



WELCOME TO OUR

Les Clefs d'Or Newsletter

IN THIS NEWSLETTER:

- Words from our president, James Ridenour on behalf of the executive committee
- Committee Updates
- Section Updates
- Media Watch Report



The International Newsletter is created to highlight the most interesting and meaningful events happening in our Sections around the world.

Its purpose is to connect our global community, showcase the achievements of our members, and share inspiring initiatives that reflect the values of Les Clefs d'Or.

This Newsletter will be distributed to all our members worldwide, offering visibility to your Section and strengthening our sense of unity.

With sincere appreciation to all who contributed their time, stories, and photos to this newsletter.

NOVEMBER 5TH, 2025

Words from our President, James Ridenour on behalf of the Executive Committee

Dear Friends,

On behalf of your Executive Committee, greetings from sunny Melbourne!

I hope and trust you are all well. I am pleased to be able to provide you with an update from your Executive Committee.

We recently met for our mid-year meeting in Doha, Qatar. We had wide ranging discussions over two days in which we achieved a great deal of progress for our beloved federation.

Randy and I also attended the Pan-Asian congress in Boracay, Philippines. Our congratulations to Jerome and the Philippine members who put on such a spectacular congress. It was truly an amazing event with wonderful meetings and a superb educational component.

It is always a great honour to spend time together building on old friendship and creating new ones. Friendship is the heart of our golden keys. Our ability to connect anywhere in the world to achieve the impossible for our guests may seem simple to us, but it is profound to our guests. We must hold tight to our friendships with each other; it is so very precious.

Our next opportunity to come together as friends is in Sydney Australia. The team in Sydney is working at breakneck speed to prepare for our upcoming international congress in April. The congress promises to be a very memorable event. Colin Toomey and I completed a site inspection of the hotel and congress venues just over a month ago. We can assure everyone that the team in Sydney is well prepared to provide our members with an experience they will never forget. Registration for Sydney has opened and we are well on track for another sell out congress.

We have also been working closely with our friends in Bangkok, Thailand in preparation for the following congress in 2027. We anticipate this to be another amazing congress and we will have more information to provide you in the coming months. Your Executive Committee has planned a site inspection for Bangkok, scheduled for January 2026. We realise that attending international congresses is a financial challenge for some of our members and we acknowledge our members feedback to try and keep congress registration fees low. It is our mission to try and keep the costs for Bangkok as low as possible allowing as many members from Asia and around the world the opportunity to attend.

The Award Committee has been working on this year's Les Clefs d'Or Young Leader Award sponsored by 1 Hotels which will culminate in Sydney where the winner will be determined and announced. We encourage all our member sections to send award candidates to Sydney and we look forward to meeting and getting to know them all.



Words from our President, James Ridenour on behalf of the Executive Committee

The Education Committee has been working at a feverish pace to bring to you a quality Education Day in Sydney. This year we have engaged marketing and brand expert Bill Brticha who is currently interviewing some of our members, our leadership team and industry experts to forecast industry changes. Bill and the Education Committee will then plan a path forward for Les Clefs d'Or which will help our members to understand and capitalise on these changes. Our goal is to assist our members to embrace technological changes and to create a framework for us to become even more impactful in the service delivery of the future.

We have also created a new Hotel Brand Committee. We are seeking to build lasting relationships with the senior leadership from our global hotel brands. Our goal is to invite some of these leaders to join us in Sydney for the Education Day. They will be asked to join our members and experience a full education day as our member do. It is our hope that this experience will facilitate meaningful partnerships with our hotel brands. Our goal is to have this as an ongoing program, creating lasting partnerships with all our brands.

The CSR committee is working on a group event for the congress in Sydney. They have also been supporting events around the world such as the Terry Fox Run along with the Keys for Trees event in California, USA. We encourage you to get involved and share your local events with the team so that we can highlight your great work.

The Communications Committee has started to post some of the 2025 Young Leaders Award candidate's Your Key to the City articles. Please take some time to go to our international website to explore these wonderful articles.

The Executive has also spent quite a bit of time updating and streamlining the agendas for the General Assembly and Open Forums for Sydney. Our aim is to allow more time for our members to engage in open discussions, training, planning and exchanging ideas. We are very hopeful that this new format will make the most of the precious time that we spend together at congress. We believe this will have impactful results for all our members whether they attend the congress or not.

As always, the Executive Committee and I are available to all our members, so please reach out and contact any of us directly should you need anything. We would love to hear from you whether it be with your suggestions, ideas or just to be in touch. We look forward to hearing from you.

In service and friendship,

James Ridenour





Committee Updates

IN THIS SECTION:

- Introduction to Les Clefs d'Or Women's Committee
- Strategic partnerships
- CSR Committee
- Education & Training Committee
- Town Hall Meeting
- Communication Committee



INTRODUCING LES CLEFS D'OR WOMEN'S COMMITTEE

We are pleased to announce the creation of the Les Clefs d'Or Women's Commission; a new initiative designed to determine if there are any barriers for women to join our federation and to find ways to eliminate these barriers should they exist.

Our goal is to highlight our profession and to inspire women around the world to explore the opportunities offered by a career as a Les Clefs d'Or concierge.

A Vision of Inspiration and Inclusion

The Women's Commission seeks to highlight the important contribution of women within Les Clefs d'Or and to encourage more women to consider the concierge profession as an exciting and rewarding career path. Our aim is to share stories of success, provide inspiration and strengthen the sense of community among our members.

As our International President, James Ridenour, said:

"When women do not consider concierge as a profession, we are depriving ourselves of 50 per cent of the workforce. With the challenges we all face in recruitment, widening our prospective candidate pool will make recruitment easier by providing more candidates to choose from."

Building a Stronger Community Together

The Women's Commission seeks to create a space to exchange ideas, mentor, and collaborate on ideas, experiences, and insights which will strengthen our profession. We believe that by working together and celebrating success, we can continue to ensure the future of Les Clefs d'Or remains bright, dynamic, and inclusive.

An Invitation to Participate

The Women's Commission welcomes all members — women and men alike — to collaborate with us to help our profession become stronger through inclusion.

Committee Members

- Virpi Vidal - Commission Chair
- Jin Yoo – Hong Kong
- Saida Loutou – Morocco
- Johanna Picano – Sweden
- Anna Salgó – Hungary
- Sara Sastre-Aaltonen – Spain
- Sofia Pongyindee – Macau
- Teodora Moncea – Switzerland
- Denisa Ripplova – Czechia
- Madeleine Calon – UK

Looking Ahead

The creation of the Women's Commission marks an exciting new chapter for Les Clefs d'Or. Together, we will continue to share positive stories, celebrate achievements, and inspire future generations to join our remarkable profession — united by passion, excellence, and the spirit of service and friendship.



STRATEGIC PARTNERSHIPS

Building Global Partnerships for the 2026 International Congress in Sydney

Over the past six months, I've had the incredible opportunity to lead the global partnerships initiative at Les Clefs d'Or. As we gear up for our much-anticipated 2026 International Congress in Sydney, I'm thrilled to share some of the exciting new partnerships that we've forged, both locally and internationally.

We are proud to welcome esteemed partners such as, Tourism Australia, Business Events Sydney, Qantas, Localing, Europcar, Scenic World in the Blue Mountains, LuxIt, Sydney Adventure Tours, and the iconic Sydney Harbour Bridge Climb. These collaborations will enhance the experience we offer to our attendees, showcasing the stunning beauty and adventure that Australia has to offer.

In addition to these new alliances, we are delighted to continue our longstanding relationships with trusted partners like American Express, Alliants, Sixt, Guest Services Worldwide, and The New York Times. Their ongoing support has been invaluable to our mission, and we look forward to building even stronger ties as we approach the Congress.

The partnerships team and I have been actively meeting to refine our offerings and ensure that this upcoming Congress surpasses all expectations. We are excited about the potential for additional partners to join us on this journey, and I encourage anyone with prospective connections to reach out. Together, we can create an unforgettable experience for all participants as we add additional guest services.

As we move forward, I want to extend my warmest wishes from Melbourne, Australia. I look forward to seeing each of you at the Congress, where we will celebrate collaboration, innovation, and the spirit of partnership. "Come Say G'day"

Warmest regards,
Rhett Constantine

Pullman & Mercure Melbourne Albert Park
Global Partnerships Committee



CSR COMMITTEE

CSR in Action: A Global Movement of Kindness and Sustainability

The CSR Committee of Les Clefs d'Or plays a vital role in supporting, guiding, and promoting the incredible Corporate Social Responsibility initiatives undertaken by our sections around the world. Beyond hospitality and service excellence, Les Clefs d'Or members continuously demonstrate how our profession can be a driving force for positive change — for our communities, our environment, and our shared future.

Through collaboration, communication, and creativity, the CSR Committee helps connect sections, encourage new initiatives, and showcase these inspiring efforts to the wider Les Clefs d'Or family. Every action, big or small, contributes to a global network of kindness and sustainability, where service truly extends beyond the hotel lobby.

Over the past months, we have witnessed remarkable examples of CSR in action from every corner of the world:

Les Clefs d'Or Austria took part in the Wings for Life World Run 2025, joining thousands of runners around the globe to raise funds for spinal cord research. The Les Clefs d'Or Running Concierges proudly represented our community in this worldwide event, proving once again that friendship, motivation, and service can truly move people — in every sense

Les Clefs d'Or Thailand organized their Sustainable Concierge Day in partnership with Local Alike, a community empowerment organization. This full-day workshop provided valuable insights into sustainable tourism, helping members understand their role in promoting responsible travel and community-based initiatives.

Les Clefs d'Or Australia participated in City2Surf, one of the world's largest running events, combining fitness, community spirit, and charity. Their participation highlighted how teamwork and enthusiasm can create both joy and awareness.

Les Clefs d'Or Indonesia brought their members together for Echoes of Green — a meaningful day of planting trees, cleaning up the Maribaya forest, and reconnecting with nature. This hands-on activity beautifully illustrated how teamwork and environmental awareness can go hand in hand.

In Argentina, members celebrated the spirit of Keys for Trees by planting trees in Mendoza's Plaza Independencia, in front of the Park Hyatt. Each tree was dedicated to one of their founding members — a symbolic gesture linking legacy and sustainability, growth and remembrance.

The USA section created their Friendship Forest, planting 50 trees across 50 states — plus one in honor of Randy Santos, founder of the "Keys for Trees" initiative. This nationwide effort embodies unity and the belief that friendship, like trees, can take root and flourish everywhere.

In Canada, members took part in the Terry Fox Run 2025, raising over \$38,000 in support of cancer research. Their dedication and teamwork reflect both compassion and resilience — carrying forward Terry Fox's legacy of hope and determination.



CSR COMMITTEE

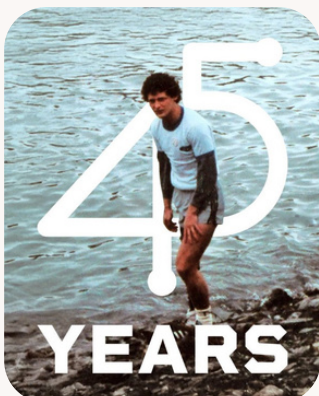
Across the ocean, Les Clefs d'Or Great Britain joined forces for the Battersea Beach Clean, collecting litter, supporting the local community, and protecting the riverside environment. Their initiative reminds us that even small collective actions can have a lasting impact.

Meanwhile, Les Clefs d'Or Germany made hearts smile through their donation to the Clown Doktoren in Wiesbaden. With their symbolic red noses and generous spirit, they helped bring laughter and courage to children in hospitals — a heartwarming act of empathy and solidarity.

These examples represent only a few of the many inspiring initiatives being carried out around the globe. The CSR Committee wishes to extend heartfelt thanks to all sections and members who dedicate their time, energy, and creativity to making a difference. Every act of service, no matter its size, contributes to a more compassionate and sustainable world.

Each initiative reflects the very essence of Les Clefs d'Or: generosity, unity, and service beyond our lobbies. The CSR Committee is deeply proud of this collective effort and looks forward to seeing what new ideas, partnerships, and projects will emerge in the months ahead.

Together, we continue to serve — with purpose, compassion, and friendship.



EDUCATION & TRAINING COMMITTEE

Education Day Sydney - April 14, 2026

I'm thrilled to be leading such an outstanding team this year, supported by the steadfast guidance of our ExCo Liaison, Robert Marks, 2nd Vice President. We've struck a wonderful balance of seasoned experience and fresh perspectives.

I'm especially grateful to Harald Mootz (USA) and Anna Salgo (Hungary) for returning for a second term—your continued dedication is invaluable. Bringing the fresh perspectives and new energy to the team are Bernie Gallotta (Italy) and Petar Yordanov (Great Britain).

We're fortunate to have the continued support of Michael Romei (USA) as an Advisor and joining us from the Madrid congress, Jordan Kestle, Development Manager at SHL Schweizerische Hotelfachschule Luzern is now also serving as an Advisor. A special thanks to Robin Marudan, who will play a key role as our Congress Liaison in Australia.

We are thankful for the support of Heather Byron, SVP Services at Alliants. As the sponsor of Education Day, Alliants brings a wealth of knowledge, expertise, and innovative technology that will help shape a dynamic and engaging education program.

The program for Education Day in Sydney is currently being developed, under the esteemed guidance of Bill Brichta of Shape Strategies. As part of this initiative, we are undertaking a series of interviews with members of Les Clefs d'Or, alongside distinguished experts from the hospitality, travel, and technology sectors. We are actively seeking authoritative voices from across the industry to provide thoughtful perspectives on the evolving landscape of the concierge profession and the broader hospitality sector.

Following the success in Madrid, a new series of member's presentations will be on stage in Sydney. Who best to tell us about the latest tools and best practices of a concierge – than a concierge!

We're exploring new opportunities for ongoing training and development throughout the year and in November, the Education Committee will be hosting a virtual Town Hall. We warmly invite you to join us as we would love to hear your thoughts, ideas, and suggestions as we continue our shared journey of lifelong learning.

In Service Through Friendship.

Sheron Empey
Chair, Education & Training Committee



EDUCATION & TRAINING COMMITTEE

Introducing Bernie Gallotta of the Education and Training Committee

I decided to propose my candidacy for this exclusive and crucial UICH committee because I would really love to play a key role in the process of learning and growth of colleagues. I firmly believe education and training is essential in all areas of life because it allows people to share knowledge, develop skills and contribute to one's professional and personal growth.

Training allows people to interact with different "worlds" and to stay up to date on one's areas of expertise. Learning new skills is motivational and inspiring because it builds confidence, fuels curiosity, and opens doors to new opportunities.

My motto? "Welcome yourself to welcome the world!"

Introducing Petar Yordanov of the Education and Training Committee

Thank you all for having me, my name is Petar Yordanov and I represent the GB section. Joining the Education and Training Committee is an honour to me, as education and personal improvement are causes I champion both within my hotel and at our local level.

I had the privilege of serving on the Corporate Social Responsibility committee for the last two years, and I hope I will bring a fresh perspective on where our trade is headed and what training and knowledge can be passed onto the members to make sure our profession remains as relevant as ever as we evolve with the time.



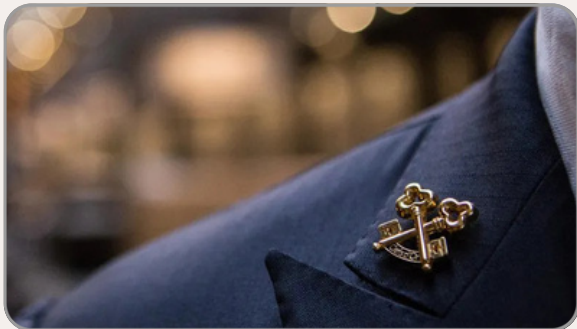


LES CLEFS D'OR

TOWN HALL MEETING

HOSTED BY EDUCATION &
TRAINING COMMITTEE

Let's talk about
Education and
Training



Upcoming Event



**NOVEMBER 10TH -
17:00 CET**



**PLEASE JOIN VIA THIS
LINK**

Dear Friends,

I am pleased to inform you that our 2nd Vice President, Robert Marks, our Education & Training Chair, Sheron Empey, and members of our Education Committee will be hosting a Town Hall Meeting on Monday, November 10th, 2025, at 17:00 CET.

This Town Hall is a wonderful opportunity for all members to connect with our leadership team and engage in meaningful discussions about what's happening within our Federation. Our goal is to strengthen communication with our members so that we can continue to serve you better.

All Les Clefs d'Or members are warmly invited to join the call to discuss ongoing education initiatives. Robert, Sheron, and the team would be delighted to hear your thoughts and suggestions.

We look forward to seeing you at the Town Hall, which will be hosted on Microsoft Teams.

James Ridenour



COMMUNICATION COMMITTEE

The Communication Committee is devoted to sharing the story and spirit of Les Clefs d'Or with warmth, authenticity, and pride. Our mission is simple yet meaningful: to highlight the professionalism, passion, and dedication of concierges across every section, and to reflect the values that unite us as one international family.

Through our communication channels, we aim to showcase the achievements of our members, celebrate their initiatives, and reveal the unique impact of Les Clefs d'Or within the hospitality industry. Every story, every event, and every success — large or small — helps illustrate the strength and generosity of our community.

This is truly a collective effort. The committee works hand in hand with members from around the world who share their experiences, photos, and ideas, allowing us to tell a richer and more diverse story. We are deeply grateful for your contributions and enthusiasm, which give life and meaning to all we do.

As we continue to grow, we remain open to every idea, suggestion, and collaboration that can help us communicate better, reach further, and represent our association with excellence and sincerity. Together, we ensure that the golden keys continue to open not only doors, but hearts — and to shine brighter with every shared story.

We also invite everyone to explore our official **Travel with Us** section on www.lesclefsdor.org/travel-with-us — a destination where Les Clefs d'Or concierges share local insights, hidden gems, and travel inspiration from around the world. Don't miss our biweekly feature, Your Key to the City, where our members reveal their favorite places and insider tips to help travelers experience each city through the eyes of a true concierge.

If you would like to take part in the Your Key to the City project, we would be delighted to hear from you. Please don't hesitate to contact us at **communication@lesclefsdor.org**.



COMMUNICATION COMMITTEE

Behind every story shared and every message conveyed, there is a team of dedicated members who ensure that the voice of Les Clefs d'Or is heard and celebrated around the world.

The Communication Committee:

- Renata Cury Farha – Les Clefs d'Or Brazil (3rd Vice President)
- Julie Benhaïm – Les Clefs d'Or France (Chair)
- Angelica Miozza – Les Clefs d'Or USA
- Marie-France Grégoire – Les Clefs d'Or France
- Wisky Lai – Les Clefs d'Or Australia
- Julio Antonio de Souza Soares – Les Clefs d'Or Brazil
- John Coleman – Les Clefs d'Or Ireland
- Matteo Delrio – Les Clefs d'Or Great Britain
- Wayan Artana – Les Clefs d'Or Indonesia
- Sazlin Bin Jaafar – Les Clefs d'Or Malaysia
- Michael Lombardi – Les Clefs d'Or Canada
- Shelley Hayashi – Les Clefs d'Or Canada (ret.)

We warmly invite all members to reach out to us with any requests, ideas, questions, or stories you wish to share. Your contributions are what keep our community connected and inspired.



AWARD COMMITTEE

Les Clefs d'Or Young Leader Award 2026 in honor of Adolf Schneider

The Les Clefs d'Or Young Leader Award celebrates the next generation of professional concierges who demonstrate outstanding dedication, leadership, and passion for our profession. Each year, this prestigious recognition highlights a young concierge who embodies the values of service excellence and commitment to our international community.

To qualify, candidates must be Les Clefs d'Or members **under the age of 36** and **participating in their first International Congress**.

We are delighted to announce that this year's Young Leader Award Sponsor is **1Hotels**. This sponsorship has been made possible through collaboration with their area management team, and we would like to acknowledge and thank Jack McCarthy, last year's Young Leader Award candidate from the Society of the Golden Keys of Great Britain and the Commonwealth, for his valuable contribution in facilitating this partnership.

This year, the Young Leader Award is dedicated to **Adolf Schneider**, President of UICH from 1982 to 1985 and the first Austrian International President.

During his presidency, Mr. Schneider led the expansion of Les Clefs d'Or to Asia, with the creation of new sections such as Hong Kong (1982) and Singapore (1986), and opened the way to countries behind the "Iron Curtain," including Hungary (1985), Romania (1990), and the Czech Republic (1991). His visionary leadership and pioneering spirit continue to inspire our global community today.

Submission Deadline: December 5th, 2025, at 10:00 PM CET.

Don't miss the opportunity to recognize and celebrate the future leaders of our association!





Section Updates

IN THIS SECTION, WE SHARE
UPDATES FROM :

- Australia
- Germany
- India
- Portugal
- Hungary
- New Zealand
- Japan
- USA
- France



AUSTRALIA

G'day from Les Clefs d'Or Australia!

The past quarter has been incredibly rewarding for our Australia Section, with exciting events and milestones that have brought us closer together. Here's a recap of some highlights!

On July 6th and 7th, we had the privilege of hosting our AGM in the vibrant city of Sydney, at the Hyatt Regency Hotel – the same venue that will welcome us for the upcoming International Congress! It was a jam-packed two days, filled with meaningful discussions, collaboration, and plenty of opportunities to connect.

We kicked things off with a fun and informative Sydney Big Bus tour, followed by lunch at Bondi Beach. The evening was capped with a cocktail reception at the Australian National Maritime Museum, which will also host the opening night of the International Congress in 2026.

The second day of the AGM took place in the Hyatt's conference room, where we delved into discussions and shared insights. One of the event's highlights was the participation of the entire New Zealand Executive Committee. Their involvement truly strengthened the bond between our two sections, reinforcing the collaborative spirit that is essential to our success.

We're excited to welcome two new members to our Australia Section: Robin Marundan, Chief Concierge at Sheraton Grand Sydney, and Dimitri Desrues, Chief Concierge at Crown Towers Perth. Welcome aboard!

Our Tourism Expos continue to shine as one of our most anticipated events across Australia. These expos not only provide a dynamic platform for suppliers to connect with hotel professionals, but they also play an essential role in raising funds for our society. With raffles supporting our charity partners, these events contribute significantly to both our sustainability and the valuable work of our partners.

After a long hiatus, we are excited to announce the return of the Concierge & Hospitality Ball this October in Sydney. This marks the first ball since 2019 and promises to be an unforgettable evening celebrating the dedication of concierge and hospitality professionals, while raising crucial funds for our charity partners.

Countdown to Sydney 2026 !

Finally, the countdown is on! With registration now open, we are eagerly preparing to welcome you to Sydney for the 70th International Congress. Our Australia Section is buzzing with excitement, and we can't wait to host you with true Aussie spirit for an unforgettable event.

This milestone promises to be a highlight for our global community, and we look forward to sharing it with all of you!



AUSTRALIA

Come say G'Day!



GERMANY

In cooperation with the German Red Cross and the Corporate Social Responsibility Committee of Les Clefs d'Or Germany, The Westin Hamburg opened its doors to host the very first joint blood donation drive.

With the organization of this event, we created a meaningful opportunity to actively and consciously support those who are in urgent need of blood donations.

The desire to help unites members of Les Clefs d'Or around the world, and so it was only natural to bring together many dedicated volunteers for this special cause.

We extend our heartfelt thanks to the German Red Cross for the excellent collaboration and, of course, to The Westin Hamburg for generously providing the venue for such a remarkable event.

Special thanks also go to the CSR team and the Hamburg section for their outstanding work in making this initiative a great success.



GERMANY

500 Euros for a Smile!

With great joy and commitment to making a difference, the Hessian Section of Les Clefs d'Or Germany has proudly donated €500 to Die Clown Doktoren in Wiesbaden. This heartfelt initiative is part of our ongoing Corporate Social Responsibility efforts to support meaningful local projects that bring light and hope to those who need it most.

Die Clown Doktoren is a non-profit organization dedicated to bringing laughter and warmth to children in hospitals. Through their performances, the "clown doctors" give young patients courage, joy, and emotional relief during challenging times. Their work is an inspiring reminder that a smile can be a powerful medicine.

At the Steigenberger Icon Frankfurter Hof, Holger Alexander Müller (Section Head of Hessen), Julia Sieler (Deputy Section Head of Hessen), and Michele Schinella (Concierge) proudly presented the donation check to a representative of Die Clown Doktoren. In a symbolic gesture of solidarity, the team wore the iconic red clown noses, showing their full support for the cause.

This contribution will help fund further programs and bring even more smiles to children in the region. Supporting organizations like Die Clown Doktoren reflects the spirit of Les Clefs d'Or: going beyond hospitality to create meaningful connections and positive impact within the community.

We are grateful to be part of this initiative and look forward to continuing to support projects that make a real difference.

Les Clefs d'Or Germany – Hessen Section
Opening doors to kindness and joy.



Les Clefs d'Or India – 2025 Report: Growth, Unity, and Service Beyond the Lobby

The year 2025 has been one of momentum and meaning for Les Clefs d'Or India, marked by renewed energy, educational excellence, social responsibility and growing international presence. Under the leadership of President Nilesh Belapallu, the Indian section continues to embody the spirit of service and friendship that defines the global Les Clefs d'Or community.

18th Annual General Meeting – A Celebration of Renewal

The 18th Annual General Meeting (AGM), held at the ITC Rajputana in Jaipur, brought together members from across India as well as colleagues from the United States, Sri Lanka and the Maldives.

Highlights included the Golden Keys Pinning Ceremony, celebrating professional excellence, and the election of a new National Executive Committee (2025–2027): President Nilesh Belapallu, 1st Vice President Anuj Kumar Tyagi, 2nd Vice President Sanjay Singh, 3rd Vice President Prerak Verma, General Secretary Naveen Dahiya, Treasurer Mahadev Ingale, Public Relations Officer Kirtan Jardosh, and Global Ambassador Edwin Saldanha.

The new leadership aims to advance professional growth, strengthen collaboration, and uphold the values that make Les Clefs d'Or a hallmark of excellence worldwide.

During this special gathering, Mr. Edwin Saldanha, was also honoured as the Father of Les Clefs d'Or India — a recognition of his decades of dedication, mentorship, and invaluable contribution to the growth of the Indian section.

Service Meets Sustainability – “Keys for the Trees”

At the AGM, members launched “Keys for Trees,” a CSR initiative that honored past members through a symbolic tree plantation drive—celebrating growth, legacy and sustainability.

This spirit extended into the Concierge Day celebrations on April 29, 2025, where each member received a sapling to plant and nurture, reinforcing the profession's commitment to a greener planet.

Across regions, concierges carried out acts of service:

- In Kolkata, members visited Shishur Sevay, a home for differently-abled children, offering food and joy.
- In Western India, teams supported Asha Ankur Orphanage and residents of an Old Age Home in Talegaon.
- The Bengaluru Team volunteered at the Bangalore Friends in Need Society, distributing groceries and sharing moments of compassion.

Each initiative reflected Les Clefs d'Or's essence: service from the heart and community care beyond hotel doors.

Education: Lighting the Fire of Knowledge

Learning and development remained at the forefront of Les Clefs d'Or India's mission.

The highlight of the year, Golden Core 2.0 Education Day, held on June 30 at ITC Rajputana, featured inspiring sessions by Mr. Randy Santos, Immediate Past President UICH, and Mr. Michael Romei, Past General Secretary UICH. They emphasized the strategic role of concierges as brand ambassadors and the importance of embracing technology and global learning.



INDIA

Further training sessions across India reached hundreds of hospitality students:

- Goa: Elvin Coutinho inspired 75 students at IIHM.
- Delhi: Anuj Tyagi trained 150 participants at IHM on “Concierge as a Profession.”
- Bengaluru: The Lalit and IIHM sessions focused on guest engagement and service excellence.
- Mumbai & Pune: Workshops at Don Bosco College and Sheila Raheja Institute emphasized grooming, guest interaction, and leadership. Through these programs, Les Clefs d’Or India continues to inspire and mentor the next generation of hoteliers.

A Strong Global Presence

Les Clefs d’Or India strengthened its global footprint with record participation at international events:

21 members attended the UICH International Congress in Madrid 2025, and 10 members joined the 13th Asian Congress in Boracay, Philippines. Looking ahead, 25 Indian members are already registered for the Sydney Congress 2026.

The International Development Initiative has further expanded India’s reach. The Sri Lanka and Maldives chapters grew to a combined 19 members, while interest from Tanzania signals the beginning of new collaborations in Africa — a promising sign of India’s influence within the global Les Clefs d’Or network.

Innovation and Collaboration

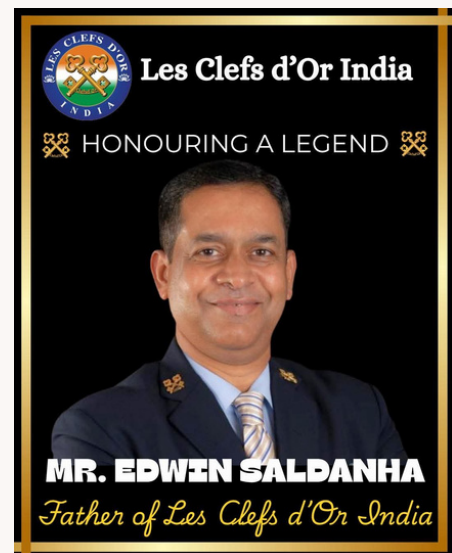
Another notable achievement was the success of the City Map Publication Project, now active in Delhi, Mumbai, Bengaluru, Pune, and Kolkata. These professional maps have strengthened partnerships, generated revenue, and become valuable tools for concierges and guests alike. The project stands as a symbol of innovation and resilience — a model for sustainable growth across the organization.

Concierge Day 2025 – A National Celebration

Across all regions, Concierge Day 2025 was celebrated with joy, community service, and camaraderie. Members united to honor the spirit of hospitality, organizing meaningful initiatives that embodied friendship, compassion, and pride in the profession. The celebrations reaffirmed the unity and dedication of Les Clefs d’Or India.

Looking Ahead

As Les Clefs d’Or India looks to the future, its focus remains on education, sustainability and international collaboration. The seeds planted this year — whether trees, partnerships or new ideas — represent the values that continue to define the association: service, unity, and friendship.



INDIA



PORTUGAL

Dear friends,

On the evening of June 26th, beneath the warm Lisbon sky, we gathered to celebrate a truly special occasion — the 54th anniversary of Chaves de Ouro Portugal. It was more than just a milestone; it was a heartfelt tribute to decades of dedication, excellence, and unity within our cherished Clefs d'Or family.

This year, we wanted to go beyond tradition — to not only dine together, but to also reflect, inspire, and share ideas that shape our profession. In a beautiful prelude to the evening, we surprised our guests with an intimate and insightful talk show featuring our esteemed president, Luis Miguel, and the president of Llaves de Oro España, Borja Martín. Guided gracefully by a representative of Turismo de Portugal, they explored themes close to all our hearts — the evolving role of the concierge, the future of hospitality, and the enduring power of authentic partnerships. It was a vibrant, engaging conversation that reminded us of the passion and purpose behind what we do every day.

Following this inspiring exchange, we gathered once more in the elegant setting of Tivoli Avenida Liberdade, where a magnificent dinner awaited. The atmosphere was magical — not just because of the exquisite cuisine and refined surroundings, but because of the people. Friends, colleagues, and partners came together in celebration, laughter, and camaraderie, creating a night we will long remember.

One of the most touching moments of the evening was the awarding of the golden keys to three of our dear and devoted members. With this symbolic gesture, they join the proud legacy of Les Clefs d'Or, carrying forward the values, traditions, and excellence that define our federation. It was a night of memories, meaning, and shared purpose — a celebration not only of our past, but of the bright future we continue to build together.

In service through friendship,

Flora Neves
Chaves de Ouro Portugal



HUNGARY

The Hungarian Golden Key – Hotel Concierges at the Service of Guests

The Story of the Hungarian Golden Key Association

The Hungarian Museum of Trade and Hospitality in Budapest has unveiled a groundbreaking exhibition—the first of its kind in Hungary and globally—dedicated to the fascinating and multifaceted world of hotel concierges.

This unique exhibition traces the journey of the Hungarian Golden Key Association, from its founding and integration into the international Les Clefs d'Or organization, through the global presidency of András Gunst to the Zone Director leadership of Tamás Ungár. It also highlights current developments within the local association and the profession.

Visitors are invited to explore the evolution of the hotel industry in Hungary and the concierge role through a variety of engaging displays. The exhibition then follows with a nostalgic recreation of a 1980s hotel lobby, complete with a concierge desk, traditional room keys, and a manual registration book. The main hall delves into the history of the Union Internationale des Concierges d'Hôtels (UICH) and the Hungarian Golden Key Association, spotlighting the invaluable contributions of founding members András Gunst and György Kalmár Maron. Their pioneering efforts were instrumental in establishing the International Concierge Institute in Budapest.

Among the many personal artifacts and memorabilia on display is the official UICH flag—an especially meaningful piece, as it was crafted in Hungary in 2009. The exhibition also explores the portrayal of concierges in film, the origins of the iconic golden key symbol, and the evolving challenges faced by the profession.

To enhance the visitor experience, interactive audiovisual elements and games are available, offering entertainment for all ages—from young children to seniors.

A special section of the exhibition shows “miracles”, that a concierge can do. It shares heartwarming stories and remarkable examples of how concierges have gone above and beyond to create unforgettable moments for their guests.

This inspiring exhibition was brought to life through the vision of Endre Bártfai, with the support of former presidents Tamás Ungár and Péter Buday, and the current president of the Hungarian section, Róbert Zemliczki. Their collaboration with the museum's talented curators, Krisztián Hegedüs and Zoltán Vona, has resulted in a truly memorable experience.

The exhibition is open to visitors until March 15, 2026.

If you find yourself in Budapest, don't miss the chance to explore this one-of-a-kind tribute to the concierge profession. We would be honored to welcome you and share our passion with you—true to our motto:

“Service Through Friendship.”



HUNGARY

The Story of the Hungarian Golden Key Association



NEW ZEALAND

Kia Ora Colleagues & Friends,

Greetings from New Zealand!

Earlier October, Les Clefs d'Or New Zealand Auckland Members proudly hosted the 2025 Concierge Tourism Expo.

We were delighted to welcome 25 exhibitors and over 70 attendees representing 19 Auckland hotels. This outstanding turnout underscores the importance of the Expo for our city's concierge and front office professionals, while also highlighting the enduring value of connecting with our trusted tourism partners. The energy, enthusiasm, and engagement from everyone involved were truly inspiring. Together, we continue to fly the flag for exceptional guest experiences across Auckland and showcase the very best of New Zealand hospitality.

As part of our ongoing commitment to supporting our community, we proudly stand alongside the I AM HOPE Foundation, helping to bring hope and support to young people through essential counselling initiatives. Over the past decade, the foundation has reached and engaged with more than 300,000 young people in schools across New Zealand. In support of their incredible work, Les Clefs d'Or New Zealand raised NZD \$2,000 towards our annual financial support to this foundation, through the contributions of exhibitors who participated in this year's Concierge Tourism Expo Auckland, which will be presented at our end of year event.

Les Clefs d'Or New Zealand look forward to continuing to work together to promote Auckland and our entire country, as world-class destinations, delivering outstanding experiences for every guest we welcome.

In Service Through Friendship & Vive Les Clefs d'Or!

Gustavo Concha
President, Les Clefs d'Or New Zealand



JAPAN

Les Clefs d'Or Japan & Japan Concierge Association Joint Seminar 2025:

Our annual joint seminar with the Japan Concierge Association was held in Hakone on January 15 and 16. The main theme was “What we can do now for the future of our profession and the next generation of concierges.”

We welcomed Mr. Maurice Dancer, Chief Concierge of The Pierre, A Taj Hotel in New York, Honorary President of Les Clefs d'Or USA, and former Zone Director of the Americas, as our main speaker. He shared his experiences and training methods, including an engaging ice-breaker where we expressed six key body parts essential for service—eyes, ears, hands, mouth, feet, and mind—through group activities. This hands-on approach helped us internalize the concepts more deeply. He also emphasized the importance of attention to detail, empathy, recognition, and always putting the guest first when mentoring long-time team members.

Mr. Dancer also highlighted the importance of building strong relationships with management and being proactive in recruitment, such as attending job fairs. As ambassadors of the lobby, he reminded us to act professionally to earn respect and inspire others. His seminar encouraged us to reflect on ourselves and become more flexible and forward-thinking.

We also heard from Ms. Noguchi, Director of the POLA Museum of Art, and Mr. Kishi, General Manager of Hyatt Regency Hakone. Mr. Kishi shared a management perspective, stressing that concierges do contribute to profitability and should demonstrate this value to leadership. Ms. Noguchi spoke insightfully about training young staff, using the metaphor of teaching them to swim—easing their fears and guiding them at their own pace. The seminar concluded with Ms. Kay Abe, Honorary Member of Les Clefs d'Or Japan, who reminded us of the importance of collaboration with other departments and management.

The seminar also welcomed two international guests: Mr. Yoga, President of Les Clefs d'Or Indonesia, and Mr. Tiki, also from Indonesia. Over 40 hospitality professionals from Hakone joined the event. A networking reception followed the first day, offering a great opportunity to connect with local tourism professionals and international members.

On the following day, participants enjoyed a sightseeing tour in Hakone, followed by a group discussion on the theme “What mindsets do you value as a team?” Each group shared their hotel's approach, with lively exchanges on topics such as teamwork, gratitude, openness, and work-life balance.

This was our first overnight seminar, allowing us to deepen our connections and reflect on our future roles. We sincerely thank Hakone DMO, The Prince Hakone Ashinoko, and the POLA Museum for their generous support.



JAPAN

EXPO 2025 Osaka Kansai Monthly Meeting of May at Jordan Pavillion:

The May regular meeting was held in the presentation room on the second floor of the Jordan Pavilion at the "Expo 2025 Japan, Kansai, Osaka" which is being held at Yumeshima, Osaka from April 13 to October 13, 2025.

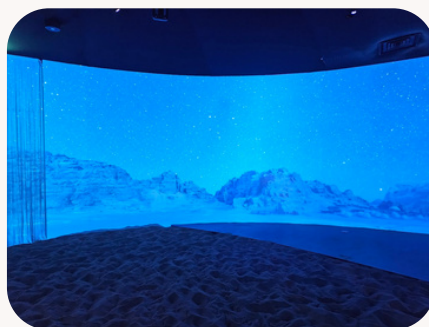
EXPO 2025 Osaka-Kansai Expo is an international event themed "Designing Future Society," exploring technological innovations and solutions to social issues. It showcases cutting-edge technologies such as AI, renewable energy, and VR, and includes initiatives related to the Sustainable Development Goals (SDGs). More than 150 countries are participating, with over 200 pavilions on display, offering a rare opportunity for cultures and technologies from around the world to gather in one place.

The Jordan Pavilion, one of the overseas pavilions, is operated with the involvement of Asako Onoyama, a member of Les Clefs d'Or Japan. We were given the special opportunity to visit the Jordan Pavilion during our monthly meeting in May.

In the first half of the meeting, usual reports were conducted, followed by a tour of the Jordan Pavilion. Inside the pavilion, 22 tons of red sand from the Wadi Rum desert area were actually spread on the floor, allowing visitors to experience the fine texture of the sand barefoot while enjoying the magnificent scenery of Jordan through 360-degree videos.

After the tour, Ms. Shifa Zghoul gave a presentation, introducing Jordan's history, culture, and cuisine with slides. Many participants listened with great interest to new discoveries that differ from the common image of a desert country, such as Jordan's four seasons and regions where it snows.

For lunch, a special lunch box filled with chef's Jordanian dishes was served, and the participants enjoyed the rich flavors. It was a day that allowed everyone to fully experience the charm of Jordan and become its fans.



USA

Les Clefs d'Or USA: Celebrating Friendship, Growth, and Achievement

The spirit of In Service Through Friendship continues to flourish across the United States as Les Clefs d'Or USA reflects on a remarkable season of unity, growth, and achievement within our community.

The 2025 Les Clefs d'Or USA National Congress, held June 8–12, 2025, in Rancho Mirage, California, was an inspiring success. Members from across the country gathered in the California desert for an unforgettable experience of education, connection, and camaraderie. Among the highlights was a keynote presentation by Dr. Gregory Neidert of Influence At Work, who explored the art of ethical persuasion and the psychology of influence. His engaging session provided members with practical tools to strengthen leadership, foster collaboration, and build trust with guests and colleagues alike—skills that lie at the heart of every concierge's role.

In September, Les Clefs d'Or USA advanced its commitment to sustainability and legacy through the Friendship Forest, part of the global "Keys for Trees" initiative introduced by UICH Past President Randy Santos. In partnership with forester Paul Asmuth and the Community Forest in St. Helena, California, members gathered to plant over 50 trees—one for each U.S. state and territory—in honor of our upcoming 50th anniversary in 2028. We were deeply honored by the many members who traveled from all corners of the United States (and beyond!) to volunteer and participate in this meaningful effort—a true testament to their dedication, spirit of service, and pride in being part of Les Clefs d'Or. The day was filled with purpose and fellowship as members contributed to a living tribute that will endure for generations.

The board of directors met at the InterContinental Mark Hopkins in San Francisco for strategic discussions and hosted a reception for local members, where they announced Simona Marciulaityte, of the Rancho Valencia Resort & Spa, as the U.S. Young Leader who will represent our section at the Sydney Congress in 2026.

From the desert sun to the redwood grove, these moments of collaboration and friendship have strengthened our bonds and reaffirmed our dedication to excellence, service, and unity.



FRANCE

The First “Education Day – Les Clefs d’Or Academie”

On **October 16th**, Les Clefs d’Or France hosted the 1st edition of **Education Day – “Les Clefs d’Or Academie”**, a half-day event designed to foster dialogue, share expertise, and strengthen collaboration between concierges, cultural institutions, and hospitality partners. Initiated under the leadership of Mr. Dominique Guidetti, President of Les Clefs d’Or France, and his Executive Committee, this first session reflected the association’s commitment to continuous learning, cultural engagement, and professional excellence.

Organized in partnership with **Galeries Lafayette Paris Haussmann**, represented by **Mr. Thierry Vanier**, **Ms. Julie Sassier**, and **Ms. Nabila Djelti**, alongside **Chabé Limousine**, **Moma Group**, and **the Philanthropy Department of the Louvre Museum**, the event brought together key figures from France’s luxury, cultural, and service sectors. In his opening remarks, Mr. Guidetti highlighted the importance of strong partnerships and cultural understanding in promoting French savoir-faire and service excellence worldwide.

The first presentation, led by **Ms. Linchun Zeng** from **Galeries Lafayette**, focused on **innovation and the Asian market**, specifically on mobile payment ecosystems. Her talk provided valuable insights into the behaviors and expectations of Asian travelers and how adapting to these new payment methods enhances guest experience.

Mr. Guillaume Conan, CEO of **Chabé Limousine**, then discussed how **technology is revolutionizing premium transportation**. Through real-world examples, he illustrated how digital tools—such as tracking systems and customer personalization—can enhance the precision, efficiency, and exclusivity of high-end transport services. His presentation perfectly demonstrated how innovation and service excellence go hand in hand.

The **Louvre Museum** team—**Ms. Claire Duval**, **Mr. Thibault Chéné**, and **Mr. Alexis Bourdais**—introduced the museum’s **philanthropy and heritage initiatives**, including the restoration of the Tuileries Garden benches and the ambitious “*Louvre, a New Renaissance*” project. Their presentation reflected the profound connection between luxury, culture, and the preservation of heritage—three pillars united by the pursuit of beauty and meaning.

The afternoon concluded with the presentation of **Groupe Butler**, represented by **Mr. Gregory Lentz**, **Ms. Samantha Buisson**, and **Ms. Héloïse De Butler**, uniting iconic Parisian venues such as *Le Paradis Latin*, *L’Alcazar*, and *L’Ambroisie*.

This first **Education Day – Les Clefs d’Or Academie** was hailed as a major success, laying the foundation for future editions. It reaffirmed Les Clefs d’Or France’s mission as **ambassadors of service excellence**, committed to innovation, cultural collaboration, and the continuous transmission of knowledge.



MEDIA WATCH REPORT

Scope: Global coverage of Les Clefs d'Or activity, member recognition, and luxury hospitality trends mentioning the Society or its values.

Chronological Overview

March 2025

Grand Hôtel Stockholm elevates luxury with two new Les Clefs d'Or concierges

Link: [Here](#)

Region: Sweden

Insight: Reinforces Nordic leadership and Society visibility.

The Tasman gives guests the keys to Tasmania's natural wonders

Link: [Here](#)

Region: Australia

Insight: Aligns the 'golden key' symbolism with experiential storytelling.

Les Clefs d'Or International Newsletter – March Edition

Link: [Here](#)

Region: Global

Insight: Promotes unity and awareness through official communication.

April 2025

Les Clefs d'Or France – Le région se renforce

Link: [Here](#)

Region: France

Insight: Highlights French regional engagement and structure.

May 2025

Four Seasons Hotel George V achieves the highest number of Les Clefs d'Or concierges globally

Link: [Here](#)

Region: France

Insight: Reinforces Paris as capital of concierge excellence.

Industry leader joins 1 Hotel Copenhagen

Link: [Here](#)

Region: Denmark

Insight: Strengthens Nordic leadership representation.

Rencontre avec Mathieu Glaser, Clés d'Or dans un hôtel strasbourgeois

Link: [Here](#)

Region: France

Insight: Highlights personal success stories.

Take a hike — literally — at these popular U.S. destinations

Link: [Here](#)

Region: USA

Insight: Concierge-curated itineraries in travel media.

June 2025

IHCL Goa shines at Les Clefs d'Or pinning ceremony

Link: [Here](#)

Region: India

Insight: Follow-up recognition of local members.

Jeff Bezos & Lauren Sanchez wedding at the Gritti Palace, Venice

Link: [Here](#)

Region: Italy

Insight: Luxury event reinforces hospitality prestige.

Bezos-Sanchez wedding guests arrive in Venice

Link: [Here](#)

Region: International

Insight: Highlights global luxury exposure.

Hotelier Magazine – June 2025 Issue

Link: [Here](#)

Region: Trade

Insight: Industry trends reflecting human-centred service.

July 2025

Amado Silveti – National President of Les Clefs d'Or UAE

Link: [Here](#)

Region: UAE

Insight: Profile on leadership in Middle East region.

The tomb a machine can't find – when the golden key unlocks what tech alone can't

Link: [Here](#)

Region: Global

Insight: Philosophical article celebrating the human touch.



MEDIA WATCH REPORT

July–August 2025

Hotelier Magazine – July/August 2025 Issue

Link: [Here](#)

Region: Trade

Insight: Ongoing coverage of service innovation.

August 2025

Four Seasons New Orleans concierge joins Les Clefs d'Or

Link: [Here](#)

Region: USA

Insight: Expands membership in North America.

Silke Kröller and Lasse Zimmermann join Les Clefs d'Or Germany

Link: [Here](#)

Region: Germany

Insight: Reinforces brand presence in German market.

September 2025

The Society of the Golden Keys Concierge Awards 2025

Link: [Here](#)

Region: United Kingdom / Commonwealth

Insight: The 18th Annual Concierge Awards at Nobu London Portman Square celebrated excellence in British and Commonwealth hospitality. Organised by The Society of the Golden Keys, the event recognised outstanding concierges and affiliates including Silvio Forino, Burak Ipekci, Alan McDougall, Petar Yordanov, and Paul Whittle, among others.

October 2025

Hidden NYC experiences only an insider can arrange

Link: [Here](#)

Region: USA

Insight: Editorial on insider hospitality experiences.

Masters of Hospitality | Balancing Tech & Personal Service

Link: [Here](#)

Insight: The first episode of Masters of Hospitality, a video series by Alliants in partnership with Les Clefs d'Or International and Forbes Travel Guide. In this segment, we hear from expert concierges who share their perspective on the evolving role of technology in luxury hospitality and why true guest experiences depend on balancing digital tools with the personalized touch concierges provide.

Undated

Two Days in New York

Link: [Here](#)

Region: USA

Insight: Luxury travel story echoing concierge tone.

Exploring the International Side of San Francisco with the Ritz-Carlton Concierge

Link: [Here](#)

Region: USA

Insight: Evergreen concierge storytelling piece.

Conclusion

2025 demonstrates sustained global recognition of Les Clefs d'Or, not only as a professional society, but as a symbol of human connection in luxury hospitality. From Paris and Goa to New Orleans and Dubai, Les Clefs d'Or continue to open doors to stories, people, and possibilities that no algorithm can replace.





With gratitude for your
continued support and
engagement.

Please continue to share your stories with us.
Your experiences and achievements are what keep
our global community alive and inspiring.
For future submissions, we invite you to send
your contributions to
communication@lesclefsdor.org

