

- **PRESS RELEASE** -

Anne Samlik honoured with the European Hospitality Foundation Award

Tallinn, Estonia, 27 April 2017 – Anne Samlik receives today the European Hospitality Foundation (EHF) award at the margins of HOTREC’s 74th General Assembly. The prize acknowledges Ms. Samlik’s remarkable contribution to the hospitality sector in Estonia and Baltic region.

“I am glad to distinguish Anne Samlik with the symbol of prestige of the hospitality sector, for her many years of work contributing to the development of tourism in Europe and around the Baltic Region.”, said Ms. Susanne Kraus-Winkler, President of Hotrec and of the EHF.

“This award aims at recognising Ms. Samlik’s dedication and many achievements in the field of the tourism sector during her entire career experience”, added Mr. Joan Gaspart, Vice-President of EHF.



Photo by Sven Tupits

Anne Samlik has played an important role in Tourism Development in Estonia and Baltic region since early 90ties. She has been working for one of the leading tourism companies, Estravel, for already 25 years as CEO and Management Board Member. Her input has been crucial towards different Tourism initiatives, projects and support in creating the environment that enables tourism industry business to evolve. It is to note that Anne Samlik was also awarded with the title of “Leader of the year”, in 2015, and with the title “White Star IV Class Order of Estonia”, in 2014.

Ms. Samlik is the Vice President of the Estonian Tourism Association, a Member of Local Star Classification Committee and a Member of Estonian Business Association.

“I am very grateful to have received such a valuable recognition on behalf of the European hospitality industry and the European Hospitality Foundation. It has always been a pleasure to contribute to the development of this wonderful sector” said Ms. Samlik.

The European Hospitality Foundation award is delivered twice a year during the HOTREC General Assembly, which gathers 100 senior executives of the hospitality industry, representing 41 National Associations in 29 countries, to a personality who has contributed, in a remarkable manner, and for a significant number of years to the activities of the hospitality industry. The EHF award was designed by Miquel Planas, famous artist and chairman of the Sculpture Department of Fine Arts of the Fine Arts Faculty of Barcelona. The next EHF award ceremony will take place on 19 October 2017 in Belgium.

What is EHF?

The European Hospitality Foundation (EHF) was created in 2006 and its objective is to finance non-profit projects related to HOTREC's activities. For more information: <http://www.hotrec.eu/about-us/european-hospitality-foundation.aspx>

For further information: www.hotrec.eu

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