



**For Immediate Release**

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**KRISAM GROUP & GLOBAL EVENTS PARTNERS CONTINUE TO SCORE HIGH  
IN CUSTOMER SATISFACTION SURVEYS**

**95% Satisfaction Rate Affirms Reputation  
As Quality Leaders in the Industry**

**Washington, D.C. (March 2011)** . . . [Krisam Group](#), the pioneering hotel and resort membership company for independent and unique properties worldwide and [Global Events Partners](#) (GEP), a partnership of 65 destination management companies (DMC) worldwide, both scored top marks in client satisfaction surveys, according to results released today. GEP's DMC partners and Krisam's member hotels also received high marks for their performance.

Ninety-five percent of clients reported satisfaction with their Krisam representative connecting them with the best hotel for their program, while ninety-four percent of clients rated their GEP Liaison helpful in connecting them with the right DMC for their program.

The two satisfaction surveys were introduced four years ago to monitor partner DMC and member hotel performance after every client program, Jim Schultenover, President, reports. "We have strict criteria for selecting our members and partners and want to ensure that they continue to offer an extremely high level of service to our customers," he said.

"I'm happy to report that the results confirm exceptional satisfaction with our partner DMCs and member hotels and with our own corporate services. Our clients can feel confident that they are receiving superior service from their Krisam and GEP sales representatives, as well as our Member hotels and partner DMCs."

GEP DMCs represent over 92 destinations worldwide, including Europe, Asia, Africa, North and South America, and all major markets within the United States. Krisam Group is the top national sales company representing over 240 independent and 4 & 5-Diamond hotels and resorts -- large and small-- in more than 20 countries.

### **DMC Experience Survey Results**

More than 500 meeting professionals responded to the GEP survey to evaluate their planning experience with a GEP DMC during 2009 and 2010.

#### Among those responding to the survey:

- 93% agreed that they were satisfied with the planning and meeting experience they received when working with a GEP DMC.
- 92% agreed that the GEP DMC they worked with fulfilled their expectations of creating a unique and successful meeting experience.
- 92% also agreed that they would work with the same GEP DMC again, if they had a suitable program.
- 92% said that they would recommend working with a GEP DMC to fellow meeting professionals and colleagues.
- 94% agreed that the GEP representative they worked with was helpful in connecting them with a suitable DMC and was also appropriately involved throughout the planning process.

### **Krisam Experience Survey Results**

More than 285 meeting professionals responded to the Krisam survey to evaluate their planning experience with a Krisam hotel or resort during 2010.

#### Among those responding to the survey:

- 91% agreed that they were satisfied with their recent meeting experience at a Krisam hotel.
- 89% agreed that if the hotel was suitable for a future program, they would use it again.
- 89 % agreed that they would recommend this Krisam hotel to other meeting professionals or colleagues.
- 95 % agreed that their Krisam representative succeeded in helping select the best hotel for their program.

Schultenover said he found the high marks for both companies “especially satisfying in view of the challenges presented over the last few years because of the economic downturn and the pressures on the meetings industry as a whole. We are most pleased that our member properties continue to offer the highest level of service in our industry and that our DMC partners consistently provide superb quality and the truly creative experience that our clients seek.”

### **Methodology: About the Survey**

Questionnaires were distributed via email within two weeks of a program taking place with GEP and Krisam clients, most of whom are meeting professionals and planners. The results were used to evaluate success rates of GEP DMCs and Krisam hotels worldwide.

Each client was asked to rate their agreement with a series of five questions on DMCs and four on hotels. Rating choices were strongly agree, agree, somewhat agree, disagree, and strongly disagree.

### **About Global Events Partners (GEP)**

Launched in 1999, Global Events Partners’ portfolio includes more than 65 leading destination management companies (DMCs) around the world. A DMC is a professional services company possessing extensive local knowledge and resources, specializing in the design and execution of group tours, transportation, events, activities and program logistics. GEP partners provide consistently high quality DMC services in the most desirable locations worldwide. For more information on Global Events Partners, visit [www.globaleventspartners.com](http://www.globaleventspartners.com).

### **About Krisam Group**

Krisam Group, a membership organization since 1975, is the top national sales company representing over 240 independent and 4 & 5-Diamond hotels and resorts, as well as the leading advocate and service provider for meeting planners. Krisam represents properties in over 20 countries, including landmark urban hotels, leisure destinations, beachfront resorts and event locations for groups of 10 to 10,000. For more information on Krisam Group, please visit [www.krisam.com](http://www.krisam.com).

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