



Online mentions of service, recommendations and customer satisfaction were analysed: Maritim Hotels came out on top in the hotel industry category, while hotel chains such as Accor, Hyatt, Marriott and Hilton were also listed in the ranking.

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## Maritim Hotels honoured: Industry Winner Best Service

**Survey by F.A.Z Institut and ServiceValue names German hotel group as frontrunner**

‘How did you like it?’ This question was investigated by the F.A.Z Institute together with the consulting firm Service Value, which analysed around 3.4 million web-based responses from around 7,600 companies over the course of a year. The answer was ‘very good’ for [Maritim](#), the test winner in the [hotels](#) category. The study analysed whether customers would recommend the company and how satisfied they were with the service in

**general.**

"We have invested an incredible amount in our service quality in recent years. We are delighted that our guests recognise, appreciate and share this," explains Erik van Kessel, Managing Director Operations [Maritim Hotelgesellschaft mbH](#). 'For example, we have given all employees special training and offered an enormous amount of further education and training via our Group's own [Academy](#).'

### **Employee feedback for even better service quality**

This '[Maritim service offensive](#)' should be felt above all by guests, but also by employees: "We have prioritised feeling comfortable and being able to contribute your own strengths. Because only those who are satisfied in their work can radiate friendliness and warm hospitality," says van Kessel, explaining the individual measures. The focus is on more transparent communication, both in the individual departments and across the Group, beyond the individual hotel locations. One example of this exchange is the new Maritim employee app, which functions similarly to a social network, he explains the strategy further. Every employee can register, post pictures and texts and thus actively help shape the internal company network and recognise the successes of others with "likes" and comments. "We have also introduced regular [employee](#) surveys to identify weak points. These can be internal processes, specifically the equipment in the workplace or even interpersonal conflicts or problems with superiors. It is important to recognise and resolve these challenges," summarises van Kessel.

### **Focus on guest feedback**

Nowadays, almost every guest rates their hotel stay, either directly on site, for example in a conversation at reception or when visiting a restaurant. Mostly, however, after their stay, online as guest feedback via social media channels and most frequently on the various review portals on the internet. 'We keep a constant eye on this "score" for our hotels, respond to guest feedback and work specifically on further improvements, be it in the areas of housekeeping, front office, service or catering,' explains Roland Elter, Managing Director Sales and Marketing Maritim Hotelgesellschaft mbH.

### **Loyalty programme cracks the quarter of a million mark**

The constantly increasing number of "[MyMaritim](#)" [members](#) is also a success. A quarter of a million guests now use the free customer loyalty programme with numerous benefits when booking online: 'The 250,000th member is a real milestone for us and is great proof of high customer satisfaction and [service quality](#),' summarises Managing Director Elter.

The Maritim Hotelgesellschaft is one of Germany's largest owner-managed hotel groups. The company's nationwide hotel network is represented by hotels in seven countries overseas: Mauritius, Egypt, Malta, Italy, Bulgaria, Albania and China.

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