

HOTREC Manifesto unveils key priorities for European Hospitality ahead of the 2024 EU Elections

Brussels, 29 November 2023 – On the occasion of European Hospitality Day, HOTREC is happy to present its **Manifesto for the future of European Hospitality** – a strategic roadmap that outlines top priorities for the sector to be addressed during the upcoming 2024-2029 Legislative Term.

The Manifesto emphasizes several critical areas for the industry's development. Among these, **boosting and recognizing the value of tourism** in the EU single market will be essential. Tourism is, in fact, a vital pillar of the European economy – accounting for 10% of its GDP – and must continue in its journey toward a more resilient, sustainable, and digital environment.

Addressing the labour and skills crisis in the sector is another focal point of our Manifesto. European hospitality – which employs 10 million people in 2 million businesses – needs to retain and train its workforce to ensure its competitiveness, innovation, and meet guests' needs.

Furthermore, HOTREC's Manifesto **advocates for a fair digital landscape** for hospitality businesses across Europe, as our companies – 99% of which are Small and Medium-sized Enterprises (SMEs) – continue to face unfair business practices imposed daily by powerful online platforms despite the latest legislative efforts at the EU level.

HOTREC acknowledges the **growing challenges presented by climate change** to hospitality businesses and aligns with the goals of the European Green Deal. We stress the need to establish a conducive business environment enabling hospitality companies and SMEs to effectively implement adopted laws. Additionally, the Manifesto acknowledges the **shifting landscape of consumer preferences** influenced by digitalization and environmental awareness, underscoring the importance for the next Commission to prioritize the implementation and enforcement of existing consumer legislation.

HOTREC President, Alexandros Vassilikos, expressed optimism about the industry's future, stating, *"A more sustainable, digital, and resilient tourism and hospitality ecosystem by 2030 can undoubtedly become a reality. The 2019-2024 legislative mandate brought forth several key initiatives. The next EU cycle will be of vital importance in shaping the hospitality sector in the coming years. We look forward to engaging with the future EU leaders to ensure our sector continues thriving."*

Marie Audren, HOTREC Director General, commented: *"As we navigate the challenges and opportunities that lie ahead, our Manifesto reflects our commitment to building a resilient and innovative hospitality sector. We believe that by addressing these key priorities collaboratively, we can foster an environment that not only sustains our businesses but also contributes positively to the European economy and society."*

HOTREC and its members **urge candidates leading up to the EU Elections to support the Manifesto's objectives** and contribute to the prosperity of European hospitality.

Read our Manifesto

For further information: www.hotrec.eu

Press Contacts: Ms Alessia Angiulli, HOTREC Communications Manager, alessia.angiulli@hotrec.eu

About HOTREC

HOTREC is the umbrella association of Hotels, Restaurants, Bars and Cafés and similar establishments in Europe. It brings together 47 national associations in 36 European countries and serves as the voice of European hospitality. The industry counts 2 million businesses, 99% of them being Small and Medium-sized Enterprises (SMEs), provides 10 million jobs and contributes to 3% of the EU GDP. HOTREC's mission is to represent and champion the industry's interests towards the EU and international institutions, foster knowledge sharing and best practices among its members to promote innovation and serve as an expert platform for the hospitality sector.