

**WELCOME TO THE
ESTONIAN HOTEL AND RESTAURANT
ASSOCIATION!**



- FOUNDED IN 1992 -

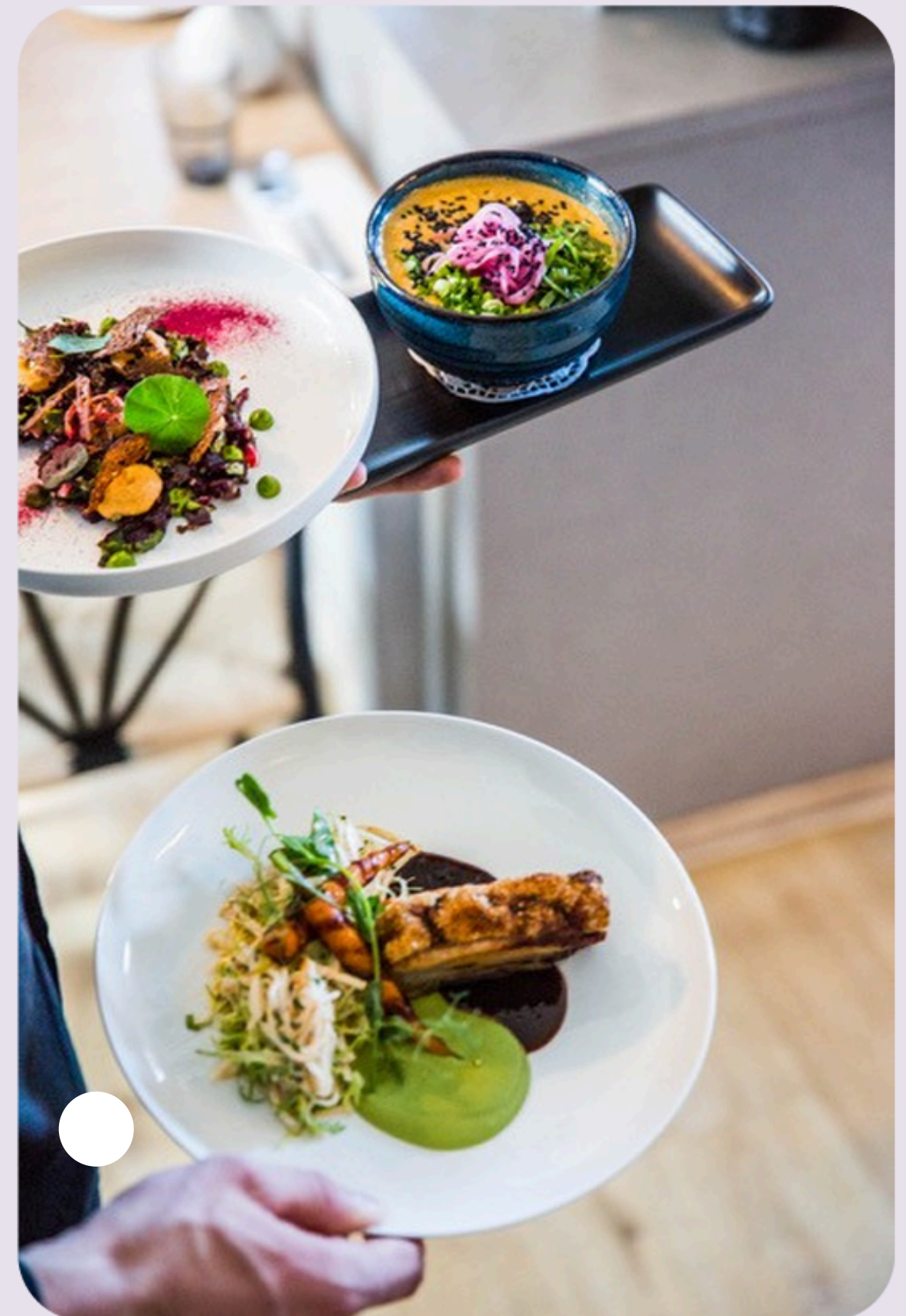
WELCOME!

Estonian Hotel and Restaurant Association

AN EMPLOYERS' UNION WITH THE GOAL OF ADVOCATING
FOR THE INTERESTS OF COMPANIES IN ITS SECTOR.

Our mission is to create a modern and business-friendly
economic environment, promote fair competition, enhance
the reputation of the sector and increase professionalism
by contributing to the development of education.

Established by entrepreneurs in 1992





The activities of EHRA are fully funded by membership fees.

Today, more than 90 hotels, over 70 restaurants and 30 supporting members contribute to the association's activities.

Through the support of its members, the entire Estonian hospitality sector benefits from EHRA's efforts.





Government

- We **advocate** for the interests of the sector by engaging with representatives of the government.
- We participate in politics both as a driving force for **legislative** changes and, when necessary, by intervening in planned amendments.
- We ensure that our sector remains "in the picture" and is **recognized** as an important part of the economy.
- Our **focus** areas include tax issues (such as VAT on accommodation and catering), flexible employment contracts and reducing undeclared wages (envelope wages).





Education

- Collaboration with **vocational and higher education institutions** to develop curricula that meets the sector's expectations.
- EHRA-recognized **internship** bases and guidelines for accepting interns.
- Supplementary and basic **training** for employees (utilizing various funding opportunities).
- Promotion and **reputation building** for the industry.
- EEK Mainor scholarship.





Cooperation

- We encourage **communication** and exchange of experiences among industry entrepreneurs by organizing various events.
- We collaborate with other **tourism associations** in Estonia and hospitality sector associations across Europe.
- The **Hospitality Cluster** has been established within EHRA to promote Estonian food culture more widely across the world.
- We work with Estonian Business and Innovation Agency (EAS) and are **members** of HOTREC, Hotelstars Union, The Estonian Employers' Confederation and Estonian Chamber of Commerce and Industry.



Star classification

EHRA is the **representative** of the international qualification system Hotelstars Union in Estonia.

To date, **21 European countries** have joined Hotelstars Union, where standardized qualification requirements apply.





Member benefits

- EHRA **gift card** - an additional sales opportunity
- EHRA **member discount** - a member-to-member campaign allowing employees of member companies to experience hospitality
- EHRA membership **badge**
- Recognized **base for internship companies**
- **Networking** opportunities with leaders and specialists in the field
- Participation in **working groups** and contributing to the development of the sector
- **Discounts** from the Estonian Authors' Society, Estonian Association of the Phonogram Producers and other partners
- Fast and efficient **information exchange**
- **Trainings** and seminars





Supporting member

A company for whom businesses in our sector are important partners and who wishes to contribute to the broader development of the hospitality sector through membership.

Opportunities in EHRA:

- participation in **events**
- Direct **marketing opportunities** to decision-makers
- **Industry-specific training and seminars** for members
- **Product development** in collaboration with the sector
- Company **information** listed on the **EHRA website**

Annual membership fee

- billing on a monthly or semi-annual basis



200 €

Entrance fee

- one time payment

350 €

Restaurant

385 €

Association,
union, Local
Government

899 €

Supporting
member



Hotel membership fee

- Minimum annual fee 350 €
- Level 1* and equivalent (hostel) 8.9 € per room
- Level 2** and equivalent 10.5 € per room
- Level 3*** and equivalent 12.2 € per room
- Level 4**** and equivalent 14.6 € per room
- Level 5***** and equivalent 16.3 € per room





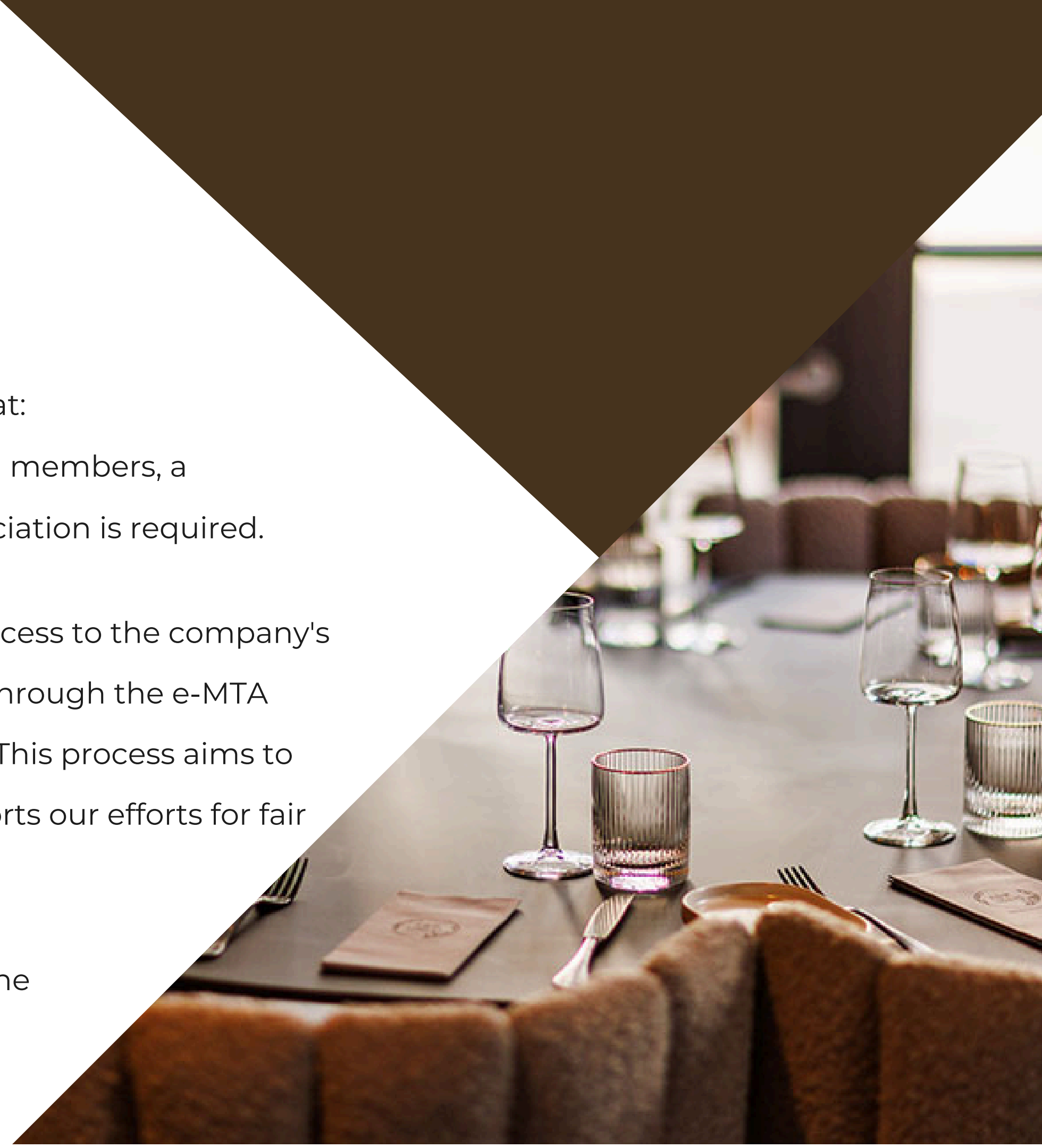
Joining EHRA


You can submit your membership application online at:

<https://ehrl.ee/en/become-a-member/>. For supporting members, a recommendation from a current member of the association is required.

After submitting the application, EHRA will request access to the company's tax compliance and payment reliability assessments through the e-MTA (Estonian Tax and Customs Board e-services) system. This process aims to maintain the association's good reputation and supports our efforts for fair competition.

The acceptance of a new member is confirmed by the EHRA board.





"Through EHRA, the voice of our sector has reached far and we have been able to prevent incorrect decisions. Additionally, EHRA facilitates positive reputation building and collaboration with educational institutions."

Source: EHRA Member Satisfaction Survey 2023



The Estonian Hotel and Restaurant Association is as strong as its members.

Together, we develop the hospitality sector more effectively and achieve more!

BECOME A MEMBER!

www.ehrl.ee