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US$ 13,490

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1,900+ Global Participant Network

Program Highlights

35+ Years of Excellence

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GMP is highly regarded as the hospitality industry’s elite career-advancement program for full-service hotel general managers and their immediate successors. Sessions are instructed by faculty from the Cornell School of Hotel Administration (SHA), the world’s leading hospitality-management school. The program is offered twice annually on Cornell University’s campus, in picturesque Ithaca, NY, U.S.A.

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As an experienced hospitality professional, you know that the hospitality industry is constantly evolving. To be successful, you must lead your team with purpose, embrace the industry’s evolutionary path, and seek opportunities to keep your organization at the forefront.

WHAT YOU CAN EXPECT

YOU SHOULD
Bring an understanding of the current challenges your properties face
Be eager to consider new approaches and gain new insights

YOU WILL
Network and share best practices among peers
Solve challenges amidst the best and brightest in the industry
Expand knowledge across areas of strategic marketing and leadership, brand value, financial management, and more

YOU CAN
Create added value by applying new management and strategic-thinking approaches to their business
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