

## *PRESS RELEASE*

### **THE FUTURE ACCORDING TO EHMA**

The theme “Welcome to the future!” dominated the 46<sup>th</sup> Annual General Meeting in Paris. The future hospitality scenario in terms of leadership, technology, marketing and market trends was outlined by influencing speakers.



The French Organizing Committee

*An exciting program was organized for the large group of protagonists of the European hotellerie who gathered in Paris from 15 to 17 February at the exclusive The Westin Paris-Vendôme on the occasion of the annual event of the European Hotel Managers Association. The theme of the meeting "Welcome to the future!" was outlined by international experts in its many aspects, from technology to food and to marketing. During the meeting Ezio A. Indiani, GM of the Hotel Principe di Savoia in Milan and National Delegate EHMA Italy since 2010, was elected President of the Association for a three-year term, from 2019 to 2021. Two prestigious awards were presented during the closing gala dinner: Patrick Recasens, GM Pullman Timi Ama Sardegna, was elected European Hotel Manager of the Year 2018 while Frédéric Darnet, GM of the Monte-Carlo Bay Hotel & Resort, is the winner of the EHMA Sustainability Award by Diversey 2019.*

**The event was perfectly organized by a Committee** composed of Chairman Manuel de Vasconcelos, Le Méridien Beach Plaza Monaco, and by Alessandra Bragoli, Castille Paris; Claudio Ceccherelli, Park Hyatt Paris-Vendôme; Jean Luc Cousty, Hotel Lutetia; François Delahaye, Hotel Plaza Athénée; Antoine Fanton, Hotel Les Deux Girafes; Pierre Ferchaud, Hotel Raphael Paris; Fanny Guibouret, Hotel du Louvre; Christophe Laure, InterContinental Paris Le Grand; Claude Rath, Hotel Napoleon; Gianluca Priori, Hyatt Paris Madeleine; Valentino Piazzi, Hotel Regina Paris.

### **THE HIGHLIGHTS OF THE MEETING**

Friday, February 15th the official welcome was given by Jean-François Martins, Vice Mayor of Paris with responsibility for Tourism and Sport. During the General Assembly, **18 new members** were introduced, three of whom have won a Professional Development Program at **Cornell University** in Ithaca (USA). The lucky winners are: Pierre-Henry Perrin, Renaissance Paris Vendôme; Solveig Herth, Renaissance Paris Arc de Triomphe, Danilo Zucchetti, Villa d'Este Hotels. **École Hôtelière de Lausanne** offered two online courses, won by Giuseppe Rossi, Splendide Royal Lugano and Barbara Gibellini, Villa Principe Leopoldo Lugano.

An ovation greeted the election to the EHMA Presidency of Ezio A. Indiani, General Manager of the prestigious Hotel Principe di Savoia in Milan and National Delegate EHMA Italy since 2010. Indiani will be the president of the Association for a three-year term, from 2019 to 2021

EHMA is very receptive to corporate social responsibility and has become **partner of the Valueable network**, a European project co-funded by the European Commission and promoted by the Italian Association of Persons with Down Syndrome that operates in six different countries (Italy, Germany, Portugal, Spain, Hungary and Turkey) **to promote labour-market inclusion of people with intellectual disabilities** through targeted placements in the hospitality industry. EHMA member Palmiro Noschese, Managing Director Italy Meliá Hotels International, who was the first to support this initiative in Italy, informed the audience on the latest developments of this project.

In conjunction with the General Assembly, Ian Millar, École Hôtelière de Lausanne, led an educational session dedicated to the "**Young EHMA group 2019**", a project dedicated to deserving employees from EHMA member hotels to participate at the annual conference.

A sparkling welcome cocktail in the characteristic spaces of the Winter Garden at The Westin Paris Vendôme closed the first day.

**The Educational Day of February 16<sup>th</sup>, moderated by Sander Allegro with interactive sessions, focused on the issues that will affect the future of the hotel industry.**

The day started with the welcome of the outgoing President, Hans E. Koch.

The first speaker, **Ilja Grzeskowitz**, coach and author of books, stressed the need to create a corporate culture of change based on innovation, flexibility and the courage to experiment with new processes and projects to remain at the top and competitive in the market.

The future of the hospitality industry will be shaped by the changing needs of customers and many are wondering what the motivations for choosing a hotel by the "**Millennials**" are, ie young people born after 2000 in a digital world. Three students from the famous INSEAD business school, coming from different countries, explained that Millennials appreciate a good quality / price ratio and are influenced by the location, the online reviews, the cultural experience, the personalization of the offer and the technological tools available on site.

Hygiene is a vital factor of success for a hotel. **Somer Gundogdou**, Diversey President Professional EMEA, has explained that **Diversey** has been, and always will be, a pioneer and facilitator that constantly delivers revolutionary cleaning and hygiene technologies that provide total confidence to its customers worldwide.

The need to cultivate "**mindfulness**", the self awareness that is obtained through practices such as meditation, was illustrated by **Yves Givel**, Vice President HR Hyatt International. This mental attitude, called emotional intelligence, induces a perception of physical and mental well-being, improves creativity and decision-making processes and allows to recognize, use, understand and manage consciously one's own and others' emotions.

Innovative concepts behind the creation of new types of hotels are feature of our time. **Serge Trigano**, son of the founder of Club Med, launched a chain called "Mama Shelter", very special hotels, "low profile" and very successful especially as a meeting place for young people, designed by Philippe Starck.

The latest restaurant trends were reported by **Hans Steenberger**, Dutch journalist who co-founded Food Inspiration Magazine. Menus change, are oriented towards vegetable proteins, local and ethical products, become eclectic and are inspired by the territory, are customized and as a result restaurants become tourist destinations. The potential of gastronomy as a tourist attraction was also illustrated by **Claus Meyer**, co-founder of the Copenhagen-based restaurant Noma and a signatory

with 11 other visionary chefs of the New Nordic Kitchen Manifesto. This project promotes a gastronomic culture based on the food characteristics associated to the region - purity, simplicity, freshness, safety and ethics – was very successful and succeeded in putting Denmark on the European gastronomic map.

A not-so-distant visionary future as been the topic introduced by **Märtha Rehnberg**, economist and consultant of the European Community for technologies. Her mission is “positive disruption”, ie to make positive the feelings of instability, uncertainty and fear produced by the need to adapt to the radical changes in the market and the rapid evolution of technology.

Architecture and interior designing are critical to the success of luxury hotels and **Tristan Auer and Monica Moser** of Wilson & Associates exposed the latest developments and trends.

A **panel** joined by Alessandra Bragoli, Wilhelm Luxem, Loic Salaun and Mariella Vigil and moderated by Sander Allegro on the actual benefits that participants can get from the speakers' interventions closed the Educational Day.

**Many sponsors** participated and made possible the organization of the event. Outgoing President Hans E. Koch thanked all supporting companies and their representatives.

On Saturday, accompanying persons had the chance to visit some famous landmarks of Paris and surroundings: the Louvre Museum, the Opéra Garnier and Disneyland Paris.

The **conclusive cocktail and gala dinner** were held in the sumptuous halls of the legendary **Intercontinental Le Grand**, richly decorated, recently restored to the highest levels of elegance worthy of the French "grandeur" of nineteenth century. During the gala dinner, the outgoing President Hans E. Koch presented the **two prestigious awards** for "Hotel Manager of the Year 2018" and "EHMA Sustainability Award by Diversey 2019".

### **THE HOSTING HOTEL: THE WESTIN PARIS-VENDOME**

Ideally situated between the Louvre and the Place Vendôme, The Westin Paris - Vendôme welcomes guests with a refined setting and elegant rooms, many with magnificent views over Paris. The hotel features 13 meeting rooms totaling 2000 m<sup>2</sup> including the largest conference room with daylight in the city center and 3 spectacular historical ballrooms. The restaurant le First invites to savor the inventive cuisine of chef David Real in a plush setting, while at La Terrasse it is possible to have lunch or dinner whether in winter or summer style. The Tuileries Bar serves a selection of savory snacks and creative cocktails as well as the finest teas and energizing fresh smoothies. The new Le Jardin d'Hiver features an ethnic design, for a chic bohemian ambiance. 24-hour Westin WORKOUT® fitness center and the only Six Senses spa in France.

### **EHMA in brief**

EHMA was **founded in Rome in 1974** by a small group of top quality hotel properties general managers of the Italian capital. The European Hotel Managers Association aims **to improve qualification of professionals** through training in view of increasing the standards of services to be provided to guests. At present the Association gathers more than **400 members**, many of whom are **general managers** of the most prestigious hotels in **29 countries** that make a total of **300 represented hotels, 80,000 rooms, and 62,000 employees**. EHMA admission requires a **minimum of ten-year experience in the hotel sector**. Members meet once a year to discuss about shared themes such as: new technologies, trends, issues, relations, European hotel data and market search. Next General Assemblies will be held in Lugano in 2020, in Hamburg in 2021 and in Warsaw in 2022.

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