



Hospitality in Europe



Hospitality is about **helping people connect** with other people – whether professionally or for leisure – and the **pleasures in life**: a holiday, a night out, a once-in-a-lifetime experience.

1.9 M* SMEs

90% micro-enterprises (employing less than 10 people)

HOTREC members

As the **platform of European hospitality associations**, we promote the **key role** of the hospitality and tourism sector in Europe. We act as a **forum for exchange** and help advance a regulatory framework and a business environment in which we can deliver the most value to European **society** and **economy**.

46 national associations

35 European countries



A major employer

11 M* Jobs in the EU27

The hospitality industry is **creating jobs** and promoting **inclusivity and gender balance**.

It employs **women: 53.4%** in hospitality compared to 46.2% in the overall economy, **young people** (under 25): **17.4%** in hospitality to 7.6% overall and **unskilled workers: 29.6%** in hospitality to 16.1% overall.

Four pillars of HOTREC's action



EU & international relations:

Representing the sector towards the EU & international institutions



Advocacy & outreach: The voice of European hospitality & an active key player in tourism in Europe



Members services: A community of peers, serving their collective interests through joint initiatives & programmes



Inspire leadership: Hub for information sharing, aggregation & key industry initiatives

Together we are stronger!

10%* of EU GDP - Tourism

HOTREC has ever been engaged in **strong coalitions** with industry partners to advance our sector's interests and gather intelligence. HOTREC is also a proud member of the **Tourism Manifesto** and **NET**. HOTREC is engaged in a **sectoral social dialogue** with its trade-union counterpart EFFAT.

Our policy priorities

Resilience



As one of the most affected sectors during **the COVID-19 pandemic**, the hospitality industry is grateful to the EU institutions for the tailored support measures at the EU level, namely the deployment of the State Aid, EU funds such as the **Recovery and Resilience Facility** or the cohesion funds; and measures such as the introduction of the **EU Digital COVID Certificate**.

We are now engaged in tackling **soaring energy and food costs** and still improving access to funds for businesses to build a resilient ecosystem. We count on the European Parliament to approach hospitality as core to tourism, **providing employment, growth and being a depository of the European culture and way of life**. We welcome EU policy makers' support in thinking about the impact of upcoming EU initiatives, in particular on micro-enterprises and SMEs first.

Employment



Despite of its track record in creating growth and jobs, the hospitality sector is since COVID-19 not being able to find the **workforce and the skills for its daily activities**. European hospitality counts on the EU **to encourage legal migration** (e.g. swift revision of the Long Term Residents Directive and the Single Permit Recast Directive; development of the EU talent pool), to **promote different forms of work**, and to **support education and training programmes**. These initiatives will help attract and retain the workforce in the sector.

A number of important legislative proposals are currently discussed in the European Parliament. HOTREC is engaging with EU policy stakeholders to minimise costs and reduce red tape for employers while **proportionating fair working conditions and a good work-life balance for employees**.

Sustainability



HOTREC aligns with the EU Green Deal's objectives to reduce carbon emissions, prevent waste and uphold circularity within our operations. We encourage our sector's actions toward **better sustainable practices** and engage with the EU on key files likely to impact our industry (e.g. Energy Performance of Buildings; Emissions trading scheme II; packaging waste directive). Some of the upcoming EU legislation are likely to **heavily impact our businesses and generate significant burdens and costs**, especially for SMEs.

For all these reasons, we count on the European Parliament to support our industry to transition successfully and voice the sector's needs: **easy access to finance, incentives and tax relief measures** that help the sector better adapt and continue being resilient, sustainable and digital.

Digital



HOTREC is contributing to raise awareness amongst MEPs about the **competition issues affecting the online hotel reservation market**. The adoption of the Digital Markets Act, introducing new EU-level rules will ensure **fairer treatment of hotels, better access to data and a ban on narrow price parity clauses**. It is a major milestone for HOTREC.

HOTREC also welcomed the proposal for **Regulation on Short-Term Accommodation Rentals** which sets common rules for host registration and a data-sharing framework with public authorities. The initiative should establish a **framework that will protect and benefit consumers, residents, local communities and the entire EU tourism ecosystem**.

We remain open to **further discuss this important initiative with MEPs** during the legislative process.