



Dear

It gives me great pleasure to welcome you to the inaugural edition of the EHMA Newsletter. A dedicated platform designed to bring our community closer, keep us informed, and inspire one another.

At its core, EHMA has always been defined by the strength, professionalism, and generosity of its members. This newsletter is a natural extension of that ethos. A space where excellence is celebrated, ideas are exchanged, and meaningful perspectives on the evolving landscape of our industry are shared.

As you will see, this first edition is rightly centred on our Annual General Meeting in London. A defining moment for our Association and a valuable opportunity to reconnect, reflect, and look ahead. In future editions, we intend to broaden our focus, showcasing member achievements, highlighting innovation across the sector, addressing regulatory developments, and capturing the dynamic activities taking place within our national delegations throughout the year.

Above all, this newsletter belongs to you. I warmly encourage you to contribute your thoughts, suggestions, and ideas simply by replying to this message. Whether it is a topic you believe deserves attention, a success story worth sharing, or a unique perspective from your delegation, your voice will play an essential role in shaping this publication.

I trust you will find this first edition both engaging and insightful, and I very much look forward to continuing this journey together.

Warmest regards,

Panos Almyrantis
President of EHMA
European Hotel Managers Association



ANDREAS KEESE IS THE WINNER OF THE PRESTIGIOUS “EUROPEAN HOTEL MANAGER OF THE YEAR 2026” AWARD

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EHMA has honoured Andreas Keese, General Manager of the world-renowned Hotel Sacher Wien, with the prestigious title of “European Hotel Manager of the Year 2026.” The award was presented during the Gala Dinner at the 52nd EHMA Annual General Assembly, held at the iconic The Savoy in London. The EHMA Jury selected Mr Keese for his outstanding ability to blend operational excellence with a genuine, people-first leadership style, fostering an environment where rigour, warmth and authentic hospitality thrive side by side.



FRANCISCO PEREIRA DA SILVA RECEIVES THE EHMA “HANS KOCH LIFETIME ACHIEVEMENT AWARD” FOR 2026

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In a momentous celebration held at the 52nd 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, 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.



THE “EHMA SUSTAINABILITY AWARD BY DIVERSEY 2026” GOES TO STEPHAN STOKKERMANS

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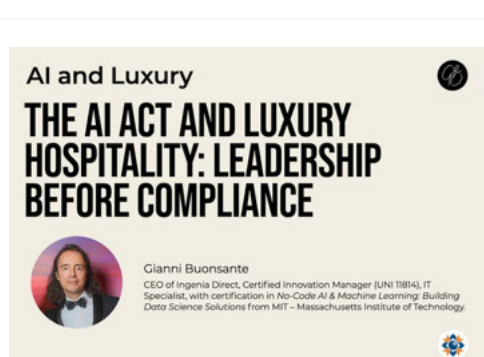
EHMA is proud to announce that Mr Stephan Stokkermans, Managing Director of Grand Hotel Huis ter Duin and EHMA Vice President and National Delegate for The Netherlands & Belgium, is the winner of the 2026 EHMA Sustainability Award by Diversey. The prestigious accolade, presented by Christoph Steindorf, Business Development Leader, Diversey Europe, recognises exceptional dedication to sustainability while upholding the highest standards of luxury and guest experience.



ANDREAS KEESE WINS THE EHMA “BEST PRACTICES 2025 AWARD”

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EHMA has honoured Mr Andreas Keese, General Manager of Hotel Sacher Wien, with its prestigious “EHMA Best Practices 2025” Award. The accolade recognises an outstanding, guest-centred approach to the theme “How IoT and AI Help Hoteliers Enhance the Guest Experience”, celebrating applied innovation that strengthens service quality while protecting the essence of human hospitality. The award was presented during the 52nd EHMA Annual General Assembly, held at The Dorchester in London.



NAVIGATING THE AI ACT: EHMA HOSTS ONLINE WORKSHOP ON ARTIFICIAL INTELLIGENCE IN LUXURY HOSPITALITY

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On 21 February 2026, EHMA welcomed members from across Europe for an online workshop examining the operational impact of the EU’s Artificial Intelligence Act on luxury hospitality, the world’s first comprehensive AI regulation, in force since August 2024. Two expert speakers led the session: **Gianni Buonsante**, CEO of Ingenia Direct and MIT-certified in AI and Machine Learning, and **Pierluigi Casale**, former AI Officer at the European Parliament and current Head of the Artificial Intelligence Department at the Open Institute of Technology. Together, they translated complex regulatory principles into practical guidance across three key areas: guest data management, process automation, and personalised guest experiences. The session’s central message resonated strongly with attendees — the AI Act is not simply a legal obligation, but a strategic opportunity for hospitality leaders ready to embrace innovation responsibly.



CHAMPIONING LEADERSHIP WELL-BEING: A GROUNDBREAKING STUDY BY AN EHMA MEMBER

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EHMA member Marco Truffelli is conducting doctoral research at Oxford Brookes University that deserves your attention. His project is the first-ever Randomised Controlled Trial (RCT) examining work-related pressure among active hotel General Managers, exploring how psychological training and coaching can help leaders in the European luxury sector manage stress and reduce burnout. By supporting this initiative, EHMA has a unique opportunity to establish itself as a global leader in evidence-based leadership wellbeing. We encourage all members to engage and contribute.



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