

# **EHMA General Assembly**

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# What is HOTREC?

- Umbrella organisation
- Representing hospitality industry at European level
- 42 National Associations
- in 27 European countries



## **HOTREC 's main objective:**

**Representation / Advocacy of the hospitality sector interests before the EU Institutions in order to have a favourable policy environment!**

# Hospitality sector in economic terms:

- **1,8 milion businesses**
- **91% micro enterprises**
- **(employing less than 10 people)**
- **99% SMEs**
  
- **→ Hospitality industry employs more than 10 million people in the EU!**

# HOTREC main policy areas:

- **Tourism**
- **Standards**
- **Hotel Classification**
- **Food related issues:**
  - food hygiene;
  - food labeling
- **Health related issues:**
  - alcohol
  - smoking;
- **Social Affairs**
- **Taxation – VAT**
- **Quality**
- **Online travel agents/  
Hotel review sites**
- **Fire safety**
- **Sustainability**
- **Consumer Protection**
  
- **and many others ...**

# Topics:

- **OTA's**
- **TOURISMLink - what is TOURISMLink?**
- **Private Accommodation**
- **EU elections**

# OTAs

## **HOTREC's views:**

- Few players on the market – dominant position
- HOTREC Benchmarks on fair practices
- Abandon mandatory MFN clauses

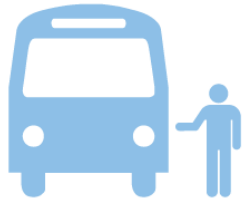
## **Practice:**

- Germany banned rate parity clauses for HRS, Booking.com and Expedia to be followed
- Other countries investigating as well

# What is TOURISMLink?

**EU funded initiative -Linking professional tourism actors (B2B)**

Tour operators



Integration of  
processes



Travel agents

TOURISMLink

PMS, CRS and  
Channel Manager



Accommodations



Integration of  
processes



Complementary  
offer

**More profit and less costs** to transact in the tourism industry



# Advantages platform



- Industry driven
- Connection to travel agencies /TO in 9 source markets
- Connection to other sale channels: Booking, Expedia etc
- Possibility to offer new products and become more visible
- Opportunity to increase occupancy; and revenues (make business) → platform will ease BUSINESS transactions

# Private accommodation

- A growing concern
- Already around 2 times more listed properties on distribution sites than hotels and similar
- Concern of unfair competition and consumers' protection
- How to ensure that interests of hoteliers and consumers are safeguarded?

**HOTREC elaborating on the question**

# EU Elections

- 22-25 May 2014: EU elections will be held in all Member States of the EU
- **European Parliament**: It will be the eighth Europe-wide election to the E. Parliament since the first direct elections in 1979
- **European Commission**: The current Commission's term of office runs until 31 October 2014

# EU Elections - HOTREC Manifesto

4 December 2013 - European Tourism day:

- HOTREC presented the Manifesto of the European Hotel, restaurant and bar/café sector for 2014-2019
- Content: HOTREC presents the 16 priorities of the European Hospitality sector for 2014-2019

# EU Elections - HOTREC Manifesto

- Hospitality: key industry in the EU economy
- Hospitality together with tourism: 3rd largest socio-economic activity in Europe
- More than 10 million people employed
- 1.8 million enterprises
- 460 billion EUR contribution to the economy (3.7% of EU GDP)

# EU Elections - HOTREC Manifesto

HOTREC calls on EU candidates to support its manifesto:

- To ensure that hospitality business keep growing and providing employment
- A flourishing hospitality industry is vital to Europe's growth and employment
- As a pillar of EU economy, TOURISM should be put at the centre of European economic policy

Thank you for your kind  
attention....

[WWW.HOTREC.EU](http://WWW.HOTREC.EU)