

PRESS RELEASE

EHMA IN LUGANO WITH PASSION FOR ITS 47TH ANNUAL GENERAL ASSEMBLY



Lugano is getting ready for an extraordinary event on the occasion of EHMA's 47th Annual General Assembly, which will be held in the city of Canton Ticino from March 20 to 22, 2020. The Hotel Splendide Royal will host this exclusive event, which takes place every year in a different European location. The theme chosen is "It's all about Passion!"

"It is passion that motivates us to achieve great goals," comments the President of the Organizing Committee **Giuseppe Rossi**, GM of the Hotel Splendide Royal in Lugano. "Passion lets creativity blossom and allows to overcome the effort required to acquire superior skills. Beyond the glamorous image, **that of the hotel general manager is a complex and demanding profession** that requires long hours of work. There are no weekends nor holidays for the hotel manager, but **customer satisfaction** fully repays the sacrifice".

The highlight will be Saturday's **Educational Day** with speeches by highly professional speakers and interactive sessions. The **Gala Dinner at the Hotel Splendide Royal** will be the perfect setting for the announcement of the winners of the **European Hotel Manager of the Year 2019** award as well as the **Sustainability Award by Diversey 2020**, dedicated to the best sustainable hospitality project of the year .

The **Organizing Committee** is composed of Giuseppe Rossi (Chairman and GM Hotel Splendide Royal); Gastone Di Domenico (GM Swiss Diamond Hotel); Carlo Fontana (GM Hotel Lugano Dante Center); Barbara Gibellini (GM Villa Principe Leopoldo); Massimiliano Ferrara (RM Grand Hotel Villa Castagnola); Raimondo C. Sartorio (MD Parco San Marco Hotels & Beach Resort). With the precious support of Ivan Zorloni (GM Grand Hotel Villa Castagnola); Lorenzo Pianezzi (President HotellerieSuisseTicino); Antonella Archidiacono (Sales & Marketing Manager Grand Hotel Villa Castagnola); Emanuele Di Pasquale (Sales & Marketing Manager Hotel Splendide Royal).

THE CONFERENCE PROGRAM

Friday March 20 will start at the Splendide Royal with **Members' General Assembly** dedicated to EHMA institutional moments. The conference will be officially opened by President Ezio A. Indiani and by the President of the Organizing Committee Giuseppe Rossi, who will introduce the **Mayor of Lugano** for his welcome. During the meeting, the **new members will be officially presented**, three of whom will be the lucky winners of a Professional Development Program at the University of Cornell in Ithaca, USA. Candidatures for future General Assemblies in 2021 and 2022 will be also presented. At the same time, the **Young EHMA 2020 Group** will participate in a working session organized by EHL (École Hôtelière de Lausanne) and will present the results of their work to the Assembly. This initiative, now in its third edition, was born from the need to open the association to new generations. The group is made up of **young**

hoteliers, presented by the different EHMA Chapters, with a certain level of experience (junior managers/department heads) who are offered the opportunity to participate in the annual EHMA General Assembly.

To follow, a speech by the **President of HOTREC - Jens Zimmer Christensen** - and the "**Members' Hour**", where EHMA Best Practices for plastic reduction will be presented, a topic very dear to the Association. Working sessions will be concluded by an "**Open Forum**" with the participation of Valérie De Corte, Global Alliance & Partnership Director of the École Hôtelière de Lausanne and Piotr Lipiec, Senior Business Development Manager Hotel TV Europe of Samsung. The day will end with the **Welcome Cocktail at the Hotel Villa Principe Leopoldo**, a historic and refined villa, once a princely residence, offering a splendid panoramic view of Lake Lugano and the mountains representing an harmonious combination of Italian charm and Swiss excellence.

On Saturday, March 21, the **Educational Day** features a number of **top-level international speakers** with alternating sessions dedicated to body & mind and musical moments. A round table will close the day.

On Friday afternoon the **accompanying persons** will enjoy a guided tour of the exhibition "Monet, Cézanne, Van Gogh ... Masterpieces from the Emil Bührle Collection" at the LAC and the visit of the Church of Santa Maria degli Angioli with its spectacular frescoes. On Saturday morning a guided tour of the magnificent Vincenzo Vela Museum in Ligornetto is foreseen, concluded by a lunch in the historic cellars of Valsangiacomo Wines in Mendrisio.

The day will end with the **Cocktail & Gala Dinner at the Hotel Splendide Royal**, during which the prestigious awards "European Hotel Manager of the Year 2019" and the "EHMA Sustainability by Diversey 2020" will be presented to the winners.

The EHMA General Assembly will be an excellent opportunity to **discover Lugano**, a pleasant town in Canton Ticino overlooking the homonymous lake and surrounded by San Salvatore and Brè Mountains. The city has a Mediterranean atmosphere and offers a **historic center** characterized by squares and arcades and a lakeside promenade shaded by sub-tropical vegetation. **Gastronomy and wine production** are at the highest level. Malpensa Airport is 1h20 away.

The **hosting hotels** will be: Hotel Splendide Royal, Grand Hotel Villa Castagnola, Swiss Diamond Hotel, Villa Principe Leopoldo, Lugano Dante Center.

Located in a unique lakeside position, the **Splendide Royal is a 5-star hotel built in 1887**. It boasts elegant furnishings, a refined cuisine and a staff of 100 people who guarantee attentive and personalized service. The executive chef of the "**I Due Sud**" restaurant combines traditional flavors of Switzerland and southern Italy. The Splendide Lifestyle Spa features a swimming pool, sun terrace, gym, saunas and steam baths.

EHMA in brief

The EHMA - European Hotel Managers Association was **founded in Rome in 1974** by a number of hotel top executives of undisputed professional ethics aiming at maintaining and increasing the hotel industry image. It is made up of high-level hotel managers who constantly strive to improve their professionalism and that of their staff, in order **to maintain, perfect and innovate services offered to their customers**. Currently the Association has over **400 members representing 29 European countries**, of which about 300 are General Managers of luxury hotels. In numbers, they represent approx. **300 hotels, 85,000 rooms and 65,000 employees**.

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