

PRESS RELEASE

**EHMA ELEVATES DIGITAL COMMUNICATION IN THE HOSPITALITY INDUSTRY
WITH INGENIA DIRECT'S EXPERTISE**



In a dynamic era where digital presence is key to growth and engagement, the European Hotel Managers Association (EHMA) has strategically advanced its commitment to digital excellence. Embracing the wave of digital transformation, EHMA has undertaken a significant initiative to enhance and broaden its online visibility through the comprehensive upgrade of its website, www.ehma.com. This pivotal move was facilitated through a partnership with Ingenia Direct, acclaimed for its deep-rooted expertise in digital strategy, design, and advanced technological solutions since 2000.

EHMA President, Panos Almyrantis, praised this collaboration. "The dedication and development led by **Gianni Buonsante, CEO and Founder of Ingenia Direct**, alongside his expert team, have made a remarkable impact. The combination of sensibility, creativity, and professionalism has revitalized our digital platform, making it a **brilliant, unique service that elevates quality and enriches the user experience**".

Ingenia Direct has exploited state-of-the-art technology to ensure the www.ehma.com website stands as a model of quality, efficiency, and security. Developments include **strategically curating content** for better visibility; **selecting compelling images to engage visitors**; and establishing a secure, **password-protected area for members**. Beyond website enhancement, Ingenia Direct has adeptly managed EHMA's social media footprint across various platforms, including Facebook, LinkedIn, and Instagram, weaving a unified and captivating digital narrative.

By creating and producing **impactful videos**, **Gianni Buonsante and Ingenia Direct** have also significantly contributed to EHMA's digital momentum. Presented during the Annual General Meetings, these videos spotlight EHMA's vibrant activities and the individuals driving the Association, stirring deep emotions and vividly communicating its core values. This **multimedia strategy** not only highlights EHMA's endeavors but also deepens the emotional bond with its audience, bringing to light the hospitality community's spirit and passion.

Gianni Buonsante shared insights into the project's ethos, "Digital communication's central role aligns seamlessly with our vision. Our **extensive background in hospitality and luxury** enables us to build projects that blend guest-centric strategies with harmonious design and sophisticated development techniques. Our **commitment to innovation** drives us to design a website that offers a **seamless experience across all devices**, from desktops to smartphones, ensuring a dedicated design for every user. Our long-standing experience allows us to **create strategies that bridge the gap** between guests' desires and the management's needs and objectives".

This e-strategic alliance marks a visionary step in digital communication within the hospitality industry, establishing a new benchmark for innovation and excellence. As EHMA continues its course of growth and adaptation, its enriched digital platform and compelling multimedia content stand as a **tribute to the collaborative creativity and technological prowess** that enhance the hospitality experience for everyone.

Identity Kit of EHMA

EHMA – European Hotel Managers Association was **founded in Rome in 1974 by prominent Hotel General Managers** of undisputed professional ethics with the aim of maintaining and enhancing the image of the hotel industry. It is composed of high-level hotel general managers who envision to be the preferred Association of Hotel Managers, **representing the most prestigious and unique hotels in Europe**. Supporting an inclusive and stimulating networking environment, sharing experiences, insights and support, and effectively communicating within the hotel industry, with integrity, loyalty and trust encompass the **Association's core values**. The Association currently has over **400 members representing 23 European countries** of which approximately 350 are General Managers of luxury hotels. In figures, this represents about **300 hotels, 85,000 rooms and 65,000 employees**.

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