



## Hospitality Europe Business Newsletter - Issue N°14 - 15 March 2018

### TABLE OF CONTENTS

#### INDUSTRY INTERVIEWS

- Interview with Mr. Marek Harbulak, Secretary General of the Slovak Association of Hotels and Restaurants
- Interview with Mr. Piet Derriks, Chief Executive Officer of HOTELCAREER
- Interview with Ms. Sally Davey, Global Director, Industry Relations of TripAdvisor

#### INDUSTRY ANNOUNCEMENTS

- HORECA Vlaanderen appoints Mr. Matthias De Caluwe as new Chief Executive Officer

#### DIGITAL ISSUES

- HOTREC Collaborative Economy Workshop - Access to Presentations

#### SUSTAINABILITY

- International Tourism Partnership (IPT) sets targets for a sustainable future in the hotel industry

#### EDUCATION & TRAINING

- Disability mandate of GNI was extended

#### LOBBYING

- Rectifying Financial Bill 2017: New obligations on transparency... while waiting for State's commitments
- Ibiza bans Airbnb
- A TV advertising from Booking.com banned!
- HOTREC promotes the assets of the industry within the EU-China Tourism Parliamentary Day

#### BUSINESS TRENDS & STUDIES

- Europe is, for the eight consecutive year, the leading destination worldwide
- OECD tourism trends and policies 2018 launch and workshop

#### MARKETING & COMMUNICATION

- Airbnb launches Hotel Distribution Platform
- Guidelines on the new package travel regime for the hospitality sector

#### EVENTS & TRADE SHOWS

- HOTREC workshop on hospitality and security on 21st March – registrations are still open!
- EHRL introduces members new event concept 'Meet&Greet' to members
- Meeting of European Nights #3
- The French Nightlife Conference
- 5th Edition of the Mediterranean Tourism Forum
- 1st - 2nd March 2018: EU-China Tourism Year discussed in Malta - Delegation of Tourism Experts Visit EU Capital of Culture

## INDUSTRY INTERVIEWS

### Interview with Mr. Marek Harbulak, Secretary General of the Slovak Association of Hotels and Restaurants



Mr. Marek Harbulak is the Secretary General of the Slovak Association of Hotels and Restaurants (ZCR) since 2013. He has long standing experience from the hotel and tourism industry where he has held executive positions at various hotels.



**1) As Secretary General of the Slovakia Association of Hotels and Restaurants you have been through a restructure in 2015, could you tell us the drivers of success to build a new association?**

I would rather call it a reconstruction of the membership fees, rather than a restructuring. The reconstruction of membership fees followed to goals - stabilization of the association's budget and motivation for others to join.

This change allowed for so called collective members, large organization and companies which operate multiple hotels or restaurants within their own structure, to join our Association. We introduced specific fee discounts for this type of members. Within 15 months after the approval of the new system of membership fees, we increased our membership base by 30%. This had positive impact on our income from membership fees, which grew by 20%.

**2) What are the main services provided to your members and how do you envision the role of your association for the next 5 years?**

Information. This is the main content of our services for members. That includes information about legislation, changes and its impact on members. At the same time, we provide manuals detailing how to cope with these changes. In the upcoming years we plan to focus on the quality of service provided (by members). We want to motivate our members to create a system and tools, with which they can monitor the quality of service provided. The second area we want to focus on is projects aimed at the needs of our members. At the present, we are starting with smaller projects which are directed on increasing qualifications; later on we aim to work on long term projects in the area of education, quality of service and support for marketing promotion.

**3) As a member of HOTREC could you tell us what are the main issues HOTREC is of help to your association and how it could do better?**

As the information we provide is invaluable to our members, the same goes for us, as the information we receive from HOTREC is important for our work. It is the information from European institutions but more importantly the information, regarding various topics, from our colleagues from other associations. We try to actively use and apply this information. I do not know of any specific request for improvement on the side of HOTREC, however, I feel our commitment to HOTREC is to even more actively participate in activities and document preparation.

## Interview with Mr. Piet Derriks, Chief Executive Officer of HOTELCAREER



Piet Derriks is the CEO of YourCareerGroup GmbH, a German job board group composed of three specialty job boards: HOTELCAREER for the hotel industry; GASTRONOMIECAREER for the catering industry; and TOURISTIKCAREER for the tourism industry. With its strong international presence, HOTELCAREER is a key player in recruitment in the hospitality sector. To mark the newly partnership between HOTREC and HOTELCAREER, we interviewed Mr. Derriks and asked the three following questions:



### **1) HOTREC and HOTELCAREER signed up a one year partnership; could you please tell us what is HOTELCAREER?**

HOTELCAREER is a specialized job board for the hospitality industry, itself belonging to YOURCAREERGROUP and founded in 1999. Our 20 000 jobs are advertised in 5 countries: Germany, Austria, Switzerland, France and Poland. Our job board is well-known among candidates from hospitality industry: over 50 400 applicants browse our boards daily. With the recent acquisition of the specialized job board Turijobs, operating in Spain and Portugal, YOURCAREERGROUP expanded its European market. Our mission? We enable people to find the job they love while providing organizations with the right service-minded people.

### **2) In a sector where shortage of skills is one of the most critical issues, in which way HOTELCAREER is providing customized solutions?**

Regarding shortage of skills, HOTELCAREER offers several solutions where seeking companies can contact applicants directly to perceive and evaluate candidates' skills. We introduced a CV Database in 2017 to let our customers reach out to new qualified talents directly. This database is well accepted by candidates as it currently contains 34 700 CVs across Europe. Companies can enter their search criteria and get informed as soon as new CVs match their search. The only condition needed is an active job advertisement at HOTELCAREER.

And since our industry is all about networking, we also introduced 10 years ago our hospitality job fair „Recruiting Days“, the career fair for the hotel, catering and tourism industry. We tour once a year in 5 German cities as well as in Vienna and hopefully soon in Warsaw.

With our cooperation network and hotel associations, HOTELCAREER increases awareness by for example giving workshops for candidates on hospitality events and fairs.

With those solutions, we make sure that companies and potential skilled employees match, either online or offline and we enable people personally to find the job they love.

### **3) Could you tell us how do you see the job market in the hospitality sector for 2018? What are the most needed profiles?**

Considering the jobs on HOTELCAREER, Food and Beverage seems to be the most demanding sector in Europe with over 13 000 adverts, food service and kitchen counting respectively for 30 % and 27.5 % of the total number of jobs. We also recognize the need for operationals as 4 000 jobs in restaurant and service address specialists.

On the applicants' side, 72 % of the CVs in our database are for food service and 38 % for the kitchen, which seems to indicate that there is a high labor turnover and willingness for job hunting in this sector. Meanwhile, it is becoming harder for companies to attract and retain qualified talents due to new openings and increasing competition in Food and Beverage sector, which is why we think that employer branding, training and career progression will play an important role in the industry in 2018.

## Interview with Ms. Sally Davey, Global Director, Industry Relations of TripAdvisor



Sally Davey is the new Global Director, Industry Relations of TripAdvisor based in London. She is responsible for expanding TripAdvisor's relations with the tourism industry and acts as TripAdvisor's ambassador for hospitality trade associations and government tourism organisations. HOTREC asked Ms. Sally Davey about the platform and its relationship with the hotel industry.



### **1) Could you please let us know about TripAdvisor's broadened offer and how you will be positioning specifically the offer from the hotel industry and how you intend to give it more visibility?**

This is a feature I am very excited about because it furthers our aim to provide the most relevant options to travellers searching for the best accommodation option for their trip. In short, we are currently rolling out new functionality to show users more comprehensive results when they search for a place to stay, including a wider breadth of accommodation types such as hotels, B&Bs and Inns, and Specialty Lodging options. This means that when a traveller is searching for accommodation in a certain destination, they are shown a more comprehensive set of options in response to their initial search within the Best Value ranking on TripAdvisor.

For our valued industry partners, this is another way in which we are aiming to deliver on our promise of connecting you with the right travellers at the right time.

We are just starting the testing process and are continuing to iterate and roll out the new sort throughout the site to make sure we serve customers more choices as they research and shop.

### **2) Complaints by HOTREC Members were received on the recent notification service which was discriminating hotels by the fact that an article in the press or a client would have related unacceptable behaviours without any correlated proof or court decision. Could you please explain how you did review and reorganise this new service to allow information to be still communicated in a responsible, verified and transparent manner to users, while clearly giving the floor to Hoteliers to clarify and rectify by providing a relevant answer if necessary?**

For background, in November of last year, TripAdvisor introduced the first iteration of a new notification system that alerts travellers when a serious issue relating to a particular business listed on TripAdvisor is reported on by credible media sources. The aim of the notification is to encourage travellers to conduct additional research on businesses when media reports highlight recent and/or ongoing health, safety or discrimination issues at the property that may not be apparent in TripAdvisor reviews. Each application of a notification to a business's listing on TripAdvisor is reviewed on a case-by-case basis. Our principle is to advise users of relevant and timely information we become aware of which might impact their travels. We will continue to evaluate and refine this approach as the process matures – at this point, it is still very new.

I should clarify that the timing of the implementation of this initiative was challenging as I was just transitioning into my new role as Director of Industry Relations, and the roll-out of the new notification system was already underway. This hindered our ability to be proactive in our communications to industry partners – something which I am confident was an anomaly. Since taking the helm of the Industry Relations team at TripAdvisor, I have prioritized timely and frequent proactive communication to my industry contacts, including HOTREC.

Personally, I believe consultation with the Industry is very, very important – we learn through dialogue, discussion and reflection. I am keen to ensure going forward that we consult with our key Industry Partners about new initiatives early and often, and that together we continue discussing all aspects of new TripAdvisor features as they roll out.

To address the specific question about being transparent and giving hoteliers the chance to provide a relevant response to notifications, we actually have an important update to share. As we've said in the past, nothing is ever static on our platform! At TripAdvisor we do always aim to consult, listen and iterate based on what we believe to be best for our community, encompassing both consumers and hospitality businesses.

As part of our ongoing efforts to help alert travellers to health, safety and discrimination issues they may encounter on a trip, and to ensure that businesses are able to have their own voice heard, we have made two enhancements to our latest notification system:

Firstly, we have updated the placement of the notification on the page and tweaked the design. Any active notifications related to health, safety or discrimination issues will now appear at the top of the reviews section of a business listing since it's a prominent area where travellers go to see relevant information while actively researching and planning their trip; Secondly, and perhaps most importantly, we have added the ability to include a management response. Registered TripAdvisor owners are now able to respond to active notifications on their property via the Management Centre. This feature enables an owner to publicly present their comments relating to the issues reported on in the media.

**3) 3 months after taking on your position, could you please let us know what you may have already achieved with HOTREC Members, and what are your next steps? Furthermore, do you see some issues on which HOTREC and TripAdvisor could work together?**

What a three-month period it has been! I am honoured to be working with inspirational industry leaders in several different markets and have enjoyed getting to know my new colleagues across the various hospitality associations. As such I count myself very lucky to be in this role.

I have spent some time with a number of HOTREC members to understand the key issues facing their business community, both generally in the year ahead and specifically in relation to TripAdvisor. These insights help me understand how my team can best support the Industry and prioritise our action plan. For example, there have been specific ideas that HOTREC members shared with us to make our Restaurant product more accurate; we quickly made those changes and – voilà! – TripAdvisor improves, travellers get a better experience, and we can show in a very real way how we listen to the Industry, take on board their feedback, and represent their interests on our site. This is the true win-win side of our partnership and, again, we appreciate that input very much indeed.

Looking ahead to the future, whilst we continue our market-specific work in understanding both the opportunities and issues facing our Partners, TripAdvisor also has a responsibility to take a position globally in some of the most pressing issues facing our industry. We hope to work with HOTREC and indeed other leading organisations to further our contribution to the global debate and action plans regarding overtourism, accessibility and crisis management. The first step is dialogue, which includes sharing data and understanding the facts, closely followed by taking action. The action part is something I am personally passionate about: learning by doing. We may not always get it exactly right first time but we must act with the best intention of making our industry the very best and most accountable it can be; moving beyond rhetoric and into implementation. If we do that in the spirit of true collaboration and accountability, then I believe we will not go far wrong.

---

## INDUSTRY ANNOUNCEMENTS

### HORECA Vlaanderen appoints Mr. Matthias De Caluwe as new Chief Executive Officer



On 26th February Horeca Vlaanderen announced the appointment of Mr. Matthias De Caluwe as the new Chief Executive Officer starting in April 2018.



Matthias De Caluwe is an entrepreneurial marketing and communication strategist who has built his career in the entertainment sector and sports. His creativity and positivism unanimously seduced the Board of Directors of Horeca Vlaanderen. Matthias De Caluwe will represent, defend and promote the interests of the sector in an innovative and positive way and strengthen the relationship with the younger, successful catering entrepreneurs.

Matthias De Caluwe will replace Mr. Danny Van Assche who has held this position since April 2010 and has left the association in December 2017 to join UNIZO, the Flemish organisation of Self-employed and Small and Medium Sized Enterprises (SMEs).

---

## HOTREC Collaborative Economy Workshop - Access to Presentations



On 22 February 2018 took place the HOTREC Communications workshop to support Members in regulating the so-called collaborative economy. This workshop gathered in total 26 participants from around Europe.



This workshop served to update Members on new developments of the collaborative economy and to present HOTREC's Communication Strategy Toolkit. To access all presentations please click [here](#).

A representative of the City of Vienna, Mr. Peter Wieser, and two representatives of the City of Amsterdam, Ms. Femke Blokhuis and Ms. Nanette Schippers, presented how they took action, the tactics they used and the state of play. Attendees also had the opportunity to participate in a short design thinking workshop to help them shape strategy development.

Finally, Mr. Andrés Baneth, Public Affairs and Strategic Communication expert, helped participants who were split into four groups to map all stakeholders involved in their country in order to define potential allies and opponents and customize a new argumentation and strategy.

The HOTREC Communication Strategy Toolkit will be shared with all HOTREC Members by the end of March.

---

## SUSTAINABILITY

### International Tourism Partnership (IPT) sets targets for a sustainable future in the hotel industry



The International Tourism Partnership gathers 14 leading international hotel chains representing together 25,000 hotels in more than 100 countries. This platform promotes and shares best practices and together with its members drives for an improvement of the environmental and social responsibility in the industry.



End of 2017, 25 years after its creation, the IPT presented its own goals on the issue of sustainability and they aim at secure a balance between the planet and people. The goals are related to the environment (water shortage and the reduction of CO2 emissions) and to reduce youth unemployment and secure human rights.

These goals were taken from the [UNWTO's 17 Sustainable Goals](#).

In order to achieve these goals and for the industry to move towards a more sustainable and responsible industry, IPT has put together with its members and other partners initiatives such as:

- The Hotel Water Measurement Initiative: a methodology and tool to enable hotels measure and report on water use in a consistent way
- Youth Career Initiative: organization founded in 13 countries where young people have the opportunity to take part in trainings enabling them to better understand and build a career in the industry
- Green Hotelier: IPT's digital magazine and free resource for all hotels to read the latest news and best practice examples for improved sustainability

ITP's members are Carlson Rezidor Hotel Group, Diamond Resorts International, Four Seasons Hotels and Resorts, Hilton, Hyatt, InterContinental Hotels Group, Marriott International, NH Hotel Group, Soneva, The Hongkong and Shanghai Hotels Ltd, Taj Hotels, Resorts and Palaces, Whitbread and Wyndham Hotels and Resorts.

For more information on ITP and programmes visit <http://tourismpartnership.org/>

## EDUCATION & TRAINING

### Disability mandate of GNI was extended



The association AGEFIPH, which collects funds for integration of disabled persons, has decided to extend the mandate of GNI to the whole French territory for the next three years.



The role of GNI is still to advise and accompany members to hire, train and maintain at work disabled people, and also to make sustainable purchasing. Thanks to this work, establishments of GNI could respect their obligation to hire disabled workers.

They also highlight to clients and to all employees a positive image of a human resources management valuing the Corporate Social Responsibility.

For more information concerning the disability mandate of GNI, please consult the website: <https://www.synhorcat.com/emploi-formation-handicap/mission-handicap/>

---

## LOBBYING

### Rectifying Financial Bill 2017: New obligations on transparency... while waiting for State's commitments



UMIH and GNC supported an amendment to the RFB 2017 concerning the tourist tax collected automatically by collaborative platforms, starting on January 2019. The measure that was brought and expected by the hospitality sector should increase the tourist tax collection up to 100 -150 million euros making the amount of this tax collection more realistic to the short term rental activity. Thus, the cities will no longer depend on the supposed "good will" of the platforms.

UMIH and GNC emphasized that hotels and tourist accommodation contribution to the tourist tax collection is up to 80% while in 2015, short term rental contribution was around 1.2%.

Furthermore, both UMIH and GNC are concerned about an early decision regarding the fixation of a tourist tax amount proportionally to the price of the night per person for unclassified accommodation. They both believe that a deeper thinking would be needed on this matter and asked for a workshop in late January 2018 on this matter.

Finally, UMIH and GNC believe that this measure could only have fully effect if there is a total transparency. They ask the Government to stick to its commitments and publish the two missing decrees about sanctions and automatic data transmission, if the law is to be really and fully applied as for 1st January 2019.

## Ibiza bans Airbnb



Ibiza has voted to prohibit the rental of housing to tourists via home-sharing platforms and this new legislation will already be applied during summer 2018.

During summer, Ibiza tourism increases drastically. Tourists rather than booking a room in a hotel, they chose to book an Airbnb which can be up to 75% cheaper than hotels. Therefore apartments that were made available for seasonal workers are now being rented to tourists, leaving seasonal workers and even local residents living in box apartments or even in vans.

*"The relatively recent arrival of online platforms has already created an unsustainable situation. What we saw in summer 2017 was not positive for anybody, therefore we want to see rented accommodation priced for long-term residents, not short-term tourists"*, stated Mr. Vincent Torres, General Manager of the tourism department of Ibiza's City Council.

To counter this situation, it will be illegal to rent accommodations to tourists on the entire island. Measures have also been put in place in case of violations and it could result in fines up to €400,000 for home-sharing platforms and up to €40,000 for private owners.

Regardless of this new legislation, the offer of apartments for tourists has not decrease in these platforms.

---

## A TV advertising from Booking.com banned!



A Booking.com television advertising has been ruled "misleading" by IAP and ASA, the advertising watchdogs of Italy and England.

The watchdogs have told Booking.com not to repeat a TV advertising in which it claimed that customers could cancel their bookings for free.

The advertising promoting the website claimed its cancellation fee was "free for most rooms" (in Italy) or "free for most of the time" (in England). However this is only true if customers opt for a refundable booking, which is a more expensive option. Therefore, the option to cancel the reservation is not free as the ad stipulates.

Link to the Italian ruling [here](#)

Link to the English ruling [here](#)

# Booking.com

---



## HOTREC promotes the assets of the industry within the EU-China Tourism Parliamentary Day



On 28th February 2018, Mr. István Ujhelyi, Member of the European Parliament, Vice-Chair of the Committee for Transport and Tourism and Chair of Tourism Task Force organised the EU-China Tourism Parliamentary Day.

This event gathered among other speakers Mr. Antonio Tajani, President of the European Parliament and Mr. Zurab Pololikashvili, Secretary-General of UNWTO.

Mr. Tajani and Mr. Pololikashvili signed a Memorandum of Understanding to strengthen the cooperation between the UNWTO and the European Parliament in order to make "tourism, and cultural tourism in particular, a driver of prosperity, opportunity, and better livelihoods across the EU".



Mr. Christian de Barrin, CEO of HOTREC, attended the event as a speaker in the panel discussion "How can we promote the tourism and culture cooperation between EU and China?" During this panel discussion, he presented the results of the study conducted by HOTREC and TCI Research and pointed out that the EU-China 2018 Tourism Year is a great opportunity to have more business exchanges between the EU and China.

CEO promoted the excellent work done by HOTREC's Members, e.g.:

- Hotel websites and directories accessible in Chinese;
- Presence in the Chinese press, social media, in search engines (e.g. Baidu) and b2b platforms (Alibaba);
- Use of China Union Pay payment system;
- Trainings on cultural manners to welcome guests, as well as languages;
- Adaptation of hotel amenities and menus to suit cultural preferences.

Also including HOTREC Member Associations' actions, e.g.:

- Presentations to individual Members on how to raise hotels/restaurants' visibility on the Chinese market;
- Plans to deliver hotels/restaurants certification schemes to market their 'Chinese tourism friendliness'
- Participation to business missions to China in coordination with Tourism boards.

Please click [here](#) to access the full speech.

---

## BUSINESS TRENDS & STUDIES

**Europe is, for the eight consecutive year, the leading destination worldwide**



The European Travel Commission revealed the extraordinary results of the European tourism for 2017. Europe welcomed in 2017 671 million international tourist arrivals. This represents an 8% growth compared to 2016 and allows Europe to maintain its position as the leading destination worldwide for the eight consecutive year.

Countries that were affected by security concerns such as Belgium, France and Turkey had a strong rebound, Iceland is the fastest growing destination since 2012 and Southern Mediterranean Europe destinations also outperformed.

In China improved air connectivity and its expanding middle class continue to increase travel demand. Compared to 2016, Europe saw a remarkable increase (+16%) from China in 2017. Besides the EU aims to increase the numbers of Chinese visitors with the 2018 EU-China Tourism Year.

To read the European Travel Commission Press Release please click [here](#).

To read the European Travel Commission Report: European Tourism 2017 – Trends & Prospects please click [here](#).

## OECD tourism trends and policies 2018 launch and workshop



On 8th March OECD officially launched its OECD tourism trends and policies of 2018. This new edition analyses tourism performance and policy trends across 49 OECD and partner countries, providing up-to-date tourism data and analysis. The publication is produced in co-operation with the European Commission. For more information and to download the report Highlights please click [here](#).



To mark this launch OECD also organised a workshop on the megatrends shaping the future of tourism with Mr. Alain Dupeyras, Head of Regional Development and Tourism of OECD, Mrs. Anna Athanasopoulou, Head of Unit for Tourism, Creative and Emerging Industry of DG Grow, Mrs. Annika Anton, Executive Officer in Tourism of the Estonian Ministry of Economic Affairs and Communications, Mr. Sérgio Guerreiro, Chair of the OECD Tourism Committee, Mr. Tom Kenkins, CEO of ETOA and Mrs. Susanne Kraus-Winkler, President of HOTREC as speakers.

The goal of the workshop was to create a dynamic debate between speakers and the audience on the challenges and opportunities that the tourism industry is facing due to the megatrends such as sustainable growth, technologies, travel mobility, digitalization, etc.

Mrs. Susanne Kraus-Winkler who joined this high-level debate pointed out the need to adapt policy approaches in order to move forward a sustainable tourism.

These were the topics highlighted in the workshop:

- The megatrends will have a significant impact in the tourism sector – they will change the way businesses engage with consumers; the way consumers choose & experience; the way they move; the way they engage with locals
  - Tourism offer must adapt to these megatrends: digitalization will not be an option – it's a must!; strong connection with local communities, demonstrating the benefits of tourism to the society;
  - Skills will be a challenge in the future (as in the present) – attract talent and develop new skills (e.g. digital)
  - Governments will have to adapt their traditional policy approaches, to more horizontal strategies, engaging increasingly with the private sector and find effective ways to work to local DMO's and communities
  - In Portugal, the Tourism Strategy 2027 was launched, a 10-year strategy focused on the 3 sustainability pillars, designed through a wide participation of tourism stakeholders; Implementation through 3-year flexible action plans with constant monitoring.
-

## MARKETING & COMMUNICATION

### Airbnb launches Hotel Distribution Platform



From March onwards, Airbnb has launched a Hotel Distribution Platform: SiteMinder.

SiteMinder is the first platform acting as a channel manager on a global scale featuring its portfolio of hotels alongside with the existing portfolio from Airbnb hosts. The SiteMinder platform has already more than 28,000 hotels connected to its channel manager platform.

Airbnb will charge a service fee for hotels of 3% to 5% while OTAs can charge as much as 30%. Moreover, Airbnb will not require hosts to sign contracts and the company will be the one managing all payments and transactions. Nevertheless, Airbnb confirms that it will carry out quality control on the properties coming from SiteMinder.

In other words, hotels have to meet certain criteria such as unique design characteristics, local influences, access to common gathering spaces and high-quality photography on their content pages.



---

### Guidelines on the new package travel regime for the hospitality sector



Together with the new former Federal Ministry for science, research and economic affairs APHA prepared information guidelines on the new package travel regime which will enter into force in July 2018.

The target group of those guidelines are accommodation providers. Besides all the necessary information on the legal requirements the guidelines also contain many practical examples.

We provide a [short version](#) of the guidelines as well as a [long version](#) and a „[question tree](#)“ which should help enterprises to evaluate whether they offer packages/linked travel arrangements or not.

## EVENTS & TRADE SHOWS

### HOTREC workshop on hospitality and security on 21st March – registrations are still open!



On Wednesday 21st March 2018 HOTREC will organize a workshop on hospitality and security.

The goal of this workshop is to take a look to the current state of play of safety and security in the hospitality sector, to present the EU Action Plan and to learn more about some actions taken by key players in the field, and in particular by the Members of the Hotel Security Working Group of OSAC (Overseas Security Advisory Council, U.S. Department of State).

HOTREC is pleased to have the following speakers attending this workshop:

- Ms. Eva-Maria Engdahl, Head of Sector Protection at the European Commission
- Mr. Jonathan Dunbar, EMEA Director of Sybilline ([www.sibylline.co.uk](http://www.sibylline.co.uk))
- Mr. Paul Moxness, Vice President, Global Safety and Security, Radisson Hotel Group
- Mr. James Gooding, Director of Global Intelligence of InterContinental Hotel Group
- Mr. Dominique Coupepe, Security Director of Louvre Hotel Group
- Mr. David P. CT Awareness Lead, UK National Counter Terrorism Office

After these interventions, HOTREC Members will exchange views and best practices on how to contribute to the safety and security in our particular industry.

Mr. Paul Moxness also agreed to gather publicly available resources for the benefit of all the industry, which shall be available under the Extranet from fall onwards.

To access further information, the draft programme and to register your participation to this workshop please click [here](#).

---

### EHRL introduces members new event concept 'Meet&Greet' to members



Last November Estonian Hotel and Restaurant Association (EHRL) started with a new tradition to focus on growing Associations Affiliated members Network and strengthen the ties between all our members.

EHRL "Meet & Greet" event concept focuses on current topics in the hospitality industry, on the challenges in our field and the expectations of companies that impact our industry.

The informal event concept offers members the opportunity to socialize, mingle, strengthen and create new connections. For each event we plan to have guests speakers to share best practises, introduce new products, services, trends etc.

During last event colleagues from Estonian Travel and Tourism Association, Estonian Conference Bureau spoke about actions that boost tourism, plans for the near future and further developments about new Conference Centre. Each event is taking place at different locations and last event took place in February.

---

## Meeting of European Nights #3



UMIH and ENA organized the third edition of the “European Nights” that took place in Lyon the 1st and 2nd February 2018. This year’s main theme was “Night from the Future” and presented a new format and a new approach.

This event was an innovative working model based on working groups to come up with proposals, potential solutions for the future and the enhancement of nightlife. Here some of the topics which were discussed:

- Nocturnal tourism,
- Women and the Night,
- Regulatory incentives and obstacles,
- Co-construction of the nocturnal environment
- And much more...

---

## The French Nightlife Conference



The French Nightlife Platform organized on 14 and 15 September 2017 in Paris a big conference.

More than 500 participants and 50 communities participated to 3 roundtables and 2 workshops.

Considering that nightlife issues are common all along Europe, 11 European Cities were present to share their own best practices and concerns.

The platform such as the conference is divided in 3 working groups:

- Nightlife governance
- The Night as vector of attractiveness, diversity and
- solidarity Civic and responsible Night

The 28 pages document resuming the conference is available (only in French) on the [platform website](#)



## 5th Edition of the Mediterranean Tourism Forum



On 1st and 2nd of March 2018 the Mediterranean Tourism Foundation held its 5th edition of the Mediterranean Tourism Forum in Malta with the theme Mediterranean BLUE: Beautiful Life Unites Everyone. This event gathered over 1000 participants and over 30 speakers to discuss on how to promote tourism across the strategic region.

Dr. Taleb Rifai, Former UNTWO Secretary General, Karmenu Vella, EU Commissioner for the Environment, Maritime Affairs and Fisheries, Istvan Ujheyi, Vice Chairman of the EU Parliament Committee on Transport and Tourism, H.E. Marie Louise Coleiro Preca, President of Malta, Dr. Joseph Muscat, Prime Minister of Malta, Gari Cappelli, Croatian Minister of Tourism, Iva Bahunek, CEO of Croatian National Association of Hoteliers and Didac Garcia, European Affairs Director of CEHAT were speakers at the event just to name a few.



Mrs. Susanne Kraus-Winkler, President of HOTREC, also attended the forum as a speaker in the panel discussion "Accelerating Results in the Age of Disruption" alongside with Mr. Ian De Cesare, Executive Chairman of Eden Leisure Group. The President highlighted many challenges that the industry is facing such as the digitalisation, the so-called collaborative economy that is reshaping the industry, the consequences of mass tourism and the shortage of skilled labour.

Please click [here](#) to read the Mediterranean Tourism Foundation interview of Mrs. Susanne Kraus-Winkler.

To access the PPT presentation of Mrs. Susanne Kraus-Winkler please click [here](#).

To learn more about the event and the speakers please click [here](#).

---

## 1st - 2nd March 2018: EU-China Tourism Year discussed in Malta - Delegation of Tourism Experts Visit EU Capital of Culture



The Enterprise Europe Network Tourism and Cultural Heritage Sector Group congregated for the first Official Spring meeting in Malta this March. In its capacity as a Sector Group Member the Malta Business Bureau (MBB) hosted all 25 active members of the Group consisting of international expert partners with a special interest in these sectors.



The Tourism Group plays an important role by effectively bringing together a large number of European SMEs in the field, supporting their competitiveness and encouraging business cooperation at European level. Through matchmaking activities, the dissemination of best practices and facilitating direct business partnerships, the Members of the group actively support Tourism SMEs in their respective countries.

Their role is also to classify financing schemes at national and European Level and maintain a solid dialogue with European authorities and policy makers to make them aware of the needs of tourism SMEs – this makes it an important contributor towards the development of this sector amongst the partner countries.

In addition to the Group Meeting within which Members discussed the Group's Rolling Plan and role within the 2018 EU-China Tourism Year, MBB organised a vibrant Agenda lined up with various activities. Some of the Members attended the Mediterranean BLUE forum, hosted by the Mediterranean Tourism Foundation (established by the MHRA) which was held with the purpose in mind to unite the Mediterranean region as one. They were later invited to a reception at the prestigious Verdala Palace to network with the other international guests of the Forum and meet with the President of the Republic of Malta.

The other Sector Group Members participated in a very timely Best Practice Visit to the Valletta 2018 Foundation – the driving force behind Malta’s current EU Capital of Culture Programme.

During the Official meeting, the Group also opened its doors to welcome special local guests from the Malta Tourism Authority and two experts who have pioneered a number of projects for Heritage Malta and have succeeded in bringing significant EU Structural Funds for conservation of Malta’s most prized heritage sites.

Realising the potential for cross-sectoral collaboration with other EEN Sector Groups, an agreement between the Retail and ICT Sector Groups was also formalised during this meeting.

It will be exciting to see how the new activities and focus of the Group will unfold throughout this year – particularly in light of the new horizons it will explore together with new counterparts. Over 2018, the Tourism and Cultural Sector Group will also be mapping out the various tourism clusters that exist to support these very specific and non-traditional niche areas of tourism in each Member country.



Ana Vella  
Co-ordinator EEN  
Malta Business Bureau  
The Malta Business Bureau is the EU advisory office for the Malta Hotel and Restaurants Association (MHRA) and the Malta Chamber of Commerce, Enterprise and Industry. MBB is a partner of the Enterprise Europe Network and Tourism & Cultural Heritage Sector Group Member

To find out how the Tourism & Cultural Heritage Sector can support you please contact the Malta Business Bureau on Tel: +356 2125 1719 |Email: [avella@mbb.org.mt](mailto:avella@mbb.org.mt)

