

Welcome!

**WHITE PAPER FOR HOSPITALITY
IN EUROPE**

**TOWARDS SUSTAINABLE TOURISM
IN EUROPE**

**2019 EUROPEAN PARLIAMENT
ELECTIONS**

Welcome by
MEP
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2019 EU ELECTIONS

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Hotrec
Hospitality Europe

HOTREC at a glance

- **Umbrella association of hotels, restaurants, bars and cafés in Europe**
- **42 National Associations**
- **30 European countries**
- **The voice of the hospitality industry at EU level**



Vision

Hospitality is at the heart of sustainable tourism development in Europe by fostering the industry's jobs, growth and innovation and by unlocking its potential

A key pillar of the EU economy:

- 2 million businesses, 90% micro enterprises
- 11,9 million workers, 80% of EU tourism workforce



**1,6 million new jobs created
between 2013 and 2016**

- 460 billion EUR contribution to economy -
126 billion EUR to government treasuries
(70 bn of VAT)



Core
achievements
of the 2014-
2019 mandate





Achievements

- Collaborative economy:

Steps towards European Regulatory framework to allow for fair competition and ensure consumer protection, including 2018 European Commission significant action vis à vis Airbnb practices

- Digital:

Platform-to-business relations Regulation agreed on 14 February to allow for more fairness and transparency



Achievements

- Taxation:

Reform VAT while allowing for low rates in hospitality services – still to be adopted

- Consumer Affairs:

Increasing transparency and fairness of online platforms to consumers – adopted by IMCO on 21 January 2019

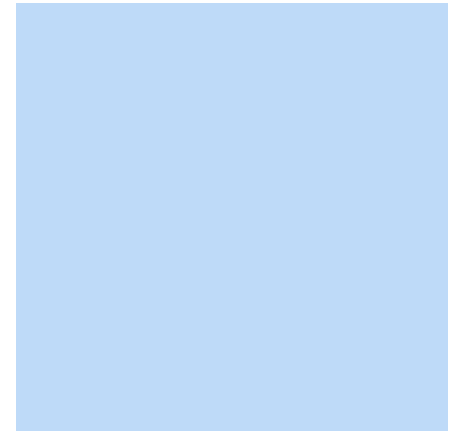
- Data Protection:

A framework more reasonably adjusted to SMEs – applicable since 25 May 2018

Thank you for an
excellent cooperation
over the past 5 years!



HOTREC Priorities for EU 2019-2024



Priority 1: Collaborative economy

Determined EU policy action needs to continue!

- Implementation of AirBnB commitments
- Ensure a level playing field for accommodation and food service market!
- Regular / professional activities subject to similar obligations as the regulated market
- Restore fair competition and increase financial resources to invest in innovation



Priority 2: Better regulation

New thinking on subsidiarity and exerting of EU competences is needed!

- “Big on big things and small on small things”
- EU action to (primarily) focus on large cross-border issues
- Derogations for local businesses when negative impact of EU legislation
- Sectoral impact of horizontal legislation to be better assessed



Priority 3: Digital

Revise the EU regulatory framework to recognise platforms' liabilities!

- Platforms' market influence and role is requiring law adaptation
- Current rules outdated (e.g. E-Commerce Directive is 20 years old!)
- Revision of EU rules is needed to
 - Reflect current role and liability of platforms
 - Provide proper protection vs. unfair practices



Priority 4: Food policy

Foster voluntary initiatives on diet and nutrition for local food services instead of horizontal EU legislation!

- Responsibly engaged for food safety (e.g. acrylamide in food)
- Strong promotion of healthy nutrition
- HOTREC a member of the EU platform for diet, physical activity and health
- Voluntary initiatives better fit for restaurants' challenges



Priority 5: Social affairs/skills

Make the fight against skills shortage a truly EU case

- 2013-2016: 1,6 million new jobs created
- However - still skills shortage
- EU policy needed to help the sector innovate + attract + train + retain workers
- EU funding needed to train workforce and raise image of the sector as an employer



Conclusion

Conclusion

Innovation is essential for sustainable tourism development

EU framework for new technologies to the benefit of SMEs needed:

- Blockchains
- Artificial Intelligence
- Big Data
- Etc.

Looking forward to continued partnership!

Thank you for your attention!

www.hotrec.eu



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Hotrec
Hospitality Europe

The logo for Hotrec Hospitality Europe features a stylized orange wave above the word "Hotrec" in a bold, sans-serif font. The "H" is orange, and "otrec" is blue. Below "Hotrec" is the text "Hospitality Europe" in a smaller, orange sans-serif font.

Q & A session

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Thank you for your participation!

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