

*PRESS RELEASE*

**EHMA ANNOUNCES PARTNERSHIP WITH PREFERRED HOTELS & RESORTS**



*EHMA is pleased to announce its partnership with Preferred Hotels & Resorts, the world's largest independent hotel brand representing more than 600 distinctive hotels, resorts, and residences across 80 countries, that connects the prestigious association of Luxury Hotel General Managers in Europe to the worldwide known company that helps travel businesses, hotels and destinations pursue their vision for their future. This partnership will benefit both organizations in terms of mutual opportunities in the high-end hotel industry, such as networking, visibility, promotion and communication. EHMA and Preferred Hotels & Resorts will also work closely to develop talent in Europe through the existing partnerships, relationships, and opportunities they both enjoy with hotel schools.*

"EHMA's vision is to be the preferred Association of Hotel Managers, representing the most prestigious and unique hotels in Europe", comments **EHMA President Panos Almyrantis**, Chief Development Officer (CDO) of Ella Resorts in Athens. "This new groundbreaking partnership with Preferred Hotels & Resorts will offer to our members an important source by **leveraging the group's collective expertise and resources**. As a valued partner, Preferred Hotels & Resorts will participate in our next General Assembly to be held in Venice from April 12 to 14, which will **celebrate EHMA's 50<sup>th</sup> Anniversary**."

"We are thrilled to partner with EHMA", said **Brenda Collin, Executive Vice President of Europe, Preferred Hotels & Resorts**. "For us, family values and people inspire us, and **this partnership will allow us to connect, network and build collaborations** with hoteliers across Europe whilst supporting their goals and ambitions."

EHMA - European Hotel Managers Association was **founded in Rome in 1974** by prominent Hotel General Managers of undisputed professional ethics with the **aim of maintaining and enhancing the image of the hotel industry**. Supporting an inclusive and stimulating networking environment, sharing experiences, insights and support, and effectively communicating within the hotel industry, with integrity, loyalty and trust encompass the Association's core values. The Association today has **more than 400 members representing 23 European countries**. In figures, this represents about 350 hotels, 85,000 rooms and 65,000 employees.

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