. We're no longer in a theoretical way of learning things, but rather now we'll be applying what we learned in previous years."



READ HIS ENTIRE INTERVIEW IN VATEL'S PRESS ROOM:
<http://www.vatel.fr/en/press/press-room>



Valeriya KOMISSAROVA

Class of 2014,
"International Wine & Spirits Management"
Specialization

**Business Development Representative
at The Spirits Company in Bordeaux,
France**

"I discovered the vast world of wine only a few years ago and love it, just as much as I did on the very first day. This very noble product, in my opinion, is one of the most miraculous and enigmatic that mankind has created. You can't learn all there is to learn about wine and it's this mystery that attracted me to enroll in my fifth year specialization course. And what better place on earth than Bordeaux, where great wine was born, to discover and understand the stakes involved in the wine industry."



READ HER COMPLETE SUCCESS STORY HERE:
<http://www.vatel.fr/vateliens/en>

Vatel, a springboard towards employment: job and salaries

Students graduating with an MBA Vatel in International Hotel Management are offered an open ended contract on average

SIX MONTHS AFTER GRADUATION

More than just a degree, a profession

When they begin their career, Vatel alumni who decide to start working after their Bachelor Vatel in International Hotel Management, have operational middle management jobs in hotel chains: Front Desk Assistant Manager, Head Waiter, Restaurant Manager, Housekeeping Manager, Sales Assistant, Cost-Controller, etc.

Students graduating with an MBA Vatel in International Hotel Management are offered an open ended contract on average six month after graduation, in much larger companies. These types of jobs require more skills and managerial talents: Front Desk Manager, Deputy Restaurant and Catering Manager, Marketing Manager, Deputy Human Resources Manager, Revenue Manager, etc.

The true added value Vatelians have stems from the experiences they have had during their schooling: **from the very first day they start school, until they graduate, students must use what they have learned, both at school and during internships.**



**JOB RATE AFTER GRADUATION
(IN % OF ALUMNI)**

Job	Contract	3 months	6 months	12 months
Bachelor Vatel	Fixed term contract	60 %	55 %	25 %
	Open ended contract	15 %	43 %	75 %
	Total	75 %	98 %	100 %
MBA Vatel	Fixed term contract	45 %	24 %	5 %
	Open ended contract	35 %	76 %	95 %
	Total	80 %	100%	100 %



**GROSS ANNUAL SALARIES OF NEWLY GRADS IN FRANCE
AND ABROAD (IN €)**

Job	Contract	1 year	2 years	3 years
Bachelor Vatel	France	27 700	29 100	31 200
	International	30 400	33 600	38 080
	Average	29 800	31 500	36 400
MBA Vatel	France	31 600	33 100	38 800
	International	35 500	40 960	45 200
	Average	33 800	38 200	42 700



Martin VITTE

Class of 2009,

**Sales Manager at the Park Hyatt
Paris-Vendome Hotel**

“Vatel and the values the School taught me, are responsible for allowing me to get that very important first job, which gets you

started in climbing the corporate ladder. I, like all the other Vatelians, prove that Vatel has fulfilled its mission to train tomorrow’s hotel managers.”



READ HIS COMPLETE SUCCESS STORY HERE:
<http://www.vatel.fr/vateliens/en>

International experience leads to better jobs in France

More and more French graduates decide to begin their careers abroad, where those holding a degree are promoted more rapidly. Annual gross salaries are higher than those in France, in particular when considering benefits in kind: accommodations, food, expenses, insurance, etc.

Moreover, the network of 29,000 alumni throughout the world is priceless, **as students are very often recommended by Vателиens** that they met when doing their internships, or directly hired by them.



Guillemette NOTARANGELO DORMANS

Class of 2003,

**Director Of Sales at the Geneva
InterContinental, Switzerland**

"There are a few Vателиens in my hotel and I've met a lot of Vatel alumni throughout my career. We're always happy to see each other. Whenever I receive a resume from a Vatel alumnus, I always put it at the very top of the pile. If they've had the same education, I'll always prefer a Vателиen!"



READ HER COMPLETE SUCCESS STORY HERE:
<http://www.vatel.fr/vателиens/en>



Jeremie DE FOMBELLE

Class of 2000,

**Lux Le Morne Mauritius
General Manager**

"I've got great memories of the time I spent at Vatel. Vatel is a guarantee of seriousness and credibility in the small world of hotel management. It's also a great network all over the world. If I had to do it again, I wouldn't change schools."



READ HIS COMPLETE SUCCESS STORY HERE:
<http://www.vatel.fr/vателиens/en>

29,000 alumni, a committed and interrelated network of Vателиens

OVER **80%**
OF VATELIENS
work in the hospitality
industry during
their entire careers



FLASH THIS CODE
AND ACCESS OVER 150 VATELIEN
SUCCESS STORIES HERE

From students to Vателиens, the strength of the Vatel network

As soon as they graduate, Vatel students become Vателиens. They are hired at high-responsibility jobs all over the world as these 150 different stories about their careers prove: www.vatel.fr/vателиens/en

The rapid, international and varied Success Stories of Vatel alumni, in terms of jobs held, are the proof that not only does the international Hospitality and Tourism industry recruit and offer interesting jobs where every person can fulfill his or her ambitions, but that professionals also appreciate the education they received at Vatel as well as embracing the qualities required to succeed in this field.

The Tourism industry has grown remarkably for the past twenty years and remains a solid long-term investment. Vatel graduates have well understood this, and over 80% of them work in hospitality throughout their entire careers.

These 29,000 Vателиens, who work in the most beautiful hotels on earth, make up a priceless and ever growing network that "facilitates" landing that first important job, as Vателиens prefer, whenever the opportunity exists, to sponsor interns and hire newly graduated Vателиens in their teams.

On the web, they have their own 2.0 network: www.vatelalumni.com where they can give information about the field, post internships and job vacancies, receive in exclusiveness job opportunities from companies, check the directory to find a classmate or define, in a given geographical zone, Vателиens to support them in their projects, etc. **Vatel has opened this network for students so that they can take advantage of all these opportunities, putting them in the fast track at the very beginning of their careers.**



Jeremie ACHIARDY

Class of 2008,

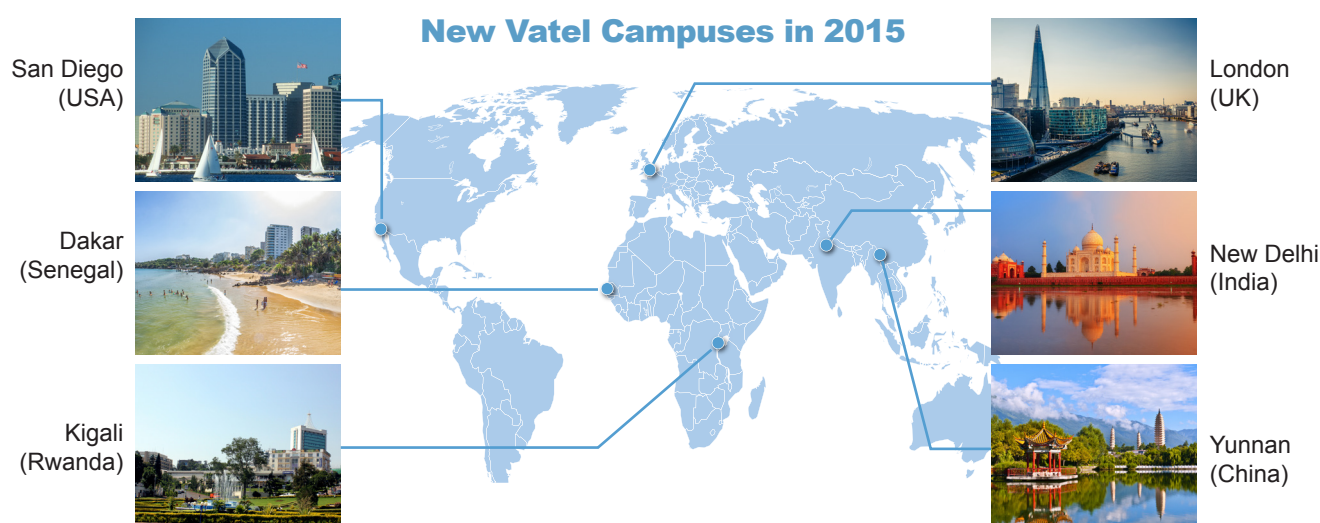
**General Manager
of Le Mas des Herbes Blanches****
and Hotel de Mougins****
in South of France**

"All of my Vatel friends were hired after their final internships in the fields they were applying to. Actually, I have hired some of them, and drawn up partnerships with others; that's what the Vatel network means. Hospitality is one big family. Almost everyone knows one another and we often call each other to get more information about people who have applied for jobs in our hotels."



READ HIS COMPLETE SUCCESS STORY HERE:
<http://www.vatel.fr/vателиens/en>

A Vatel education, accessible to everyone and to the benefit of everyone



Vatel Schools can open any place throughout the world

What points do a city like San Diego in California, the flamboyant city of New Delhi, a province in the south-western part of China, like Yunnan, Dakar, the capital of Senegal, the cosmopolitan city of London, and Kigali, the capital of the Land of a Thousand Hills in Africa, have in common? Located on four different continents, these cities all have their own cultures, a heritage, an economy, a climate and radically different tourist attractions. They all, however, share the same needs in terms of training and recruiting qualified operational managers and senior executives to work in their hotels.

In line with the philosophy of Alain Sebban, President and Founder, Vatel Group is continuing to expand to respond not only to the needs of younger generations to be trained locally, but also to those in the hospitality profession, who would like to hire employees in the country where their hotel is located.

Campuses soon to be opened:

- Nantes (France)
- Kuala Lumpur (Malaysia)
- Bakou (Azerbaijan)

A network of Campuses based on an identical model, located throughout the world

These new Campuses give students the possibility of being trained for jobs in international hospitality and tourism management in a **structured educational framework** according to Vatel's teaching concepts, thus allowing them to become a part of the family of 29,000 alumni, recognized today throughout the world for their skills.

Drawing on this spirit and the many men and women who are convinced by the Group's educational philosophy, Vatel has opened new Campuses, thus becoming, in just a few years, **the 1st Worldwide Business School Group in Hospitality and Tourism Management** with 7,000 students attending each year.



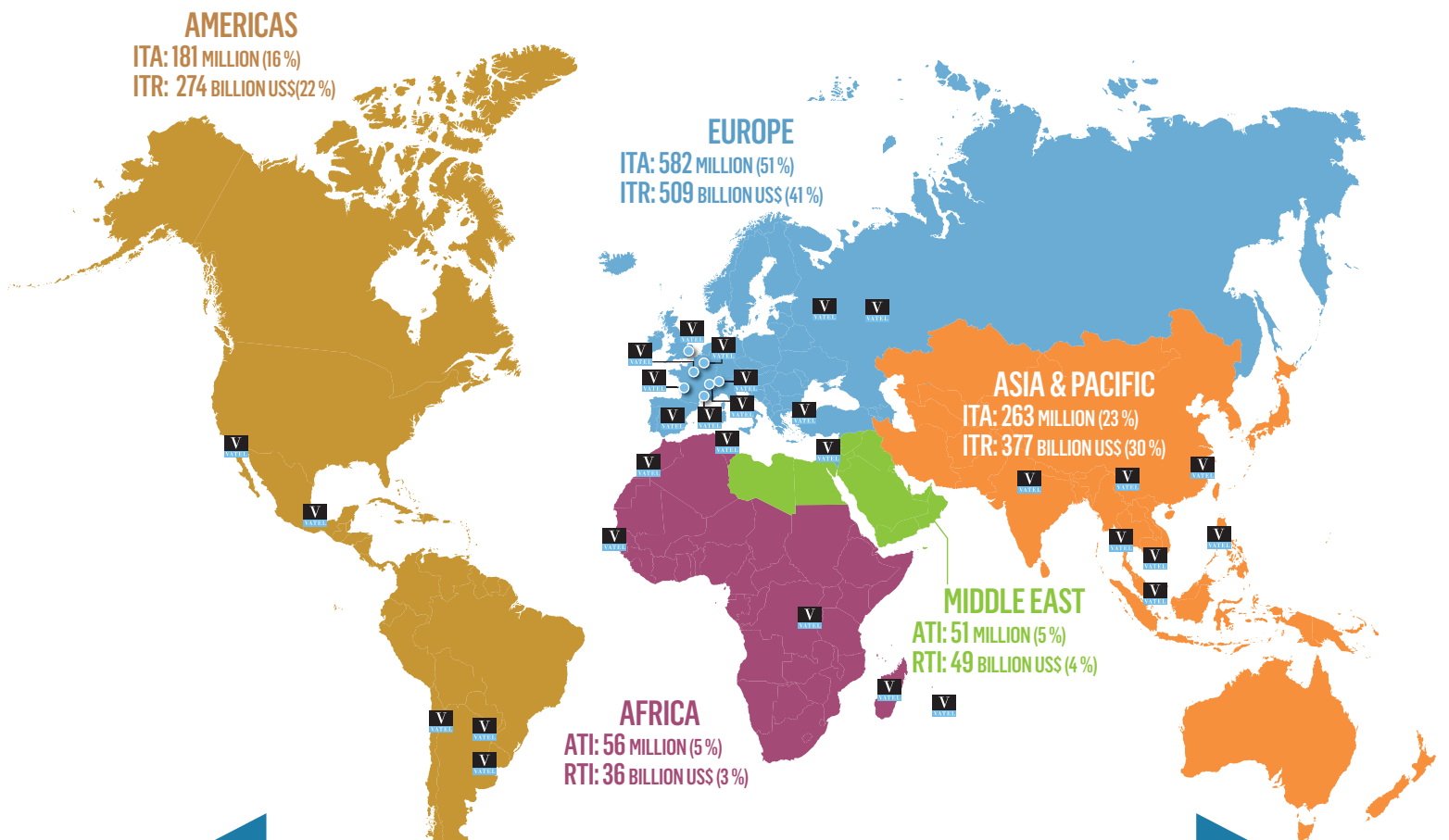
Renaud AZEMA

The Vatel Mauritius School Director and Coordinator of Vatel's African development

“Our goal, wherever possible, is to give students the possibility of deciding to study in their own country, while having the advantage of an internationally recognized education, which complies with French standards (a certified degree registered in the National Directory of Professional Certification (RNCP), by French by-law, at a reasonable price.”



FOR ADDITIONAL INFORMATION ON VATEL'S INTERNATIONAL DEVELOPMENT: <http://www.vatel.com/en>



2014 INTERNATIONAL TOURISM

- International tourist arrivals (ITA): 1.133 million
- International tourism receipts (ITR): 1.245 billion \$EU

Excerpt from UNWTO Tourism Highlights, 2015 Edition

About Vatel Group

In a nutshell

> Our mission

Preparing the younger generations for a successful career in International Hotel and Tourism Management.

> Our history

Alain Sebban opened the first Vatel School in France 35 years ago.

> Our development

Vatel has 31 Campuses located in 24 countries, in Europe, the Americas, Asia and Africa.

> Our French know-how exports well

Vatel trains senior executives and operational managers in the international hospitality and tourism management industries using an original educational concept based on theoretical courses followed by professional experience.

> Our degrees

Students prepare two State level degrees registered in the French National Directory of Professional Certification (RNCP).

- Bachelor Vatel (a 3 year undergraduate program)
- MBA Vatel (a 2 year graduate program)

> Our alumni

Vateliens make up an interrelated and committed network of 29,000 alumni who work in the most beautiful hotels in the entire world.

> Our outreach

Vatel is the 1st Worldwide Business School Group in Hospitality and Tourism Management.

Vatel facts and figures





INTERNATIONAL BUSINESS SCHOOL
HOTEL & TOURISM MANAGEMENT

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