



CREATIVE BRIEF - European Hotel Managers Association (EHMA)

BACKGROUND

The European Hotel Managers Association stands as one of the most influential leadership communities in European hospitality, bringing together General Managers and senior executives from independent hotels, international chains, and leading resort destinations across the continent. EHMA represents decision-makers at the highest operational level, leaders responsible for people, performance, brand integrity, and owner relations.

What distinguishes EHMA is not scale, but calibre. Independent, owner-led properties sit alongside flagship hotels of global brands, creating a uniquely balanced environment where entrepreneurial thinking meets global best practice. This diversity has become one of EHMA's most powerful assets, both for members and for partners seeking meaningful engagement with hospitality leaders.

Through a structured programme of regional network events held across key European markets, an annual General Meeting that brings together the continent's most influential hotel leaders, and strategic collaborations with leading hospitality universities and research institutions, EHMA has created an ecosystem where knowledge, innovation, and leadership development flow seamlessly between independent excellence and corporate scale.

THE CHALLENGE

Independent hotel leaders increasingly face brand-level complexity without brand-level support, while leaders within international chains seek fresh perspective, agility, and real-world problem solving beyond corporate frameworks.

Despite EHMA's open and inclusive foundation, some independent leaders still perceive professional associations as primarily serving branded or corporate environments. At the same time, potential sponsors and partners may not always fully recognise EHMA's reach across ownership models, geographies, and hotel types.

The challenge and opportunity, is to clearly communicate EHMA as the natural meeting point for Europe's most influential hotel leaders, regardless of structure, while preserving the association's prestige and relevance to established brands.

THE OPPORTUNITY

EHMA offers a rare concentration of senior level decision makers operating at the forefront of European hospitality. Members are not delegates. They are leaders shaping strategy, investment priorities, and guest experience across hundreds of hotels.

Through its comprehensive membership platform, EHMA delivers value through multiple touchpoints throughout the year. Regional network events provide localised peer exchange and market-specific insights, enabling leaders to address challenges and opportunities within their geographic contexts while building lasting professional relationships.

The Annual General Meeting serves as the pinnacle gathering for Europe's hotel leadership community, a forum where strategic conversations, industry wide initiatives, and partnership opportunities converge at the highest level.



Beyond events, EHMA's collaborations with leading hospitality management schools and universities create bridges between academic research and operational reality, ensuring members stay ahead of emerging trends, talent development strategies, and innovative management practices. These partnerships also position EHMA as a thought leader, contributing to the evolution of hospitality education and professional standards across Europe.

For independent leaders, EHMA provides access to peer exchange, benchmarking data, and strategic insight typically available only within global brands.

For chain and resort leaders, it offers exposure to entrepreneurial thinking, local market intelligence, and innovation born outside corporate systems. For emerging leaders and next-generation GMs, EHMA represents a pathway to senior-level networks and mentorship that accelerates professional development.

For sponsors and partners, EHMA represents high-quality access:

- ✓ A trusted, non-commercial environment where engagement is built on shared values and long-term commitment
- ✓ Long-term relationships rather than transactional exposure, with meaningful interaction across multiple platforms throughout the year
- ✓ Direct dialogue with leaders who influence purchasing decisions, technology adoption, sustainability strategies, and strategic direction across their properties
- ✓ Association with Europe's most respected hospitality leadership community, enhancing brand credibility and industry positioning

WHO WE'RE TALKING TO

- ✓ General Managers and senior hotel executives from independent, branded, and soft-branded hotels
- ✓ Urban and resort properties
- ✓ Leaders with full accountability for teams, performance, and ownership relations
- ✓ Emerging GMs and next-generation leaders aspiring to senior operational roles

These are experienced professionals who value substance, credibility, and peer level interaction and who expect the same from the partners engaging with their community. They seek platforms that respect their time, deliver genuine insight, and facilitate connections that drive both personal growth and business performance.

WHAT WE WANT THEM TO BELIEVE

- ✓ EHMA is the leadership home for Europe's most influential hotel professionals
- ✓ Independence and global scale are complementary strengths
- ✓ EHMA's year-round programme, from regional events to the Annual General Meeting to academic partnerships, delivers continuous value and professional development
- ✓ Sponsors who engage with EHMA engage with the people who shape the industry

Above all:

EHMA is where hospitality leadership, innovation, and partnership converge.

BIG IDEA: "Leadership Belongs Together."

EHMA brings together diverse leadership perspectives to strengthen European hospitality, creating value not only for its members, but for partners committed to long-term industry excellence.



TONE & CHARACTER

- ✓ Confident, credible, and inclusive
- ✓ Senior, peer-to-peer, never promotional
- ✓ Professional with warmth and authenticity
- ✓ Focused on long-term value and shared progress

CREATIVE APPROACH

Showcase real leaders in real conversations: independent hoteliers alongside global brand executives, resort leaders alongside city GMs, emerging leaders learning from established veterans. Highlight shared challenges people, performance, sustainability, technology, and the role EHMA plays as the platform where these discussions happen at the highest level.

Bring to life the full EHMA experience: intimate regional gatherings where local market challenges are solved collectively, the energy and influence of the Annual General Meeting where industry-wide strategies take shape, and the academic rigour of university partnerships that ground leadership in both practical wisdom and cutting-edge research.

Sponsors / Partners are positioned not as advertisers, but as contributors to the ecosystem, supporting dialogue, learning, and innovation. They are integral partners in the conversations that matter, present at the table, not simply visible on the wall.

MEASURING SUCCESS

- ✓ Increased engagement from independent and branded hotel leaders across all membership touchpoints
- ✓ Strong participation rates at regional network events and the Annual General Meeting
- ✓ Growing interest from emerging hotel leaders seeking access to senior-level community
- ✓ Strong sponsor interest driven by quality of audience and depth of interaction
- ✓ Sustained participation across events, forums, and leadership initiatives
- ✓ Enhanced recognition of EHMA's academic partnerships and thought leadership contributions
- ✓ Clear perception of EHMA as Europe's most credible hospitality leadership network

FINAL THOUGHT

EHMA does not segment hospitality leadership. It unites it.

By bringing together independent excellence and global scale, seasoned expertise and emerging talent, operational insight and academic rigour, EHMA creates a community that reflects the real complexity of European hospitality and offers partners something increasingly rare. Access with meaning, visibility with credibility, and engagement with leaders who matter.

Through regional connection, annual convergence, and continuous learning, EHMA has built more than a membership organisation. It has created the infrastructure where Europe's hospitality leadership community thrives.

EHMA is not simply a network.

It is where European hospitality leadership comes together.