



Amicale Internationale des Sous-Directeurs et Chefs de Réception des Grands Hôtels
(The International Association of Deputy Managers and Reception Heads of Luxury Hotels)

Media Release

23 March 2009

AICR Around the World Vote for Earth

AICR (The International Association of Deputy Managers and Reception Heads of Luxury Hotels) member hotels are committed to environmentally friendly practices and many welcome the opportunity to participate in the WWF-Earth Hour which is 8.30pm – 9.30pm on 28 March 2009.

With over 1,000 members covering luxury hotels to resorts spanning across from Asia-Pacific, Middle East and Europe, our member hotels will be switching some part of their hotel lights off for this hour on 28th March. Others are holding environmentally friendly events to also recognise this global action and concern about our environment.

The AICR was founded in 1964 on the Côte d'Azur in France by the Chefs de Réception of several Luxury Hotels. Over more than 45 years the AICR has developed into an International organisation represented in 18 countries and still continues to grow.

At an International level the AICR now provides Front Office Managers with an invaluable network offering: A friendly and professional support mechanism; Exchange of views, information and experiences; Forwarding of reservations making it easier for guests to move to an unknown hotel; The David Campbell Trophy International Receptionist of the Year competition; Recruitment; Job search and ways to attract more staff into the industry.

The Amicale also means much more than just a professional organisation. The word 'Amicale' was chosen deliberately to highlight the friendships between amicalists which have been formed over many years.

Individual sections in each country offer a range of activities which may include: A series of meetings every year including lectures by national organisations eg Tourist Boards; New hotel inspections; National Receptionist of the Year competition; Information sharing surveys eg laundry and internet prices; Product presentations; Initiatives to attract more young people into the industry such as visits to schools or visits of hotels by schools and to support them if they have chosen a career in Front Office.

www.aicr-int.com (until 31 March 2009)

www.aicrinternational.org (from 1 April 2009)

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