



Azerbaijan Hotel Association joins HOTREC as 43rd member in Europe



HOTREC, the European umbrella association of hotels, restaurants and cafés, welcomed today the Azerbaijan Hotel Association as a new member during its 78th General Assembly held in Helsinki.

“We are very happy to welcome the Azerbaijan Hotel Association. This new membership further expands HOTREC’s geographical coverage, therefore consolidating its leading role in representing and defending the hospitality industry’s interests across the whole of Europe” said Mr. Jens Zimmer Christensen, President of HOTREC.

“With the Azerbaijan Hotel Association, HOTREC now reaches 43 member associations established in 31 European countries, which will further increase HOTREC’s expertise and strengthen its role in favour of a sustainable tourism development in Europe” stated Mr. Christian de Barrin, CEO of HOTREC.

“We are very pleased to join the leading European organisation servicing the interests of the hospitality and tourism sector. HOTREC is a unique forum where we can share experience and discuss how to further develop the hospitality industry in Azerbaijan and across Europe” commented Mr. Martin Kleinmann, President of the Azerbaijan Hotel Association.

Through this new membership, HOTREC further consolidates HOTREC’s undisputed leadership in representing the hospitality and tourism sector in Europe.

What is HOTREC?

HOTREC represents the hotel, restaurant and café industry at European level. The sector counts in total around 2 million businesses, being 99,5% small and medium sized enterprises (91% are micro enterprises, i.e. employing less than 10 people). These businesses make up some 60% of value added. The industry provides some 11,9 million jobs in the EU alone. Together with the other tourism industries, the sector is the 3rd largest industry in Europe. HOTREC brings together 43 national associations representing the interest of this industry in 31 different European countries.

For further information: www.hotrec.eu

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