

THE CATERER
BEST PLACES
TO WORK
IN HOSPITALITY 2026

BEST PLACES TO WORK IN HOSPITALITY

All you need to know now that you've entered

Kōrero

NOW THAT YOU'VE ENTERED

Your employees will go through a process to identify what really matters to them about their workplace and rate you (their employer) on how well you are delivering against this, plus five 'killer questions' including an Employee Net Promoter score. Here's what to do next:



STEP ONE

Now that you've received your survey link, it's time to share this with your people and encourage them to take part



STEP TWO

Once you've reached your completion target, you'll have access to online reports to view a summary of your data



STEP THREE

After the survey closes, outcomes are reviewed and your organisation will be given an automatically generated overall score



STEP FOUR

A shortlist of the Best Places to Work in Hospitality will be generated and revealed, based on the overall scores



STEP FIVE

Shortlisted employers will be invited to attend an awards ceremony where the winners will be announced

Not received your link? Be sure to check your junk folder first, if you still can't find it, please email bestplaces@hellokorero.co

TIMELINE

LAUNCH

16/09/2025

SURVEY CLOSED

13/02/2026

TOP 30 CONTACTED

March 2026

AWARDS

May 2026

HOW TO DRIVE SURVEY COMPLETION

1

Promote it through usual channels such as meetings and social media, explaining 'What's in it for me?' so your people are encouraged to give honest feedback

2

Make available a tablet or computer at work for easy access – managers could take one into their team meetings to encourage people to complete then and there

3

Let people know how the survey results will be used, and when you will communicate outcomes and resulting actions

4

Remind them this is a quick, anonymous survey that they can complete in their own time; or you might like to give them an extra five minutes on their break to complete

5

Senior management play an important role in encouraging people to offer feedback – so it's crucial that they are on board from the start, and talk about it at every opportunity



FIVE BENEFITS OF TAKING PART:

1

BOOST EMPLOYER BRAND

Attract, engage, and retain the best talent by being recognised as a 'Best Place to work in Hospitality'

2

UNIQUE EMPLOYEE SURVEY

Bespoke to the hospitality industry, revealing industry insights and benchmarking against other entrants

3

INVALUABLE PEOPLE INSIGHTS

Identify the factors important to your people and how they believe your business performs on these

4

INDUSTRY RECOGNITION

Helping you stand out and become an employer of choice, one that top talent aspire to work for in the industry

5

STRATEGIC, PRACTICAL SOLUTIONS

Identify quick wins and longer term strategies to boost your people plan and deliver business results

HOW IT WORKS:

Each employee will choose from a comprehensive and well-researched list of characteristics associated with being a Best Place to Work in Hospitality.

They are then asked to rate how well they believe their employer measures up against these characteristics.

Final individual outcomes are calculated and combined with those of your other employees, to produce your organisation's score (which is used to calculate and compile the shortlist).



Frequently asked questions

Completing the survey

How can my people access the survey?

Your survey link can be accessed on mobile, tablet or PC - simply share this and encourage people to take part

Can we add our own questions?

Questions and content for this survey cannot be edited or customised (though the communications you send to your people can)

Reporting and Calculations

How and when do I access reports?

Once you've reached your completion target, you'll be sent an email to access online reports and view your outcomes.

Data will be anonymous and is treated in complete confidence

How many people will I need to complete it?

This will depend on your company size.

The targets are as follows:

- Small co. (0-74 employees) - 50%
- Medium co. (75-249 employees) - 40%
- Large co. (250+ employees) - 30%

How is the overall score calculated?

The overall score is made up of three parts, each with a weighting of importance (%):

- Characteristic Average Score (40%)
- Killer Question Score (20%)
- Employee Net Promoter Score (40%)

These are combined to provide an overall score

I have more questions, who shall I contact?

For technical queries, you can email bestplaces@hellokorero.co

For payment queries, you can email sophie.lancaster@jacobsmediagroup.com

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