



3 April 2025 The European Hotel Managers Association (EHMA) convened its 51st Annual General Meeting (AGM) in Warsaw, Poland, from March 28 to 30, 2025. The event brought together senior hospitality leaders and general managers from Europe's top luxury and premium hotels.

Titled "Hospitality by Design," the gathering focused on the transformative role of innovation, sustainability, design, and leadership in shaping the future of hospitality across Europe.

Educational Day: "Hospitality by Design"

On Saturday, 29 March, at the Renaissance Warsaw Airport Hotel, the Educational Conference hosted an array of thought-provoking speakers and expert panels discussing key trends in the industry:

Leadership & Strategy:

Pawel Motyl addressed how to navigate complexity in high-stakes decision-making.

Sustainability:

Manuel Engelsthal, Christoph Steindorf,

Alexa Poortier, Onno Poortier, and Andres Fellenberg Van der Molen shared insights on decarbonisation, implementing ESG strategies, and aligning with EU regulations on sustainability and corporate responsibility.

Technology & AI:

Prof. Andrzej Wodecki and Paola Gariglio discussed the role of artificial intelligence in hotel management.

People & Culture:

Nick Driessen and Paola Vulterini focused on inclusive leadership and creating accessible guest experiences.

Hospitality Keynote:

Prof. Dr. Ian Yeoman offered forward-thinking perspectives on food tourism and experiential innovation.

Design & Experience:

Joanna Jurga explored the emotional and functional impact of neuroarchitecture.

Design Keynote: Adam D. Tihany, world-renowned designer, discussed the importance of design in creating value and delivering exceptional experiences.

Closing Remarks: Clare Shine emphasized the collective responsibility of the industry in driving sustainable change.

Sports Keynote: Szymon Marciniak, FIFA and UEFA international referee, shared valuable lessons on team leadership and managing performance under pressure.

Cultural Program and Networking Events

Guests enjoyed a curated Royal & Cultural Programme, delving into Warsaw's rich history, culinary traditions, and design legacy. The event culminated in a prestigious Awards Gala Dinner at the Sheraton Grand Warsaw. On Sunday, 30 March, the Farewell Brunch at the Polonia Palace Hotel provided a final opportunity to network and reflect on the event's success.

Acknowledgements and Partners

About EHMA

The Association was founded in Rome in 1974 with the aim of safeguarding the ethical principles of the profession and developing tourism with a top quality standards. The membership currently includes 426 hotel executives who manage 4 and 5 star prestigious international hotels, in 27 European countries for a total of 350 hotels, 92,000 rooms and 72,000 employees with an estimated overall turnover of about 6 billion Euros. For more information, visit www.ehma.com.