



41st EHMA General Meeting
“Hospitality, Sustainability...What’s next?”
Monaco 28 – 30 March 2014



PRESIDENT’S REPORT - MONACO 2014



41st EHMA General Meeting

"Hospitality, Sustainability...What's next?"
Monaco 28 – 30 March 2014



Looking back

- Again a very challenging year across Europe
- Generally more positive business environment
- Marginally better results, stable profit margins
- Average Rates and RevPAR at 2012 levels
- Rising labor costs in spite of low inflation rate
- Trendy budget hotel developments and online bookings platforms
→ putting more pressure on rates
- Luxury segment benefited from economic growth in several countries worldwide
- Luxury hotel developments by foreign owners, private equity funds and other similar financial entities



41st EHMA General Meeting

“Hospitality, Sustainability...What’s next?”
Monaco 28 – 30 March 2014



Looking ahead

- Promising booking developments
→ optimistic outlook for the year
- The biggest challenges: manage and sustain infrastructure, profit margins and human resources to meet customer needs and stakeholder expectations
- Economic and political challenges (i.e. situation in Ukraine/Russia)



41st EHMA General Meeting
“Hospitality, Sustainability...What’s next?”
Monaco 28 – 30 March 2014



**To achieve excellence, maximize profits and
keep stakeholders happy**

- Have a clear strategy
- Show lots of charisma and empathy
- Plan and realize smart investments
- Keep excellent guest contact
- Show passion to lead and inspire employees



Circle of Success





41st EHMA General Meeting

“Hospitality, Sustainability...What’s next?”
Monaco 28 – 30 March 2014



Activities, Projects and Highlights in 2013

MC and EC met three times → Milan, Crete and Taormina:

- To evaluate and Report on the 40th AGM in Milan
→ a great success
- To assist the Monaco OC preparing the present AGM
→ Lots of efforts and creativity went into this year’s program, events, speakers, sponsoring and exhibitions
- To maintain good relationship with partners and sponsors
→ always an important point in the agenda
- To maintain relationship with leading hotel universities/schools
→ EHL, Cornell University, Stenden and Glion



41st EHMA General Meeting
“Hospitality, Sustainability...What’s next?”
Monaco 28 – 30 March 2014



Activities, Projects and Highlights in 2013/2014

The EHL Student Business Project (SBP)

Mission

To create a marketing strategy enabling EHMA to establish itself as the number one platform for collective intelligence, education, networking and professional development among European hotel managers of top 4 and 5-star properties.



41st EHMA General Meeting

“Hospitality, Sustainability...What’s next?”

Monaco 28 – 30 March 2014



Activities, Projects and Highlights in 2013

- The University Day in a different format
 - in collaboration with EHL and Diversey Care
- Partnership with Cornell University
 - sponsoring three PDP (Professional Development programme) for our new members
- Support by Stenden University
 - Free distribution of a very interesting booklet on profiles of well-known hoteliers
- Annual EHMA Awards to EHL and Glion students
- Official Representation of EHMA
 - European Hospitality and SBID International Design Awards



41st EHMA General Meeting

"Hospitality, Sustainability...What's next?"
Monaco 28 – 30 March 2014



Relationship with other Associations

- HOTREC
 - EHMA needs to further strengthen ties with Hotrec, to promote the interests of hotels and restaurants vis-a-vis European regulatory bodies
- GKIA
 - It was decided in yesterday Management Council meeting to discontinue the collaboration with GKIA as it does not produce a real benefit to EHMA



41st EHMA General Meeting

“Hospitality, Sustainability...What’s next?”
Monaco 28 – 30 March 2014



EHMA Awards

- ‘EHMA Hotel Manager of the Year 2013’
 - for outstanding achievements in 2013
- ‘EHMA Sustainability Award 2014 by Diversey Care’
 - for successful achievements and results with ecology and sustainability issues



41st EHMA General Meeting

“Hospitality, Sustainability...What’s next?”
Monaco 28 – 30 March 2014



EHMA Membership

- Slight drop in membership over past years
- Help making the EHMA membership more attractive to a network of younger hotel general managers
- Participate pro-actively and with constructive inputs / be present during national and general meetings
 - add more value to the Association



41st EHMA General Meeting

“Hospitality, Sustainability...What’s next?”
Monaco 28 – 30 March 2014



Membership Fees

- We experience a lack of operating funds
 - lower income from membership subscriptions
 - costs already cut to a minimum
- Board decided (first time after 7 years)
 - to raise annual fees as of 2015
 - Active and Associate members: Euro 360 instead of Euro 330
 - Meritorious members: Euro 180 instead of Euro 165
 - in future, an annual increase will be applied according to the cost of living index



41st EHMA General Meeting

“Hospitality, Sustainability...What’s next?”
Monaco 28 – 30 March 2014



Finance

- Emphasis on efficient, professional and correct accounting /audit
- Big thanks go to Treasurer Johanna Fragano and Studio Pedrotti
- Johanna Fragano will comment figures in detail later



41st EHMA General Meeting

“Hospitality, Sustainability...What’s next?”

Monaco 28 – 30 March 2014



EHMA Awareness

- EHMA website
 - interesting and useful information and links to supporting partners, affiliations, brief reports and highlights, membership list, career opportunities, and press releases
- Individual national EHMA websites
 - Italy, Greece and Germany
- Quarterly EHMA newsletter reporting on current issues
- Printed Materials
 - quarterly articles in the Hotel Management Int’l (HMI), hotel yearbook and the Smart Report in H&T
- EHMA Membership List
 - sponsored and produced by INYT



41st EHMA General Meeting
“Hospitality, Sustainability...What’s next?”
Monaco 28 – 30 March 2014



***Thanking you
for your kind attention and support***

***Wishing wish you all a very successful General
Meeting and a pleasant stay
in glamorous Monte Carlo***