

HOTREC 93rd General Assembly in Vilnius:
European Hospitality Elects Leadership for 2027–2028

Today, European hospitality leaders gathered in Vilnius for HOTREC's 93rd General Assembly, where HOTREC members elected the organisation's leadership for the 2027–2028 mandate.

Alexandros Vassilikos representing the Hellenic Chamber of Hotels (HCH) was re-elected as President of HOTREC. **Morten Thorvaldsen** from the Norwegian Hospitality Association (NHO Reiseliv) was re-elected Vice-President, while **Adrian Cummins** of the Restaurants Association of Ireland (RAI) will continue as Treasurer.

They will be joined on the **HOTREC Executive Committee** (ExCom) by eight elected members representing national hospitality associations from across Europe:

- **Hans Kant** – Dutch Hotel, Restaurant & Cafe Association (KHN)
- **Ludo Geurden** – Horeca Vlaanderen, Belgium
- **Ramon Estalella** – Spanish Confederation of Hotels and Tourist Accommodation (CEHAT)
- **Markus Luthe** – German Hotel Association (IHA)
- **Roberto Calugi** – Italian Federation of Public Establishments (FIPE)
- **Elisabeth Haglund** – Swedish Hospitality Industry (VISITA)
- **Simona Constantinescu** – Federation of the Romanian Hotel Industry (FIHR)
- **François Gauthier** – French Hospitality and Catering Association (GHR)

The General Assembly also elected HOTREC's **Sectoral Social Dialogue Committee** (SSD) and **Financial Committee** for the 2027–2028 period.

Sami Nisametdin, of the Finnish Hospitality Association (MaRa) was re-elected Chair of the Sectoral Social Dialogue Committee. He will be joined by **Angelo Candido**, Italian Hotels Association (Federalberghi); **Laura Naghi**, Federation of the Romanian Hotel Industry (FIHR); **Fatima Hollander**, Swedish Hospitality Industry (VISITA); and **Karina Lafrenz**, Association of the Hotel, Restaurant & Tourism Industry in Denmark (HORESTA).

The new Financial Committee will comprise **Bernard Zenzerović**, from the Association of Employers in Croatian Hospitality (UPUUh), and **Jóhannes Þór Skúlason**, of the Icelandic Travel Industry Association (SAF).



Alexandros Vassilikos, President of HOTREC, stated:

“It is a great honour to have the confidence of HOTREC members for a third consecutive mandate as President. European hospitality is built on millions of entrepreneurs and employees who proudly host and serve millions of visitors, creating real value for economies and societies at both the national and local levels. At a time of great geopolitical turbulence and rapid economic, technological and regulatory change, our responsibility is to ensure that our joint voice is heard clearly and strongly at European level. I look forward to working with our new Executive Committee, Sectoral Social Dialogue Committee and Financial Committee over the next two years from 2027.”

In the six months since HOTREC members last gathered in Cork, the organisation has continued its work on some of the sector’s most pressing challenges, including competitiveness, digitalisation and distribution, sustainability and energy efficiency, labour and skills, and the evolving EU regulatory environment.

During the Vilnius General Assembly, members will exchange views on the outlook for European tourism, energy efficiency and resilience in hospitality, digital payments, distribution, the European digital identity wallet, the latest EU policy developments and the future of restaurants, food and gastronomy.

Marie Audren, Director General of HOTREC, commented:

“The strength of HOTREC comes from its members and from the expertise and commitment they bring from across Europe. Our priority remains clear: turning the realities faced by hospitality businesses into practical European policy solutions. Together, we will continue defending competitiveness, supporting a sustainable and innovative sector, and ensuring that tourism remains firmly on the European agenda.”

HOTREC warmly thanks the **Lithuanian Association of Hotels and Restaurants (LVRA)** for hosting the 93rd General Assembly and for its hospitality and support in bringing together HOTREC members in Vilnius.

Members will reconvene for HOTREC’s **94th General Assembly in Santorini, Greece, from 21 to 23 April 2027.**

For media enquiries, please contact:

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NOTE TO THE EDITOR

The HOTREC Executive Committee for 2027–2028

President

Alexandros Vassilikos – Hellenic Chamber of Hotels (HCH)

Vice-President

Morten Thorvaldsen – Norwegian Hospitality Association (NHO Reiseliv)

Treasurer

Adrian Cummins – Restaurants Association of Ireland (RAI)

Executive Committee Members

- Hans Kant – Dutch Hotel, Restaurant & Cafe Association (KHN)
- Ludo Geurden – Horeca Vlaanderen, Belgium
- Ramon Estalella – Spanish Confederation of Hotels and Tourist Accommodation (CEHAT)
- Markus Luthe – German Hotel Association (IHA)
- Roberto Calugi – Italian Federation of Public Establishments (FIPE)
- Elisabeth Haglund – Swedish Hospitality Industry (VISITA)
- Simona Constantinescu – Federation of the Romanian Hotel Industry (FIHR)
- François Gauthier – French Hospitality and Catering Association (GHR)

Sectoral Social Dialogue Committee (SSD)

Chair

Sami Nisametdin – Finnish Hospitality Association (MaRa)

SSD Members

- Angelo Candido – Italian Hotels Association (Federalberghi)
- Laura Naghi – Federation of the Romanian Hotel Industry (FIHR)
- Fatima Hollander – Swedish Hospitality Industry (VISITA)
- Karina Lafrenz – Association of the Hotel, Restaurant & Tourism Industry in Denmark (HORESTA)

Financial Committee

- Bernard Zenzerović – Association of the Employers in Croatian Hospitality (UPUUh)
- Jóhannes Þór Skúlason – Icelandic Travel Industry Association (SAF)