

# Guoman And Thistle Hotels Raise Over £100,000 For Springboard Charity



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Guoman and Thistle Hotels have announced that as a result of a dedicated three month fundraising activity drive, the group has raised over £100,000 for the hospitality careers charity Springboard.

As a charity helping young, unemployed and disadvantaged people find sustainable careers within the hospitality and leisure sector, Springboard's values are close to [Guoman Hotels](#) and Thistle Hotels' own regarding developing and strengthening talent - the two have worked closely together to set people on their way to long and vibrant careers within the industry.

Guoman Hotels' general managers and Thistle's senior teams led the way with fundraising activities across the group's 38 hotels across the UK, with sponsored marathons, parachute jumps and even a bouncy castle world record attempt taking place - the hotel teams across the entire UK portfolio were encouraged to get fully involved and help spread the message of the invaluable work Springboard does along the way. Thistle Brighton raised the highest individual amount, with special Mother's Day lunches helping raise over £10,000 alone.

Alongside the hotel's individual team-led activities, the group also implemented a highly successful initiative whereby guests were encouraged to donate an additional £1 to the price of their hotel stay to go towards the final charity donation. With Sir Alex Ferguson acting as a celebrity ambassador for this scheme, guests responded in earnest and helped raise the final total of £100,021.00 through their generous donations - the final £21 was added by the group to recognise The Springboard Charity's 21st anniversary celebrations.

Commenting on the success of the charity initiative, Heiko Figge, managing director, Guoman and [Thistle Hotels](#) commented: "As a group, we remain passionate about industry learning and believe in contributing to skills and actively developing talent within our industry. This is why we committed to the Springboard Charity and from the day we made that pledge, our colleagues within every one of our UK properties has made it their personal mission to reach the target. They have readily given up days off and spent time training for some of the more physical challenges, and I am extremely proud of everyone who got involved.

Charities like Springboard are essential to the hotel industry, so it is only right that we should support them in turn, and what better than with this remarkable donation I'm delighted to be able to share with Springboard."

Stephen Moss, chairman, Springboard UK, added: "Springboard is absolutely delighted to receive such magnificent support from Guoman and Thistle Hotels in the UK. As a charity working directly on behalf of the hospitality sector, we need major hospitality players like Guoman & Thistle to fly the flag for our work supporting young people, disadvantaged groups and the unemployed into inspirational careers and opportunities within the industry.

This fantastic effort will ensure that Springboard can continue its vital work in encouraging these groups into meaningful positions and making a real difference to people's lives."

- Ends -

**About Guoman Hotels:**

Guoman Hotel Management Limited operates two hotel brands within the UK market; Guoman Hotels, an exclusive collection of deluxe hotels located in central London and Thistle Hotels, a chain of quality full service hotels in the UK's major cities.

Guoman Hotels in the UK consists of four landmark properties; Charing Cross, The Cumberland, The Royal Horseguards and The Tower. Whilst each hotel in the portfolio is different with its own unique identity and style, each provides the very highest levels of comfort and service to its guests.

Thistle Hotels is part of Guoman Hotel Management (UK) Limited which operates hotels throughout the UK. Thistle has 33 hotels across the country, many in superb city centre locations, including eleven in central London and [Thistle Brighton](#).

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