

# PRESS RELEASE



FOR IMMEDIATE RELEASE

## FRANCISCO PEREIRA DA SILVA RECEIVES THE EHMA "HANS KOCH LIFETIME ACHIEVEMENT AWARD" 2026



*Francisco Pereira da Silva and Panos Almyrantis (President of The European Hotel Managers Association) - The prestigious honour was presented during the Gala Dinner at the 52<sup>nd</sup> EHMA Annual General Assembly in London.*

**London, 14 March 2026** – In a momentous celebration held at the **52<sup>nd</sup> EHMA Annual General Assembly** in London, **Francisco Pereira da Silva** — affectionately known across the Association as “Chico” — was honoured with the “**EHMA Hans Koch Lifetime Achievement Award**” for 2026. **Panos Almyrantis**, President of EHMA, National Delegate for Greece & Cyprus, and Chief Growth & Commercial Officer at Ella Resorts in Athens, bestowed this distinguished accolade during the Gala Dinner at the Savoy, recognising a career defined by enduring service, principled leadership, and an unwavering devotion to hospitality excellence.

**EHMA EUROPEAN HOTEL MANAGERS ASSOCIATION**

[www.ehma.com/london2026](http://www.ehma.com/london2026)

# PRESS RELEASE



A respected figure in European hospitality, Mr Pereira da Silva has led one of Madeira's most iconic destinations — the Hotel Albatroz Beach & Yacht Club — elevating it into a benchmark of **elegance, authenticity, and outstanding service**, whilst contributing meaningfully to the island's tourism landscape. His professional journey also includes a formative chapter at the iconic Savoy in London, where he refined a **leadership style** defined by **relationship-building, uncompromising guest standards, and calm, values-driven stewardship**.

Named in honour of **Hans E. Koch**, who served as EHMA President from 2013 to 2019 and sadly passed away in 2021, the Hans Koch Lifetime Achievement Award celebrates **distinguished General Managers** whose **lifetime contributions** have advanced both the **hotel industry** and the **Association's mission**. In Mr Pereira da Silva, EHMA recognises not only a **consummate hotelier**, but also a **steadfast pillar of the organisation** — a long-serving member of the EHMA Management Council whose example has helped shape the Association's spirit of **integrity, loyalty, and service** over more than four decades.

"Chico's legacy is defined not only by the milestones he has achieved, but above all by the relationships he has cultivated and the standards he has consistently and gracefully upheld over the years," said President Almyrantis. "Dear Chico, your legacy is not only recorded in the history of our association, but lives on in all of us who have had the privilege to know and work alongside you."

## Biography Summary: Francisco Pereira da Silva

A dedicated leader and trusted ambassador for EHMA, Mr Pereira da Silva served as National Delegate of Portugal from 1984 to 2024, exemplifying remarkable **continuity and commitment**.

He studied at the Glion School of Hotel Management, in Glion-sur-Montreux, Switzerland, after completing the required internships, he began his professional journey at the Lausanne Palace.

He later worked in Bern at the Bellevue Palace, one of the city's finest hotels.

His career then took him to the Savoy in London, where he spent many years as "Assistant to the General Manager" and subsequently as Hotel Manager.

He was later invited to become General Manager and lead the opening of the five-star Hotel Casino Park, in Funchal, Madeira Island, where he remained for several years. In the years that followed, he acquired an estate in Funchal and developed the five-star Hotel Albatroz, where he continued to serve as owner and General Director.

He organised the highly successful 32<sup>nd</sup> EHMA General Meeting in Lisbon in 2005 and later played a pivotal role of the Organising Committee for EHMA Lisbon 2023 — both

# PRESS RELEASE



gatherings remembered for their **warmth, excellence, and a strong sense of community**. Widely admired for his **ethical values and mentorship**, he has often spoken of the **friendships forged through EHMA** as among the most meaningful achievements of his life — guided by a simple personal motto: **“A life well played.”**

## About the European Hotel Managers Association (EHMA)

Founded in Rome in 1974, the European Hotel Managers Association (EHMA) is a prestigious non-profit organisation committed to excellence in Europe’s luxury hospitality industry. With a membership of 500 top professionals overseeing more than 400 premier hotels across 24 countries, EHMA fosters leadership, innovation, and the highest service standards. Through educational initiatives, networking events, and industry research, EHMA drives knowledge-sharing and professional growth while shaping a sustainable, forward-thinking future for European hospitality.

Website: <https://ehma.com>

Event Website: <https://ehma.com/london2026/>

For information, please contact:

**EHMA Press Office**

**Gianni Buonsante**

**Ingenia Direct**

**Mobile: +393356510124**

[gianni@ingeniadirect.com](mailto:gianni@ingeniadirect.com)

[www.ingeniadirect.com/en/](http://www.ingeniadirect.com/en/)