

Les Clefs d'Or Award 2024

Head Concierge of the Breidenbacher Hof represents Germany

Düsseldorf, 16. April 2024 – The Breidenbacher Hof is proud to announce that Shannon Gilbert, Head Concierge and Personal Assistant Manager of the luxury hotel, will represent Germany at the Les Clefs d'Or Award 2024, taking place from April 21-25, 2024, in Bali, Indonesia. The nomination for this coveted award is a recognition of her outstanding achievements and commitment to providing first-class service. At the annual international meeting of Les Clefs d'Or (French for "The Golden Keys"), a junior competition is held each year, for which all country sections are invited to nominate a candidate.

Shannon Gilbert has been part of the Breidenbacher Hof team since 2018 and has distinguished herself through her tireless dedication and expertise. After being promoted to Assistant PA Manager in 2021, she has held the prestigious title of Golden Key Holder since 2023 (following a prescribed two-year application phase by Les Clefs d'Or), the international hallmark of the association of hotel concierges. Before joining the Breidenbacher Hof, Shannon Gilbert completed training as a hotel specialist in Düsseldorf. She then expanded her expertise through part-time studies in hotel, tourism, and event management at Hochschule Fresenius. Her passion for continuous education ultimately led her to the decision to pursue an additional part-time master's degree in general management at the KMU Akademie in 2023.

As Head Concierge, Shannon Gilbert takes on and manages a variety of tasks with great passion and serves as a reliable filter in times of advancing digitization to fulfill the small and large wishes of her guests. Responsibilities include comprehensive care and advice for (inter)national guests before and during their stay, expert recommendations for restaurants, cultural and leisure activities in Düsseldorf and the surrounding area, as well as booking excursions and transportation. In addition, she is responsible for independently leading the concierge team in operational and administrative areas. Her commitment and close collaboration with the front office team significantly contribute to the smooth running of guest stays. Always at the forefront: the holistic satisfaction of the guest – be it spontaneous, creative, or individual.

"I am filled with gratitude, humility, and pride to have the opportunity to face the challenge of the Les Clefs d'Or Award 2024 in Bali. My deep connection to the concierge profession, the Les Clefs d'Or association, and my professional home, the Breidenbacher Hof, motivate me to bring out the best in myself and express my passion." Shannon Gilbert

The Breidenbacher Hof congratulates Shannon Gilbert on her nomination and wishes her the best of luck at the upcoming Les Clefs d'Or Award 2024 in Bali.

About Les Clefs d'Or

In November 1952, "The Golden Keys e.V." were founded in the Ritter's Parkhotel Bad Homburg, under the presidency of Theodor Goedde. The umbrella organization was founded in the autumn of 1929 by Pierre Quentin, the then Head Concierge of the Hotel Ambassador in Paris. Together with ten colleagues, he decided to join forces and thereby sensibly combine knowledge and contacts. What began in France, and later in Sweden and the Netherlands, developed in April 1952 and under the patronage of Ferdinand Gillet (Chief Concierge at the Hôtel Scribe in Paris) into the "L'Union Européenne des Portiers des Grands Hôtels (UEPGH)." At that time, the organization counted a total of nine founding countries. By 1970, there were already 16 countries belonging to the association. In the meantime, the Golden Keys were also recognized as a symbol for the organization. At the 20th International Congress in 1972, the association was then transformed from a purely European into an international organization, thus also opening up for member countries such as Canada, Singapore, Brazil, and many more. At the 42nd International Congress in January 1995, the organization was officially renamed the "Union Internationale des Clefs d'Or" and later into the "Union Internationale des Concierges d'Hotels Les Clefs d'Or." Today, the global organization has about 3,500 members from more than 45 nations. In 2017, the 64th International Les Clefs d'Or Congress with about 600 delegates from all over the world took place in Berlin. In 2019, the founding of the association celebrated its 90th anniversary.

About Les Clefs d'Or Award

The first Les Clefs d'Or Award took place in 2008 during the 55th Les Clefs d'Or International Congress in Denmark as the "Andy Pongco Award" in honor of the namesake, former president. The young members are actively integrated and perceived in the association's network through their participation. The prize for the winner of the award is an invitation to the next international Les Clefs d'Or Congress (including registration and flight costs). All country sections are invited to nominate a young candidate for the competition. Applicants must be members, under 36 years old, and attending an international LCD Congress for the first time. The respective nominees must have fluent English skills and hold the title of "Concierge." During the awards, the candidates are tested in a written exam. Knowledge of the history of Les Clefs d'Or, geography, and general knowledge of the hotel industry are assessed to test the skills needed to assist guests at the concierge desk on a daily basis. Finally, they write an essay on the significance of the concierge profession and their personal goals and undergo an interview with the award's jury.

About BREIDENBACHER HOF:

Located directly on the famous shopping boulevard Königsallee, in the historic city center of Düsseldorf, the Breidenbacher Hof combines modernity and lifestyle with a rich past and history. The traditional hotel offers its guests a unique all-round feel-good package and stands out thanks to its blend of first-class, personalized service and a finely curated and diverse range from other luxury hotels. The hotel, owned by a Kuwaiti family, is a member of the exclusive association "Small Luxury Hotels of the World." Cyrus Heydarian is the Managing Partner of the operating company.

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