



PRESS RELEASE

THE EUROPEAN HOTEL MANAGER OF THE YEAR EHMA 2015
IS PIERRE FERCHAUD FROM FRANCE

**The award ceremony took place in Cyprus during
the European Hotel Managers Association General Meeting**



The Award presented by EHMA every year to the General Manager who has achieved results of excellence in hotel management was conferred for 2015 to the French member Pierre Ferchaud. The prize is assigned on the basis of criteria such as excellence in quality, implementation of new strategies, financial improvement, ethical foundation of the profession, staff management and motivation. What matters is also the ability to innovate and apply tools and new resources in the management of the various hotel departments, and the development of synergic links with the territory in which the property is located.

General Manager at the Hotel Metropole in Monte Carlo until last December, Ferchaud boasts a long and prestigious career that has seen him General Manager of famous Parisian hotels such as Fouquet's Barrière, Le Bristol, the Concorde Lafayette and the Marriott Prince de Galles.

The 2015 European Hotel Manager of the Year award ceremony was held in Limassol (Cyprus) on April 9, during the Gala Dinner of the 43rd EHMA annual General Meeting in the marvelous ballroom of the Hotel Four Seasons. Pierre Ferchaud received this prestigious international recognition of excellence from the President of the European Hotel Managers Association Hans E. Koch.

Ferchaud begins his prestigious career at the Grosvenor House in London, then he moves on to the Hotel Meurice in Paris and the Palace in Madrid. Afterwards he works for the Société Nouvelle du Grand Hotel, that owned at the time 4 prestigious properties in Paris: Grand Hotel, Meurice, Prince de Galles and Café Royal. The new owner of the company, Intercontinental Hotel Corporation, appoints him General Manager of Le Grand Hotel when he is only 34. Thereafter, for Marriott Hotels and Resorts, he manages the Marriott Prince de Galles. Having switched to Concorde Hotels, Ferchaud becomes Executive Vice President and manages the Concorde Lafayette. But challenges attract him and in 1993 he takes on the position of President and General Manager of Le Bristol, also in Paris, and develops this property into a symbol of excellence and one of the most exclusive hotels of the world with a 3-Michelin star restaurant. In recent years, he is General Manager of the famous Fouquet's Barrière, then Area Manager Belgium for Steigenberger Hotel Group and finally, from November 2014 to December 2015, General Manager of the Metropole Monte-Carlo, with the objective to improve quality, develop sales, reinforce its image and implement a strategic plan in order to identify the future General Manager of the property.

Ferchaud has been former President of Paris Hotels Association, Vice President of Hotels and Palaces of France Association and has received various honors, among which Officier de la Légion d'Honneur, Chevalier de l'Ordre National de Mérite, Prestige du Tourisme Français and Best Hotel Manager, Worldwide Hospitality Awards 2003. He has been on various occasions consultant for the French Government.

The evaluation and assessment of nominees for the European Hotel General Manager winners is not easy at all for the EHMA Jury. The Italian candidate was Ciro Verrocchi, General Manager of the Hotel InterContinental De La Ville in Rome, winner of the 4th edition of the Italian Hotel Manager of the Year Award not only for his prestigious career as General Manager of international companies such as Starwood Hotels & Resorts and InterContinental, but also for the implementation of innovative projects aimed at improving the efficiency and productivity of the properties that he managed.

EHMA in brief

EHMA was founded in Rome in 1974 by a small group of top quality hotel properties general managers of the Italian capital. The European Hotel Managers Association aims to improve qualification of professionals through training in view of increasing the standards of services to be provided to guests.

At present the Association gathers about 419 general managers of the most prestigious hotels in 29 countries that make a total of 350 represented hotels, 92,000 rooms, and 72,000 employees. Members meet once a year to discuss about shared themes such as: new technologies, trends, issues, relations, European hotel data and market search. EHMA admission requires a minimum of ten years' experience in the hotel sector.

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