



Hospitality Europe Business Newsletter - Issue N°13 - 15 November 2017

TABLE OF CONTENTS

Articles of your interest

INDUSTRY ANNOUNCEMENTS

- › HOTREC appoints Ms. Claudia Pinheiro as Publication, Event & Media Officer
- › UNTWO appoints Mr. Zurab Pololikashvili as new Secretary General
- › TripAdvisor appoints MS. Sally Davey Global Director, Industry Relations
- › European Commission DG Grow appoints Ms. Anna Athanasopoulou new Head of Unit Tourism, Emerging and Creative Industries

INDUSTRY TRENDS

- › Interview with Mr. Vangelis Panayotis, CEO of MKG Consulting and OlaKala Suite

DIGITAL ISSUES

- › German Bundeskartellamt launches sector inquiry into comparison websites
- › Reinforce direct bookings – check the list what can be done more

SOCIAL AFFAIRS

- › SMEs - What is essential for growth?

EDUCATION & TRAINING

- › Tackling the shortage of skilled labour in the Swiss hospitality industry
- › Best young talents awarded
- › The National Tourism and Hospitality Careers Roadshow

INNOVATION & TECHNOLOGY

- › Hospitality Elevator Pitch: contest for the best French startups on the hospitality sector

LOBBYING

- › Working Hours Act most important issue in the year of German federal elections
- › Blue Tourism in Europe: Challenges and opportunities for SMEs
- › Spanish hotels fight back against British illness claims
- › The Swiss Parliament calls for a ban on narrow parity clauses
- › 6th Advocacy Aligned Dinner of the Pacific Asia Travel Association (PATA)

BUSINESS TRENDS & STUDIES

- › New study emphasizes outstanding importance of the German hospitality industry

MARKETING & COMMUNICATION

- › Airbnb Decree and UMIH and GNC's operation with municipalities
- › IHF Tourism and Hospitality Careers Magazine - Get a life in Tourism
- › Creation of the Confederation of Tourism Actors
- › Hungary's Tourism Development Strategy & Tourism Summit Conference

SUSTAINABILITY

- › The French Conseil d'État suspends the decree on the energy performance of buildings in the tertiary sector
- › Takeagreenstep.eu: new tool to help hotel and restaurant owners green their businesses

EVENTS & TRADE SHOWS

- › 25th anniversary - German Hotel Association (IHA)
- › Night of Hotels for a second time already !
- › 2018 edition of the European culinary competition Olivier Roellinger
- › German Hotel Association (IHA) organized roadshow to strengthen direct bookings
- › EHRL President CUP 2017 (Estonia)
- › 12th Conference of the Czech Association of Hotels and Restaurants

INDUSTRY ANNOUNCEMENTS

HOTREC appoints Ms. Claudia Pinheiro as Publication, Event & Media Officer



Between 19-20 October, the entire HOTREC Secretariat participated to the 75th General Assembly that took place in Antwerp, Belgium.

The new members of the Staff were officially presented to the HOTREC members during the Statutory Session: Mr. Guillaume Brouillet who joined the Secretariat in May 2016 as Office Manager & Membership Coordinator and Ms. Claudia Pinheiro who took her position as Publication, Event & Media Officer on 1 September 2017.



Hotrec Secretariat at the 75th General Assembly in Antwerp, Belgium

UNTWO appoints Mr. Zurab Pololikashvili as new Secretary General



During the 22nd UNTWO General Assembly in China (18 September 2017) Mr. Zurab Pololikashvili was appointed by consensus as Secretary-General of the World Tourism Organization for the period of 2018-2021. He will replace Dr. Taleb Rifai who has held this position for two mandates since 2010.



Mr. Pololikashvili is currently Ambassador of Georgia to Spain, Morocco, Algeria and Andorra. Previous to this function, Zurab Pololikashvili was Minister of Economic Development of Georgia between 2009-2010 and Deputy Minister of Foreign Affairs of Georgia between 2005-2006.

HOTREC has invited Mr. Zurab Pololikashvili to participate as a Guest of Honour and Keynote Speaker to HOTREC 76th General Assembly that will take place on Thursday 28 April 2018 in Vienna, Austria, as well as Dr. Taleb Rifai for the Gala Dinner, current Secretary General until 31st December 2017.

TripAdvisor appoints MS. Sally Davey Global Director, Industry Relations



On 1st November 2017 TripAdvisor announced the appointment of Ms. Sally Davey as the new Global Director, Industry Relations.



Sally Davey, who will be based in TripAdvisor's London Office, will be responsible for expanding TripAdvisor's relations with the tourism industry and will act as TripAdvisor's ambassador for hospitality trade associations and government tourism organisations. Her core focus will be raising awareness about this online platform.

In 2009, Ms. Davey founded Tripbod.com to help visitors to connect directly with local people and to plan the perfect trip. The website was then acquired in 2014 by TripAdvisor Media Group and since then Sally Davey worked as a Product Director.

European Commission DG Grow appoints Ms. Anna Athanasopoulou new Head of Unit Tourism, Emerging and Creative Industries



In October 2017, Anna Athanasopoulou took on her new position as Head of Unit – Tourism, Emerging and Creative, replacing Mr. Carlo Corazza who acts currently as the Spokesperson of Mr. Antonio Tajani, President of the European Parliament.



Anna Athanasopoulou has been working for the European Union since 2002 in various culture-related and humanitarian services. Previous to her new role, Ms. Athanasopoulou was Deputy Head of Unit – Creative Europe where she was in charge of coordinating the Creative Europe program that supports cultural and creative sectors.

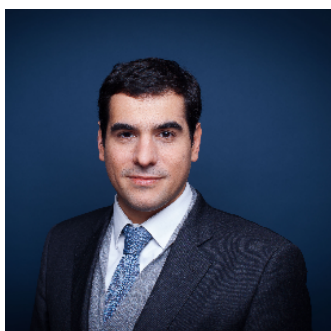
INDUSTRY TRENDS

Interview with Mr. Vangelis Panayotis, CEO of MKG Consulting and OlaKala Suite



After several operational positions in the hospitality industry, Vangelis Panayotis joined MKG Group in 2001. He has developed the group activity across Europe, opening offices in Berlin, London & Athens. He's now COO of MKG Group overlooking the operation for MKG Consulting & Olakala Suite digital solutions.

MKG Consulting and OlaKala Suite is a partner of HOTREC for almost three years delivering for free a monthly Observatory and sponsoring as well HOTREC's activities.



Which countries post the best performances in 2017? And why?

Turkey and Belgium are among the strongest evolutions of RevPAR, these two countries were strongly affected by terrorist attacks in 2016 and consequently the evolutions of 2017 are made compared to a weak base. To a lesser extent, France is posting positive results after a very complicated year in 2016, especially in the Parisian hotel industry. Portugal, Spain and Greece also show strong RevPAR growth. These countries benefit from a tourist clientele mainly coming from Europe and who in previous years used to frequent the North African countries (Morocco, Tunisia or Egypt).

Which category of hotels benefits most from the revival of activity?

The higher the category, the better the performance. The 4 * and 5 * hotels posted excellent results with a RevPAR increase of 6.2% over the first 9 months of the year. This is due to the return of international long-haul customers from Japan, China and the United States supported by positive GDP growth across European countries. Resort market shows good performance and seems to be less impacted by sharing economy (or alternative accommodation) compare to urban destination.

To your opinion what is the challenge for 2018 ?

The hotel industry operation still need to integrate the gain in productivity from the digital revolution, that so far have benefit to OTAs or sharing economy.

Even if we hope to have some inflation on the overall economy in Europe, probably the price per room might not be on long term the main driver of RevPAR growth. Hotelier will have to focus on revenue diversification, working on experience to leverage occupancy and above all empower the team working day to day in contact with the client.

Our industry is under a deep transformation and staff represent the main resource who will support and achieve this transformation. To do so, they will need to be organize differently compare to the past and to use new tools to create a new era of productivity within hotel operation.

DIGITAL ISSUES

German Bundeskartellamt launches sector inquiry into comparison websites



The Bundeskartellamt has launched a sector inquiry into "online price comparison websites".

The inquiry will focus on comparison websites active in the area of travel, insurance, financial services, telecommunications and energy.

The authority is going to send questionnaires to a large number of website operators on topics such as rankings, financing, corporate links, reviews, availability or relevant market coverage, in order to uncover and specify possible violations of consumer law provisions.

The Bundeskartellamt's extensive powers to investigate the websites will considerably improve existing possibilities to identify and assess possible violations of law.

IHA welcomes the launch of the investigation and will provide the authority with information and examples of unfair and intransparent behavior of the portals.



Andreas Mundt, President of the Bundeskartellamt: "We have to ensure that the consumers can count on the reliability, objectivity and transparency of price comparison websites."

Reinforce direct bookings – check the list what can be done more



The European hospitality industry, via its European umbrella association HOTREC, launched in December 2015 a 'Book Direct' campaign, to help hospitality entrepreneurs to gain more direct bookings. In support of this campaign, HOTREC has created an [online version of its now revised self-assessment checklist](#) developed especially for hoteliers, which allows to evaluate the potential of their own establishments regarding prospective direct bookings.

It comprises around 80 aspects adapted to the current developments in online distribution. The checklist may also serve as a stimulation for hoteliers to reflect upon, what could still be done to attract more direct bookings. The updated checklist can thus now also be completed online or be printed out easily, including the results. The completion of the survey may take around 15-20 minutes.

SOCIAL AFFAIRS

SMEs - What is essential for growth?



On 8 November 2017, Eurocommerce organised an event dedicated to SMEs: "Annual SME day – essentials for growth". The event counted with the participation of the Deputy Head of Unit of COSME Programme, Mr. Nyman, the Head of Unit of Business to Business Services of DG Grow, Ms. Górká and MEP Dlabajova (ALDE).

Best practices developed by businesses, namely on how SMEs can go digital and how can they invest in human resources were presented. On this last point, Anna Gaya, Policy Advisor for Internet Policy and Digitalization, explained the German "dual apprenticeship" system (where 50% of all school leavers undergo vocational training provided by companies) and highlighted the obstacles that SMEs see in the area of digitalization (namely the missing know-how of present employees and the problems to find suitable skilled employees). She added that e-commerce has been gradually introduced in the dual German apprenticeship system during 2017 and that an "E-Commerce Merchant" model had been built, which includes the selection and application of online sales channels; organization and management of product and service; implementation of online marketing measures, amongst other topics. Christian de Barrin, HOTREC CEO, was present at the event.

EDUCATION & TRAINING

Tackling the shortage of skilled labour in the Swiss hospitality industry



Hospitality is built on people. It relies on individuals who know exactly what they are doing, so their guests can truly relax and enjoy their stay. However, in Switzerland, finding staff with the right qualifications is becoming increasingly difficult. In fact, the shortage of skilled labour is one of the greatest challenges faced by our industry today.

This is due to several reasons. Firstly, like other countries in Europe, Switzerland is facing fundamental demographic change. An aging society and declining birth rate mean that there are now more people retiring than there are young people entering the labour market. Secondly, the general public currently has a rather unfavourable opinion of our industry as a place to work. In a climate of increasingly fierce competition for competent staff, being associated with unattractive working conditions and low salaries is a bigger problem than ever.

As a result, we have seen a significant decrease in new apprenticeships, a high number of drop-outs, as well as a significant proportion of unskilled workers employed in our industry. At the higher education level, retaining talent is even harder: for example, of the young men and women graduating from the prestigious Ecole Hôtelière de Lausanne, more than half take up jobs in other sectors straightaway.

The Swiss Hotel Association is keenly aware of the fact that unless we take action to resolve the shortage of skilled labour, our businesses will soon be facing a crisis. We know that due to the complexity of the problems described, there is not one single key to success. We have therefore introduced a range of measures to retain skilled workers, and unlock new potential.

Here are three examples:

- As of 2017, our industry is offering an attractive new option for young people entering vocational education. To complement our established three year apprenticeships in the Kitchen, Restaurant, Back Office and Hotel Housekeeping areas, hotels are now also training Specialists in Hotel Communications. This new '360 degree' qualification covers all parts of a hotel business, resulting in staff that have a comprehensive understanding of its inner workings, but are also highly guest-orientated. Specialists in Hotel Communications are therefore excellently placed to cultivate guest relations, communicate in several languages, and organise. Despite the perceived problems around the image of our industry, the new qualification has proved immensely popular, with far more school leavers applying for apprenticeships than there are places available. We are currently working to create more places.
- In order to convince the general public – and thus the influencers of potential new recruits - of the attractions of hotels as a place to work, we have created «Please Disturb». First introduced in 2014, «Please Disturb» is an annual, nationwide open day that invites anyone interested to step inside a hotel and take a look behind the scenes. Tours, competitions, refreshments and career information add to the appeal of an experience that attracts 15'000 to 19'000 visits per year. «Please Disturb» is the largest industry event in Switzerland and has generated a media response to match.
- In order to allow all members of the hospitality workforce to realise their full potential, we have created a wide range of training courses, including basic qualifications for unskilled workers of different backgrounds: 'Progresso', an industry certificate for employees without a formal qualification; 'Perfecto', a training course for motivated job seekers ; and 'Riesco', a comprehensive entry level qualification for refugees. Holders of a Progresso certificate have the option to move on to a shortened vocational education, and thereafter acquire further formal qualifications.

The Swiss hospitality industry will continue to face a challenging environment. However, with the help of measures to stimulate interest in our industry, and unlock potential through training, we have a real chance to stand our ground.

For further information, please contact ueli.schneider@hotelleriesuisse.ch

Best young talents awarded



Autumn is the month of hospitality related youth competitions in Germany: Within the two youth competitions "German Youth Championships (DJM)" and "National Trainee Award", the best soon-to-be cooks, restaurant specialists, hotel specialists and system catering experts were awarded.

Winner of the "National Trainee Award" Arnd Cordes (Le Buffet) together with Marvin Woidt (placed second, Aposto) and Phil Hartmann (placed third, Volkswagen)



German Youth Championships Winners: From left to right: Maximilian Gallasch (Grand Elysée), Anne Maria Gerhardt (Hotel Bareiss), Julia Tischler (Engel Obertal Wellness & Genuss Resort).

The National Tourism and Hospitality Careers Roadshow



The National Tourism and Hospitality Careers Roadshow is organised by the Irish Hotels Federation (IHF) in association with industry partners. This roadshow is aimed at students aged 15 - 18.

On September 28th over 400 students gathered at the Aviva Stadium, Dublin, where some of the leading hotels, travel, catering and tourism businesses showed them some of the career choices available in the sector.



The students heard from a panel of young people about careers in food and beverage, catering, accommodation, reception, leisure centre, sales and marketing, human resources, travel, tour guiding, IT, management and finance.

Tourism and hospitality businesses also shared details of the various routes young people can take into these careers while education providers were on hand to talk about the various tourism and hospitality courses that are available.

Each year hospitality and tourism businesses in Ireland seek to recruit over 6,000 entry-level employees across all areas of their operations.

Tim Fenn, Chief Executive, IHF, said: "The Roadshow is an important opportunity for our industry, where we can engage with potential employees and help them explore the different career routes, including apprenticeships, traineeships, diplomas and the many degree courses available to them throughout the country."

INNOVATION & TECHNOLOGY

Hospitality Elevator Pitch: contest for the best French startups on the hospitality sector



GNI imagined a workshop to let the public select the best startups helping the hospitality establishments. This workshop took place in the big event organized by the French Public Investment Bank in Paris. The main goal of this huge show was to gather all French entrepreneurs on innovation.



15 preselected startups pitched in a false elevator to present their solution to the public in the room and on the web as the whole event and the workshop were available in the streaming platform DailyMotion (<http://dai.ly/x648mpm>).

The three winners were:

- Netresto, which helps to manage human resources, the raw materials and auto controls of hygiene in restaurants.
- Visiotalent, which proposes to establishments to ask some questions to candidates who answer through a video. It helps employers to better select the ones they want to interview for a job.
- Victor & Charles, which develops artificial intelligence to better know clients before their venue.

After each pitch the public could vote on QuizzYourself and assess the startups on four criteria: innovation, ergonomics, efficiency for establishments and hospitality needs and issues.

This workshop was a real success:

- for public to see how innovative and modern can be the hospitality sector
- for establishments to become aware of digital solutions that could help them
- for startups to show how reactive they are to solve hospitality issues

For GNI, it was not just a one shot event but the first step of a bigger project concerning the innovation of our sector.



LOBBYING

Working Hours Act most important issue in the year of German federal elections



In contrast to the European Working Time Directive, the German Law on Working Hours only allows an inflexible maximum daily working time (8 hours or 10 hours as an exception).

These regulations are impractical for hospitality businesses as there are many occasions where a more flexible approach is necessary (for example longer than expected wedding festivities). Many entrepreneurs reduced their menu or refused to accept event offers because of these circumstances according to a DEHOGA survey. DEHOGA demands a switch from a maximum daily working time to a maximum weekly working time as intended by the European Working Time Directive. A maximum weekly working time would make everyday operation so much easier especially for smaller businesses. A maximum weekly working time wouldn't increase the total amount of working hours for employees as DEHOGA's demands only concern flexibility. It is to be hoped that the new German Federal Government will address this important topic. DEHOGA will further campaign for a political rethinking which should lead to a maximum weekly working time instead of a maximum daily working time.

Blue Tourism in Europe: Challenges and opportunities for SMEs



On the 12th October 2017 there was a meeting about Blue Tourism in Rimini organized by Fipe.

The aim of the conference was to contribute towards identification the challenges that enterprises to be addressed and proposes a strategy to step-up European coastal regions' touristic potential in order to boost growth and jobs and help Europe remain the N°1 touristic destination in the World.



I. Bahunek - CEO UPUHH, M. Machado - Public Affairs Manager Hotrec, A. Ma. Nucara - CEO Federalberghi, F. Palumbo - Head of DG Tourism of the Italian Ministry of Cultural Heritage and Activities and Tourism, A. Corti - Head of Tourism Confcommercio, A. Flamini - Chair of the HOTREC Task Force on late night entertainment and M. Buticchi - Member of the board of Fipe attended the conference. Also A. Muscat - CEO MHRA and S. Pizzolante - Member of the Italian Chamber of Deputy and speaker of the draft law about the Reorganization of the state concessions were involved in the discussion by teleconference.

The conference was very interesting, all the speakers gave an useful contribution to the topic, sharing their own expertise.

The seminar showed that the Coastal and Maritime Tourism are key for European hospitality sector and is a need a common European strategy.

In this regard, Hotrec role will be very important to make Blue tourism an European priority topic.

For more information please contact info@fipe.it

Spanish hotels fight back against British illness claims



In 2017, Spain saw the number of food poisoning claims from British tourists on all-inclusive packages increasing drastically compared to the previous years. This phenomenon can be explained by the fact that the British legislation does not require any evidence of illness from the tourists and that the claim can also be made up to three years later.

With such a legislation, claim farmers encourage and help tourists to make these bogus claims. Unfortunately the costs of a legal procedure to complain against the fake claims are more significant than the compensation itself, which explains why tour operators chose to compensate the tourists rather than challenge them.

However, the Spanish hotel industry couldn't cope with these fraudulent claims anymore. CEHAT developed a series of measures to tackle the problem: different meetings with the Association of British Travel Agent (ABTA), Spanish national authorities and ambassadors were scheduled this year; programs appeared on the TV and on the internet in order to raise public awareness and gain media support.

Finally all these actions paid off!

Great Britain has launched a "Call for Evidence" on food poisoning claims. From now on, British tourists have to prove that the claims are real otherwise they could face persecution. As a consequence, hundreds of fraudulent claims were withdrawn by British tourists and claims farmers. ABTA has also launched a campaign against false claims of British tourists in Spain.

The Swiss Parliament calls for a ban on narrow parity clauses



The Lower House of the Swiss Parliament voted in September to ban the narrow parity clauses required by online-booking platforms. This it did by a majority of 120 votes in favour, 52 votes against and with a total of 10 abstentions. That means that the ban has been accepted and that the government now needs to draft a law in respect of it.

The fact that the ban has now been adopted is a cause for great celebration within the Swiss hotel industry and signifies a landmark victory in their fight to maintain the freedom to set their own prices in the digital age. This was a clear decision which was supported by a majority from all parties on both the right and left sides of the house.

The council took the view that there was no longer any competition at work. Following the present system which is in place, the hotels themselves have to offer the most expensive price of all booking platforms on their own website. This means that no short-term special offers can be made with lower prices on their own website. Naturally this represents deep encroachment into entrepreneurial freedom which the Lower House feels to be unacceptable.

Along with the massive restriction placed upon entrepreneurial freedom, the international perspective also played a vital role in making this decision. Switzerland Tourism's main competitors, namely, Austria, Italy and France, have already taken action and revised their own legislation accordingly. As for Germany, the competition authorities there already banned the HRS (The Hotel Portal) from using narrow parity clauses in 2013. That was followed by a further ban on using them at Booking.com in 2015. The Federal Council now has two years in which to present a law banning the narrow parity clauses.

Christophe Hans

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6th Advocacy Aligned Dinner of the Pacific Asia Travel Association (PATA)



At the initiative of the new Global Director, Industry Relations of TripAdvisor, Ms. Sally Davey, Christian de Barrin, CEO of HOTREC, participated to PATA 6th Aligned Advocacy Dinner.



Occasion was taken to discuss step ahead on the policy guiding principles to be viewed by the European Commission on the so called "collaborative" economy with the Secretary of State of Slovenia as well as to meet with UNTWO Secretary General and new potential sponsors (e.g. ETIHAD).

BUSINESS TRENDS & STUDIES

New study emphasizes outstanding importance of the German hospitality industry



Gastronomy as well as hotel industry are important pillars for economy, job market, rural regions and society in Germany. This is the outcome of a new study which was conducted by an economic research institute on behalf of the German Hotel and Restaurant Association (DEHOGA Bundesverband).

Furthermore, the German hospitality industry grows faster than the German economy as a whole and the amount of apprenticeships are above average. Besides having the highest amount of foreign employees, the sector is also leading when it comes to business start-ups and digitization. Those are just some facts amongst many, which are published in the study. Key figures concerning the German hospitality industry for the year 2016 are:

- Employees: 1,872 Million
- Turnover: 80,9 Billion
- Gross value added: 45 Billion

The study shows that especially young people take the hospitality industry into account when searching for a residence (For 55% of all young respondents this factor is important or really important).

But there is also another outcome: The sector is more labour-intensive and there are higher personnel costs compared to other sectors. Furthermore, labour costs grow faster than productivity. That's why DEHOGA demands a political rethinking: a uniform VAT rate on food, more working hours flexibility and bureaucracy reduction are the most important demands regarding the legal framework. The sector's competitiveness has to be strengthened so that it can continue to contribute to society and economy.

MARKETING & COMMUNICATION

Airbnb Decree and UMIH and GNC's operation with municipalities



The French "Airbnb" decree of April 28, 2017 relating to the registration number - adopted in application of the "République numérique" law - now offers municipalities the possibility of implementing a simplified online registration for short-renting. In this context, on June 28, 2017, UMIH and GNC launched a national operation in the main French cities.

The goal of the operation is to set up, in accordance with the law, the offers registration on online platforms and is in favor of a greater transparency for customers.

Practical kits have been sent to more than 1,500 municipalities to help them implement the registration procedure as quickly as possible and to remind them of the existing measures for the tourist tax collection.

Link to the article : [here](#)

IHF Tourism and Hospitality Careers Magazine - Get a life in Tourism



The Irish Hotels Federation has recently published the new edition of their dedicated Tourism & Hospitality Careers Magazine, Get a Life in Tourism.

The magazine, aimed at secondary students in Ireland (16 – 18 year olds') has been designed to reflect the diversity and choice of the thousands of career opportunities in this growing sector.

In addition to the printed format there is an online platform – getalifeintourism.ie which provides students and Career Guidance Counsellors with an essential guide to the various training courses and programmes available to young people considering a career in tourism.

The publication is circulated to all secondary level schools in the country and feedback from Career Guidance Counsellors has been very positive with many schools requesting career visits from hospitality & hotel professionals as a result of the magazine.

Get a Life in Tourism has proved to be an essential tool for recruiting young people and creating a positive image of the industry.



Creation of the Confederation of Tourism Actors



The Confederation of Tourism Actors has been created on July 20, 2017. Chaired for the next three years by Roland Héguy, the President of UMIH, the Confederation gathered hotels, restaurateurs, travel operators, transporters, event trades and activities generating tourist flows.

The Confederation of Tourism Actors has already defined seven priorities:

- The perception by tourists of the term "state of emergency",
- The financing and governance of tourism in France (Atout France), and issues around taxation (assignment of residence tax),
- The social framework of employment in tourism,
- The school calendar,
- Administrative simplification,
- Security for tourists,
- Improve service and reception.



Hungary's Tourism Development Strategy & Tourism Summit Conference



On 16 October 2017 the Hungarian Tourism Agency held the Tourism Summit Conference with more than 1,000 participants at the Palace of Arts in Budapest.

The goal of this event was to present the country's National Tourism Development Strategy 2030, which appropriates to increase the Hungarian tourism sector's direct and indirect contribution to the national GDP from the current 10% to 16% by 2030.

Mr. Viktor Orban, Prime Minister, Mr. Tibor Navracsics, European Commissioner for Education, Culture, Youth and Sports and Mrs. Susanne Kraus-Winkler, President of HOTREC held presentations among others.

In her speech Mrs. Kraus-Winkler appreciated the performance of the booming European hotel sector and its role in creating added value and new jobs. She pointed out the importance of competitiveness of the hospitality industry.



The President highlighted many challenges facing the industry, such as the technological transformation, digitalisation, the need for fair practices between the OTAs and the hotels, the short term private rental, the risks of the unmanaged and uncontrolled mass tourism, the significance of the adequate tax system, the importance of human touch and the serious problems of the shortage of unskilled labour in the hospitality. She completed her contribution with the following sentence: "Every minister has to understand, that he is also a minister of tourism - everything has an impact on tourism."

SUSTAINABILITY

The French Conseil d'État suspends the decree on the energy performance of buildings in the tertiary sector



The French Trade Council (CdCF), PERIFEM and UMIH welcomed the two successive decisions taken by the Conseil d'Etat suspending the Decree of 9 May 2017 that obliged the improvement of energy performance in existing buildings for tertiary use – Decree that the three organisations appealed.

The two decisions are the following:

- The immediate suspension of the decree, which on 1 July 2017 made obligatory to produce energy studies and action plans for each of the concerned buildings;
- The suspension of the decree's other provisions, in particular those requiring to reduce energy consumption by 25% by 1 January 2020, through dedicated works.

UMIH, CdCF and PERIFEM recalled that they also filed an action concerning the illegality of the Decree seeking therefore its annulment. The Conseil d'Etat should comment on this topic in the coming months.

Link to the article: [here](#)

Takeagreenstep.eu: new tool to help hotel and restaurant owners green their businesses



In October 2017, the European Commission launched a new sustainable tourism initiative - takeagreenstep.eu!

The website gathers tips for hotel and restaurant owners to make their businesses more eco-friendly and case studies of hotels that have embraced sustainability measures (i.e. improvement of the supply chain) and the circular economy.

Moreover, takeagreenstep.eu presents 28 best practices to green the accommodation and restaurant establishments including "sustainable food sourcing, food waste management and reducing water and energy consumption".

Ready-to-print brochures are also available on the website for business owners who desire to inform their guests on their green choices and efforts.

For more information, please visit the website: takeagreenstep.eu

EVENTS & TRADE SHOWS

25th anniversary - German Hotel Association (IHA)



The annual meeting of the German Hotel Association (IHA) took place in Hamburg on June 12 and 13, 2017. The topics of the congress included political issues, new market trends and other future topics. In addition, participants were given the opportunity to discuss current topics in different workshops. With around 350 participants the attendance this year was all-time high and represented an attendance record.



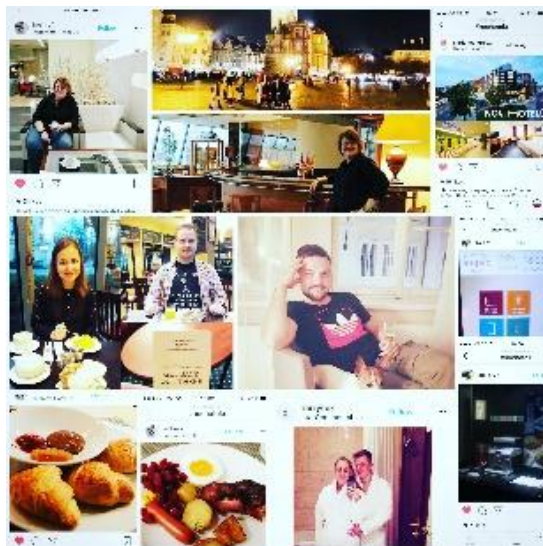
The German Hotel Association (IHA) was founded in Munich on June 13, 1992. Exactly 25 years later the anniversary was celebrated within the framework of the IHA night "25 years" in a stylish ambience. In addition to several welcoming speeches, also from Susanne Kraus-Winkler, long-term members, who have accompanied the association from the beginning, were also honored. All present attendees agreed that this evening was a highlight, which has left many impressions.



Night of Hotels for a second time already !



The Czech Association of Hotels and Restaurants is preparing a second annual round of the successful CSR event known as the Night of Hotels. This event aims not only to show the economic benefits of tourism for the urban residents, but also to introduce hospitality to the residents in a more personalised way.



Contrary to the first year that took place on 27 January 2017 in Prague, this event will reach out to other cities, too. Brno, Olomouc and Karlovy Vary will be joining in the second year. Yet the inhabitants of other cities need not be sad either. As not every city can enrol so many hotels in the project, a dedicated so-called "Others" section will be established that the hotels from any city around the Czech Republic may be joining in order to offer their accommodation capacities to the local residents for a symbolic price.

Event date and venues

The Night of Hotels will be held on a single, universally applying date. The date has been set to 26 January 2018 for all the cities this year. As already mentioned, the Night of Hotels will be taking place primarily in Prague, Brno, Olomouc and Karlovy Vary.

Accommodation rates

Symbolic rates have been prescribed in three categories for all the hotels in all cities. Each facility is thus free to choose the price category within which it will be offering its accommodation capacities. For this year, these three symbolic rates shall represent 777 CZK, 999 CZK and 1,111 CZK respectively. Each of these rates will include one night with breakfast for two people.

Accompanying programs

Newly this year, the hotels will be required to offer an accompanying program each. Every hotel will have to organise a tour of the facility for all its guests to get an opportunity to see the so-called back of house areas. The times and intervals of such site tours will be designated by each hotel individually. Reservations for specific times will have to be made at some facilities as the tours will be limited in capacity. Hotels will be able to organise additional accompanying programs, such as to offer discounts applicable to other services, etc.

Partner synergies



NOC HOTELŮ



The project enjoys support from the Prague City Hall, Prague City Tourism, Prague Castle Administration, the National Gallery and the National Museum. The Prague Castle Administration and other partners will also enable visits to some historic monuments at discounted entrance fees.

Some of the Prague Hotel Night 2017 reviews:

- *"An unforgettable experience, thank you very much"*
- *"We view the night of Hotels very positively. For Prague residents, this is a possibility to stay at a beautiful hotel, to learn about the quality of Prague hotels and, following this very experience, to recommend specific hotels to our acquaintances abroad should they ever wish to experience a night in luxury here".*
- *"We have never slept at a hotel in Prague before - a perfect experience".*
- *"Wow, an event for me at last! Super program and an unforgettable experience".*
- *"I had a great sleep, despite my husband's snoring".*

All relevant information is available at www.Noc.Hotelu.cz

2018 edition of the European culinary competition Olivier Roellinger



Already a month has passed since the opening for entries of the 2018 edition of the European culinary competition Olivier Roellinger, for the conservation of marine resources.

The main goal of this contest is to contribute to the conservation of marine resources through the profession or the future profession. Registrations are opened until January 5th to fulfill the registration form.

To be part of this great adventure, require today the registration forms by writing to: concours@ethic-ocean.org stating the category (professional or student). This contest is open to young European chefs under the age of 35 and students undergoing training in European catering school.

Please do not hesitate to share information of this contest around your members!

The poster features a dark blue background with the text 'CONTEST OLIVIER ROELLINGER' in large, white, bold, sans-serif capital letters. Below the text is a white logo consisting of a fork, a plate, and a spoon. Underneath the logo, in smaller white capital letters, is the text 'EDITION 2018 UNDER THE PATRONAGE OF NICOLAS HULOT, MINISTER OF STATE, MINISTER OF ECOLOGICAL AND SOLIDARITY TRANSITION IN FRANCE'. The bottom half of the poster is divided into two sections. The left section shows a photograph of three chefs in white uniforms and tall white hats working in a kitchen. The right section shows a photograph of a plated dish, likely a seafood dish, with a white sauce and garnishes. Below the photographs, there is a light blue box containing the text: 'For the preservation of marine resources' followed by a horizontal line, and then 'Culinary contest for young chefs and future professionals in the catering industry, committed to the preservation of aquatic resources'.

German Hotel Association (IHA) organized roadshow to strengthen direct bookings



In October 2017 IHA, in cooperation with [myhotelshop](#) founder Ullrich Kastner and online marketing expert Stevan Timotijevic, organized one-day practice seminars for hotels to strengthen their direct bookings.

While the first day of the IHA series of seminars dealt with the "perfect hotel website" and includes a coherent overall concept with the corresponding "Dos and Don'ts", the second day was dedicated to the application, implementation and successful use of Google Analytics.



EHRL President CUP 2017 (Estonia)



As Estonian Hotel and Restaurant Association (EHRL) is celebrating its 25th anniversary, we decided to honor the anniversary year and put a start to a new tradition- EHRL Presidents' CUP in Golf.

The first event took place on 25th August 2017 in Saare Golf Course in Saaremaa. There were over 60 participants from all over Estonia and neighbouring countries who took part of the event. This event offered the opportunity for golf enthusiasts to compete as well as for beginners to learn about the game and enroll in Green card course.

Why Golf? Golf is a social game, so we offered opportunity for our association members with their families, partners, supporters and all interested to spend a joyful day outdoors as well as tighten the connections between our association members. After an eventful day outside, the ceremony was held where Best Players in different categories were announced. EHRL hopes to continue the tradition to organize EHRL Presidents' CUP annually.

Link: <http://ehrl.ee/event/ehrl-president-s-cup-golfis/>

12th Conference of the Czech Association of Hotels and Restaurants



The 12th Conference of the Czech Association of Hotels and Restaurants will take place between 30th November and 1st December 2017 in the historical city Olomouc, Czech Republic. The shortage of employees in the hospitality sector will be at the heart of the Conference that will have as the main theme "Human Resources – the problem with lack of people in gastronomy and hotel industry".

The Conference will gather speakers from the hospitality sector including: Ms. Rostya Gordon-Smith, CEO and Founder of People Impact and Minerva 21, Ms. Katerina Gábová, HR Director of Kiwi.com, Ms. Monika Palatková, Director General of Czech Tourism, Mr. Radek Kaspárek, Executive Chef of the Field Restaurant, Ms. Petra Horáková, HR Director of Mandarin Oriental, Mr. Des O'Mahony, CEO and Founder of Bookassist, Mr. Premek Forejt, Chef of Entrée Restaurant, Mr. Nah-Dja Tien, General Manager of hotels Mosaic House, MOOo Apartments and restaurant La Louca, Mr. Chris Dobson, General Manager of Mama Shelter Prague and Ms. Iva Nesvarová, Hotel Manager of Meet Me 23.

For more information regarding the conference, please visit the [website](#).

