

Prestigious award for Grandhotel Starý Smokovec

STARÝ SMOKOVEC (6th December 2013) – Grandhotel** Starý Smokovec in the High Tatras was given the international Best Quality Award 2013 in the Exclusive hotel section. The decision was made by clients themselves, who participated in the 15th contest organised by the Austrian company Connex. It is every year that Connex awards partner hotels which are rated by their clients after the check-out. About two thousand hotels in Central Europe joined the contest.**

“We are the only Slovak hotel awarded with this prize, which is an honour proving all our efforts. Not only are the guests satisfied when leaving our hotel but they also like coming back to us and the Tatras. A pleasant atmosphere in the hotel reminding everybody of their homes, a high level of services, top-quality gastronomy and flawless relaxation under Tatra peaks – all this guarantees a unique experience, leaves good impression and inspires to speak highly of the hotel. The prize will have a positive effect on our employees, whose effort frequently appreciated by the lay public was finally given a professional award. However, we don’t want to rest on our laurels and plan to continue with our progress to provide unforgettable moments to our clients,” said Marek Koumal, director of Grandhotel**** Starý Smokovec on the award.

Individual hotels are rated via contact forms filled in by clients when leaving the hotel. Cooperation with the booking centre and number of bookings in the respective hotel play a significant role as well. The clients answer various questions, from booking to check-out, and comment on the room cleanliness, staff’s attitude, service, information about activities in the area, hotel offer, positive and negative experience etc. *“Clients have been permanently satisfied with Grandhotel Starý Smokovec recently, which was another reason to give the award“*, said Marie Scott, manager of Connex Marketing Group GmbH.

The Austrian marketing company Connex has been operating since 1986 and specialises in the field of acquiring customers and motivating employees. It covers ten countries in Europe.

Tatry mountain resorts, a.s. is a top subject in the field of tourism in Central and Eastern Europe, which itself or via subsidiaries owns and operates attractive ski resorts and hotels in the area of the Low and High Tatras. These include the resort Jasná Low Tatras and the following hotels: Wellness hotel Grand Jasná, Tri studničky and Chalets Záhradky De Luxe. In the High Tatras, TMR owns and operates resorts Tatranská Lomnica, Starý Smokovec and the following hotels: Grandhotel Praha Tatranská Lomnica, Grandhotel Starý Smokovec and hotel FIS Štrbské Pleso. TMR also co-operates the resort Štrbské Pleso and since the winter season 2012/2013 it has been leasing the mountain resort Špindlerův Mlýn in the Czech Republic in cooperation with SMMR, a.s.. TMR owns Tatalandia, the largest Slovak aquapark with all-year operation, which offers a lot of water and other entertainment in the Fun Park relax or in a special tropical hall with sea water. It also offers accommodation in bungalows and suites of the Holiday Village Tatalandia. TMR also owns and rents hotels Kosodrevina, Liptov and Ski&Fun Záhradky and Bungalows. More than 190 million Euros will have been invested by the end of 2013 in the above mentioned resorts, which helps increase the standard and visitor turnout in the Tatras. The TMR shares have been traded on three European stock exchanges – in Bratislava, Prague and Warsaw since 2012.