

HOSPITALITY EUROPE BUSINESS NEWSLETTER

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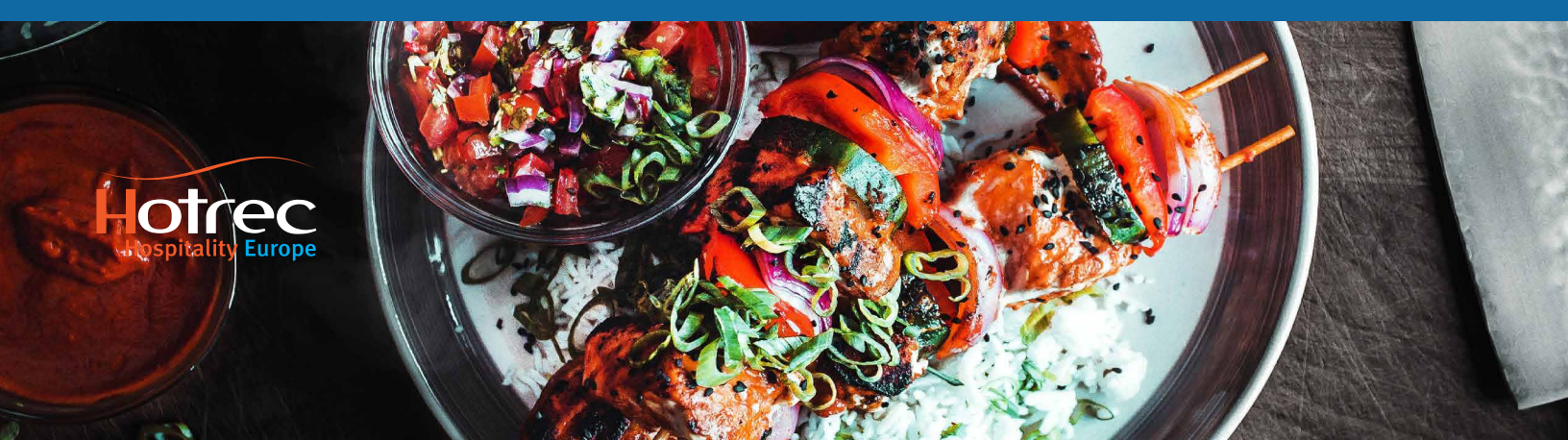


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INDUSTRY INTERVIEWS

Interview with Dr. Michaela Seifert, Project Officer at the European Agency for Safety and Health at Work (EU-OSHA)

Dr. Michaela Seifert is working as Project Manager at the Research and Prevention Unit of the European Agency for Safety and Health at Work (EU-OSHA), Bilbao, and supported the HORECA OiRA tool development process of HOTREC and EFFAT.

1. On 29 November 2019, HOTREC and EFFAT, under the umbrella of the European Agency for Safety and health at Work (EU-OSHA) launched an EU Online Interactive Risk Assessment (OiRA) tool for the European hotel and restaurant sector free of charge. Can you provide us with more information about what the OiRA tool is and its main objective?

On a tripartite organisation, the European Agency for Safety and Health at Work (EU-OSHA) works closely with governments and social partners across Europe. Its role is to contribute to the improvement of working life in the EU and, to that aim, it developed OiRA (online interactive risk assessment) tools for specific sectors – among others, for the HORECA sector – which companies can use free of charge to evaluate their risks and, in that way, reduce the number of accidents and occupational diseases.

Proper risk assessment is the key to healthy workplaces and is one of the fundamental principles enshrined in the so-called OSH framework directive of 1994 – which was transposed into national laws in all EU Member States.

The new HORECA OiRA tool allows national OiRA and social partners to equip hospitality businesses with a helpful tool to perform a proper risk assessment and follow up with an action plan to manage the identified sources of risks.

You can access the new HORECA OiRA tool and further information on the OiRA through the following [link](#). The objectives of the HORECA OiRA tool are, among others, the following:

- Increase the number of micro and small enterprises (MSEs) in Europe assessing and managing their occupational risks;
- Ensure the safety and health of workers (general duty of employers and enterprises) by encouraging the use of OiRA tools at company and shop floor levels, thereby putting in place a sound risk assessment process;
- Contribute (through proper risk assessment) to reducing the number of occupational accidents and diseases, and to improving working conditions;
- Demystify the process of risk assessment;
- Help enterprises (through proper risk assessment) to become more competitive (by cutting costs arising from occupation accidents and illness, reducing rates of sick leave, etc.).

2. As you know, 90% of our companies are micro-enterprises (i.e. employing less than 10 people). What are the advantages of using the OiRA tool for these companies? And what are the key challenges?

Occupational safety and health are often poorly managed in MSEs, with workers at greater risk of workplace



accidents and work-related ill-health. MSEs are heterogeneous and they lack cohesive representation. This poses challenges in terms of monitoring working conditions, raising awareness and the enforcement of OSHA.

Carrying out risk assessments can be quite challenging for MSEs, which may lack the resources or the occupational safety and health know-how to effectively do so.

OiRA aims at overcoming this issue. It is the first initiative at EU level to encourage European MSEs to assess their risks by using the free of charge online OiRA tool, which guides them through the risk assessment process and helps them to set up an action plan in an easy way – thus demystifying the process of risk assessment and improving the working conditions and the companies' performance.

3. If HOTREC national associations are interested in promoting the use of the OiRA tool at national level, what initiatives shall they take?

The new HORECA OiRA tool was developed at EU level by HOTREC, [EFFAT](#) and EU-OSHA – it is in English and makes reference to EU directives, EU guidelines and practices.

In order to be promoted and used at national level, it is important for the European HORECA OiRA tool to be adapted to the national legislation/practices and other national specificities and translated into the national language. This should be done in cooperation with the official national OiRA partner – the list of national OiRA partner is available on the [OiRA webpage](#).

In order to enhance the visibility of the HORECA OiRA tool, national associations are also encouraged to promote the tool on their websites and at events.

More details on the OiRA can found at the following [website](#).



Interview with Mr. Adrian Cummins, Chief Executive of the Restaurants Association of Ireland (RAI)

Mr. Adrian Cummins is Chief Executive of the Restaurants Association of Ireland. Member of the HOTREC Executive Committee since October 2010, in October 2018 he became Treasurer of HOTREC. We asked him to share with us his view on RAI's Manifesto & priorities for the future, on skills development in the Irish restaurant sector and on upcoming projects and campaigns carried out by his association.



1. The beginning of 2020 proved to be a tough period for the Irish restaurant industry – mostly due to a VAT hike in the country. In view of the 2020 Irish general elections on 8 February, the Restaurants Association of Ireland (RAI) published its manifesto, listing a series of goals for the sector for the next 5 years. Could you explain to us what are RAI's top priorities and why are they essential to the Irish restaurant industry's competitiveness?

The top three priorities from the Restaurants Association of Ireland's (RAI) Manifesto released in January 2020 are: reducing the food VAT rate to 9%; an immediate Insurance Reform and to decrease the commercial rate for businesses and implement the reform of local authorities. Let's take a look more closely at these priorities.

Reduce the Food VAT rate to 9% – 12 countries within the European Union have a different – or a split – VAT rate between hotel accommodation and restaurants.

Of the countries with a combined rate for both hotel accommodation and restaurants, 12 have a lower VAT rate for Hotel Accommodation and Restaurants than Ireland (some exemptions within the categories apply).

A decrease in the VAT rate is needed to enable Ireland to become competitive on a European level and to ensure tourism numbers will not continue to fall – as they have done in 2019. The most recent [Tourism and Travel data from the CSO \(Q3 2019\)](#) show that the number of nights spent in Ireland by overseas travellers decreased by 4.5%. The average duration of overseas trips to Ireland decreased as well.

It is unacceptable to just state that the reduction in tourism and hospitality VAT was a temporary measure. What will be done to support declining tourism numbers now? Reduce the Restaurant Food VAT Rate!

Insurance Reform Immediately – The Restaurants Association of Ireland (RAI) is one of over 40 members of the [Alliance for Insurance Reform](#) and we are asking for the following measures to enable reform of the insurance industry in Ireland:

**Restaurants Association of Ireland's
General Election 2020 Demands**

THE TIME FOR ACTION IS NOW!

1. **Reduce the Food VAT** rate to 9%
2. **Insurance Reform** immediately
3. **Reduce Commercial Rates** for businesses & implement reform of Local Authorities
4. **Establish a National Hospitality Training Agency**
5. **Reduce the Cost** of Doing Business & reform regulation & regulatory bodies
6. **Commit to making comprehensive food & nutritional education** compulsory at Primary & Secondary School level
7. **Reduce Excise Duty** over the life-time of the next Government
8. **Commit to non-introduction of Calories** on Menus for independent restaurants
9. Develop an **action plan for rural tourism**
10. **Address the Skills Shortage:** employer supports for apprenticeships. Overhaul work permits legislation

- Reduce unfair general damages to reflect international norms and the principles already established by the higher courts – including that “minor injuries attract modest damages”;
- Review and balance the “common duty of care” to require occupiers to take a duty of care that is reasonable, practical and proportionate;
- Support a fully-resourced Garda Insurance Fraud Unit;
- Insist on insurers committing to a schedule of forecast reductions for planned reforms.

Reduce Commercial Rates for Businesses & implement Reform of Local Authorities – Businesses are now paying more rates for fewer services. In recent years, costs have increased with the transfer of water and waste services to Irish Water and private commercial waste services.

For a restaurant, the calculation of rates does not take into account; the ability to pay, the size of the premises, profitability, numbers employed or location.

However, other licensed premises such as hotels and public houses are valued by reference to the trading data of their property. There needs to be a review of the commercial rates system to reflect a more fair and propositional valuation for all business types.

The Restaurants Association of Ireland has also run a nationwide campaign objecting to the recently proposed mandatory Calories on Menus legislation. This will continue to be a top priority throughout the year.

2. RAI had been very active in trying to develop skills in the Irish restaurant sector. Could you share with us some of your association's best practices in terms of attracting and retaining the workforce?

We're currently in the process of working with state tourism organisation [Failte Ireland](#) to conduct a promotional campaign around attracting and retaining staff in our sector.

The tourism and hospitality sector has diverse and wide-ranging career opportunities for staff.

It's important that our industry promotes the tourism and hospitality sector as a people's industry, an industry that can provide life long skills that can be used throughout the world.

We are against mandatory Calories on Menus

- Enforcing calorie count menus by law will cost the state tens of millions of euro to implement.
- Chefs will spend more and more time doing paperwork than in the kitchen.
- We are calling for Education on nutritional issues, not Legislation
- It is simply not feasible for a restaurant to provide complete nutritional information on a menu



3. RAI recently opened registrations for the 2020 Irish Restaurant Awards. Could you tell us more about this event? Could you also inform us of any other project or campaign carried out by your association?

Now in their 12th year, the [Irish Restaurant Awards](#) continue to showcase the incredible food that is on offer in the cafés, pubs and restaurants of Ireland – as well as recognising the

teams behind these establishments and the hard work and dedication that they put in. With well over 100,000 nominations received from the public this year, the standard for the judging process was higher than ever.

Ireland may be a small country, but it boasts everything from fine dining to high quality gastropubs, from the comfort of traditional Irish food to exploring the world through exotic world cuisine, the Irish restaurant industry has much to offer. We have an appreciation for what we eat and where our food comes from, as well as the dedication of those working in the food industry.

Our recent campaign against the proposed mandatory introduction of Calories on Menus is an advocacy project, where the Restaurants Association of Ireland are lobbying our Government and Minister for Health to not introduce legislation that would require mandatory Calories on Menus.

We believe that food and nutrition should be about education, not legislation.

Education should start in primary and secondary school, where we teach young people the difference between good food and bad food.

If mandatory Calories on Menus are legislated for, it will threaten the creativity of chefs and set our food tourism culture back decades.





Interview with Mr. Markus Luthe, CEO of Hotelverband Deutschland (IHA)

Mr. Markus Luthe is the CEO of Hotelverband Deutschland (IHA) and a Member of the HOTREC Executive Committee. In this issue of the Hospitality Europe Business Newsletter, we asked him to share with us his views on the platform economy, hotel online distribution and booking.com.



1. Today platforms play a key role in shaping the European distribution market. What do you see as the latest development(s) in the platform economy that hoteliers should be more vigilant about?

For some years now, we have been observing how the tendencies inherent in the portal economy towards the formation of monopolies have been unfolding ever more rapidly as if in fast motion. With Booking.com a provider has become the all-dominant player in the market. And almost logically, the hotel industry is confronted with an increasingly rigid market behaviour that would hardly have developed in such a way among equal partners with equal rights and equal strength.

Last year alone, the market leader from Amsterdam introduced three major changes to its business policy with “Booking.basic”, “Early Payment Benefits” and “Sponsored Discounts”, all of which are designed to actively undermine the pricing sovereignty of its hotel partners. To the damage of consumers and hoteliers alike. Not to mention the unspeakable continuation of the rate parity saga...

It is time that the European competition authorities take a more active counter course and raise the flag of free pricing in portal markets too. If this requires adaptation of European competition law, for example by a per se ban on parity clauses in the vertical block exemption regulation, then now is the time to act!

2. The hotel distribution survey is up and running and gathering many responses in Germany. Why do you think is this exercise very valuable for the HOTREC membership? Which new trends do you see emerging in the hotel and the online distribution landscape?

In our many disputes with online travel agencies (OTAs) in front of the antitrust authorities and the courts, it has become clear that there is a great asymmetry of information between OTAs and the hotel industry. While the portals have all the market data at their disposal (and guard them as business secrets), the European accommodation industry with its small-scale, medium-sized structure is fighting not to lose track of the structural changes. This is why the biennial HOTREC surveys are so indispensable as an inventory of the distribution channels. Due to the high, representative participation that we regularly achieve in Germany, the HOTREC Distribution Study has earned the attestation “court-proof” and has proved to be enormously helpful on several occasions. We hope to be able to inform about first tendency results on the occasion of the HOTREC General Assembly at the end of April in Berlin.

3. On 20 December 2019, Booking.com committed to greater transparency in the way it presents prices, discounts and room availabilities online. What do you expect to change now?

What kind of “Christmas surprise” was that presented to us after all these years of complaints and



investigations? The market leader among the OTAs is actually making a commitment to the European Commission to abide by the law in the future. Indeed! Not immediately self-evident, until June 16, 2020 one has been granted a period of time to use up dubious business practices. Such programming errors on the website can obviously not be eliminated any faster by a Tech Company.

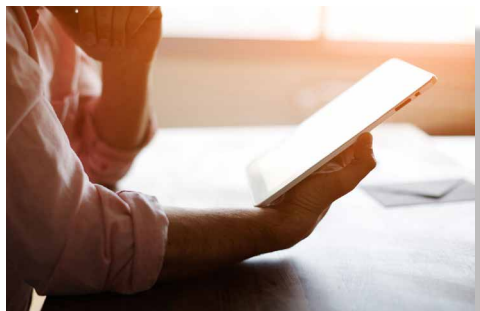
With which medium-sized hotel operator would the guardians of competition in Europe have dealt with in a similarly tolerant and accommodating manner, if he had used such manipulative techniques and exerted unfair psychological pressure...?

It is astonishing that these minimum requirements for transparency of prices and availability could only be enforced after years of legal proceedings at Booking.com, although they should be a matter of course. Let us hope that this agreement will now set the benchmark for all other online travel platforms and will indirectly lead to fairer competition between booking portals and [direct bookings](#) at the accommodation establishments themselves.



DIGITAL ISSUES

Digitalisation of the hotel registration obligation in Germany



In the past year many discussions took place between the ministries, the security authorities and representatives of the federal and state sectors, in which the possibilities of electronic signatures for registration forms in German accommodation establishments were discussed.

In autumn 2019 an agreement was finally reached between all parties involved with regard to the technical implementation, so that the German hotel industry will also be able to benefit from the ongoing digitalisation in the future.

After the German Bundestag had already passed the Third Bureaucracy Reduction Act (BEG III) on October 24, 2019, the Bundesrat finally also approved it on November 8, 2019. The BEG III provides for an amendment of the Federal Registration Act (BMG) and paves the way for the digital fulfilment of the hotel registration obligation. With the entry into force of the amended Federal Registration Act on 1 January 2020, the hard work, many efforts and a seemingly endless struggle have finally paid off. It also settles an association requirement that has existed for years.

The amended Federal Reporting Act provides for the possibility of storing the personal data to be collected in card-based payment transactions with Strong Customer Authentication (SCA) exclusively in digital form in order to fulfil the reporting obligation. In order to relieve the burden on the economy, the legislator is now using the opportunity for synergies from a duty from the area of payment services, which is already to be implemented under European law, to reduce bureaucracy elsewhere.

SCA requires at least two, mutually independent elements of the categories knowledge (e.g. the PIN), possession (e.g. the debit or credit card) and ownership, i.e. a permanent characteristic of the customer (e.g. the fingerprint). In this case, the handwritten signature on the paper-based registration form is replaced by the storage of a dedicated allocation number for recurring payments (so-called token). This token is generated in the course of the transaction between the hotel and the card-issuing office or each time a payment card is used and enables the payment to be assigned to a specific cardholder account and thus to a specific person. This makes it possible to dispense with a handwritten signature on the registration form as a unique identifier. In these cases, a paper-based hotel registration form will no longer be required in the future. If, at a later point in time, the accommodation is changed to another means of payment with SCA (for example, when the hotel bill is finally paid), the assignment number originally generated (for example, in connection with the reservation) must be replaced by the number generated at a later point in time. If a change to a means of payment without SCA takes place at a later point in time, a paper-based hotel registration form must be signed by hand.

As an alternative to the link with payment data, electronic storage of the data will in future also be possible if the person accommodated consents to the recording of data relevant to registration law using the electronic proof of identity of the identity card, the electronic residence permit or the eID card. The identity card holder shall be given access to the data read out and consents to the transfer by entering the personal identification number (PIN). In conjunction with this online ID function, a handwritten signature is not required in this case either. Furthermore, a signature does not have to be provided if an employee of the accommodation facility checks the identity of the person being accommodated by means of a photo comparison and the personal



data is transferred by reading the identity card on site. This alternative use of the electronically readable identity card is indeed an option worthy of support, although the chances of implementing it in the hotel industry's operational processes are likely to be rather low at present.

The possibility of being able to fulfil the special reporting obligation in accommodation facilities electronically in the future will relieve the hotel industry of 52 million Euros annually. For hotel guests, the possibility of complying electronically with the obligation to register in accommodation establishments in future will save 1.2 million hours a year. In total, it can be assumed that almost 51 million electronic hotel registration forms will be used for the digitalisation of registration forms in accommodation facilities.

The legislator has also created an ordinance (authorization) to determine the details of electronic data storage. On the basis of this, the Federal Ministry of the Interior, for Building and Homeland Affairs has already drafted an ordinance on the electronic storage of data for compliance with the special obligation to register in accommodation establishments (Beherbergungs-Meldedaten-Verordnung, so-called BeherbMeldV). There is a need for uniform specifications for the technical implementation, which must take into account both the necessary technical and security aspects and ensure the usability of the data, especially access and the possibility of evaluation, for the authorised authorities. The BeherbMeldV is expected to enter into force in April 2020.



EDUCATION & TRAINING

Better hospitality workplace



HORESTA has recently launched a new employee satisfaction tool called BETTER HOSPITALITY WORKPLACE (BHW). The new tool of analysis is developed in close collaboration with Professor Tage Søndergaard, a leading researcher in working environments, and a number of pre-selected HORESTA members to create a custom-made tool for the hospitality industry. Based on anonymous employee surveys the tool establishes a benchmarking system

which enables you to compare your company's employee satisfaction to firms specifically in the hospitality sector as well as the general labour market in Denmark. In addition, the tool is not only complementary to current business operations as it includes questions on psychological working environment, thereby enabling companies to replace the statutory Danish workplace evaluation on the psychological working environment with the BHW tool.

Happy employees increase productivity – BHW will help companies reap the benefits.

A video presentation of the tool by our CEO of HORESTA, Ms. Katia F. Østergaard is available at the following [link](#). For any further information, you are more than welcome to contact Chief Consultant, Ms. [Karin Bækby Petersen](#).



Modernised, practice-oriented apprenticeships & new dual apprenticeship in the Austrian hotel industry

Overview of the innovations in the Austrian hotel apprenticeships:

	Hotel management Assistant	Hotel and Restaurant Assistant	Hotel and Restaurant Specialist
Duration	3 years	3 years	4 years
Content	<ul style="list-style-type: none"> • Reception • Front & back office • Offer preparation • Marketing & e-commerce • Event management • Procurement • Work in the operational and professional environment • Quality-oriented, safe, hygienic & sustainable work • Digital work 	<ul style="list-style-type: none"> • Reception and guest service • Front & back office • Marketing & e-commerce • Procurement • Work in the operational & professional environment • Quality-oriented, safe, hygienic & sustainable work • Digital work 	<ul style="list-style-type: none"> • Front & back office • Offer preparation • Marketing & e-commerce • Event management • Facilities & utilities management • Procurement • Mise en place • Guest service • Service of food and beverages • Work in the operational and professional environment

			<ul style="list-style-type: none"> • Quality-oriented, safe, hygienic and sustainable work • Digital work
What's new?	Facility management and utilities management	Service: breakfast, seminar, lobby	Completely new combines reception and restaurant equally as a double teaching
Perfect for	Medium to large hotels	Hotels with limited food and beverage offer	Hotels with extensive food and beverage offer

“Particularly in times of an ever more pressing shortage of skilled workers and intensive growing demand of workforce in our industry, modern, practice-oriented training at the cutting edge is the basis for competitiveness and successful economic power for a strong tourism destination and the future of our hospitality industry,” comments Susanne Kraus-Winkler, Chairwoman of the [Austrian Professional Hotel Association \(APHA\)](#), on the recently agreed apprenticeship package of the Minister of Economic Affairs Margarete Schramböck, which has been intensively supported by APHA from the very beginning.

In particular, the two existing apprenticeships “hotel management assistant” and “hotel and restaurant assistant” were modernized to fit practical requirements and a new four-year apprenticeship “hotel and restaurant specialist” was put on track. “We take our task of ensuring quality in hospitality training very seriously. After all, it is our very own concern to optimise the quality of the training, this is also anchored in the Austrian tourism master plan and part of the government agreement,” Kraus-Winkler emphasised the enormous importance of ongoing evaluation and modernisation of the job profiles.

Hotels without a restaurant can, on the one hand, offer the apprenticeship “hotel management assistant” – in which activities at the reception are now combined with activities in facility management and utility management. On the other hand, the apprenticeship “hotel and restaurant assistant” now also includes some service skills, so that the classic areas of breakfast and seminar service are covered by the new job description. In hotels that also operate a restaurant, “hotel and restaurant specialists” can also be trained in addition to these two apprenticeship occupations. This new apprenticeship combines reception and service. This training is not only attractive for hotels, but future graduates of this apprenticeship will also be asked for nationally and internationally.

Kraus-Winkler sees the current changes as an important step along the way, but not as the end of development. The optimizing of the education in the hotel industry is a development that is constantly challenging and therefore deserves and receives full attention from APHA.

New French platform for attractivity #UNTRUCDEOUF

The French Ministry of Education and the new funds for long-life learning AKTO worked together to open a new platform to promote hospitality jobs and training. Targeted at young people, this website proposes short videos focusing on different profiles.

Based on a quirky tone (**#somethingweird** on social media), the aim of this platform is to intrigue people and encourage them to consider the hospitality sector as an opportunity of both professional and personal growth. This new platform also advertises job opportunities in the restaurant, accommodation and entertainment environment (e.g. as a barmaid, etc.). All training opportunities are described, and detailed information on each training is easy to find. More than 10.000 job adverts are also available. Some specific tools are proposed – such as advice on how to write a CV, prepare an interview, work abroad, etc.

If you want to know more about this initiative, visit the following [page](#)!



LOBBYING

Airbnb and City of Vilnius collect agreement on customised collection of city tax



From 1 February 2020, Airbnb will automatically collect tourism levies from guests when they book via the Airbnb-platform and transfer it to the City of Vilnius on behalf of hosts. To this end, Airbnb and the City of Vilnius have signed a joint agreement. The hosts in Vilnius have been informed about this new automated collection process.

From 1 February onwards, Airbnb will automatically collect city tax due per night and per person when booking a stay in Vilnius and will transfer it directly to the City of Vilnius. With

this digital solution, Airbnb will lessen the administrative workload of tourism organizations and hosts. Airbnb is the first travel platform to sign such an agreement with a city in Lithuania and in the Baltic states.

Inga Romanovskienė, Director of Vilnius city tourism and business development agency "Go Vilnius": "Vilnius is being discovered by more and more tourists as an amazing place for city breaks filled with culture, history, and great food in a walkable UNESCO-listed Old Town. Moreover, Vilnius is packed with natural settings – almost half of the city is filled with green spaces and it's a perfectly safe destination for holidays. Vilnius is also a dynamic city where agreements with important partners such as Airbnb are reached quickly. It's a significant improvement for the administration of the city tax for hosts and tourists alike."

Kathrin Anselm, General Manager DACH & CEE Airbnb: "Airbnb is working with regulators and

tourism organisations to promote responsible and sustainable tourism and enable home sharing in the Baltics. We are particularly excited about partnering with the City of Vilnius, as this is our first partnership on tourism levies in the region.”

Airbnb has over 400 agreements with local and national governments and organizations around the world on the automated collection of tourism taxes. Globally, Airbnb has already collected more than \$2 billion in tourism-related taxes through such agreements.



Airbnb concludes further agreements with tourism regions in Switzerland and automatically collects tourism taxes



Since 1 February 2020, Airbnb has automatically collected the visitor's tax per booking and person for bookings made in the Fribourg region in Nuithonie. This means that Airbnb has now concluded 7 such contracts in 26 cantons in Switzerland. Other regions are Lucerne, Schaffhausen, Zurich, Basel-landscape, Basel-City and Zug.

For Airbnb, it makes no difference whether it collects visitor's tax or other charges. The process is central. Airbnb can calculate and collect the taxes directly at the time of booking and then distribute them to the authorities. It also makes no difference to Airbnb which organisation receives the taxes. But it is important that the organisation is authorised to do so. A rotation of the distribution is agreed upon, usually on a quarterly basis.

The agreements are not published and vary from region to region according to local characteristics. There is a possibility of opting out of the automated process for professional hosts. The option is mostly used by the hotel industry. For 2020, revenue is expected to be in the millions across all regions now participating (2018: approx. €581,000).

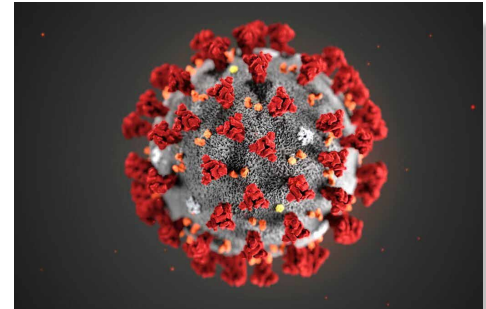
[HotellerieSuisse](#) welcomes such agreements, as they allow additional contributions for tourism services in the destinations to benefit and put second home owners and Sharing Economy providers on an equal footing in this area. These agreements also have the advantage of forcing the authorities to simplify and digitise their levy regulations. Nevertheless, the association is envisaging a national solution.

Airbnb will not conclude agreements with all regions, as the regulations on tourism levies may vary from region to region.

BUSINESS TRENDS & STUDIES

COVID-19: HOTREC's new webpage to collect information on coronavirus outbreak in Europe

The COVID-19 outbreak is impacting the tourist and hospitality sector worldwide, with international tourist arrivals down by 1 to 3% and estimated losses accounting for 30 to 50 billion US\$ – Asia and the Pacific being the most affected regions (-9-14%) – [according to UNWTO](#). This is an impressive data, considering that, before the coronavirus crisis, UNWTO estimated a growth by +3-4% (read “[International Tourism continued to grow over first half of 2019, UNWTO Tourism Barometer Report Reveals](#)”, Hospitality Europe Business Newsletter, Issue n°20 – December 2019).



To allow its Membership to follow up with a situation in constant evolution – with countries adopting containment measures in the attempt to limit the spread of the virus and hospitality businesses unavoidably suffering from prolonged closure – the HOTREC Team created a webpage in the HOTREC website on “[Information on COVID-19](#)”. In this page, you will find the latest information, news and developments by EU Institutions and stakeholders, EU Members States and, of course, by HOTREC Members.

To this end, the HOTREC Team also created a Google Sheets document “[Overview on COVID-19 outbreak in Europe](#)” collecting information on:

- Measures taken by the Members States to support hospitality businesses against the consequences of the COVID-19 outbreak;
- The general situation in each country (e.g. measures taken);
- 4 questions focusing, among others, on hotels and OTAs.

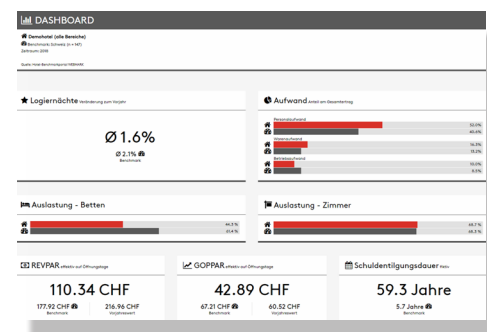
Sources: UNWTO, 6 March 2020 “[COVID-19: UNWTO calls on tourism to be part of recovery plans](#)”
UNWTO, 28 February 2020, “[Statement on the Containment of Coronavirus COVID-19](#)”



Direct benchmarking for the entire Swiss hotel industry

HotellerieSuisse and the **Swiss Society for Hotel Credit SGH** are joining forces to launch new benchmarking tools that enable every hotel in Switzerland to compare key operating figures with those of competitors and the best in the business – completely tailored to individual needs and in just a few steps.

Comparing your own services with others in the industry is vital as a key factor for successful corporate management, as it allows you to identify strengths and weaknesses, discover new potential and introduce optimisation measures.



Important bases for decision-making gained thanks to new portal:

The hotel benchmark portal offers every Swiss accommodation provider the opportunity to anonymously compare its key operating figures on an annual basis. The portal contains numerous reports that are filtered by different control groups, allowing them to be adapted to cater to individual needs. In addition to general comparisons for accommodation, catering and staff, specific data for wellness and seminars/banquets and balance sheet analysis is also available.

Following a test phase in which the 160 or so members of the HotellerieSuisse ERFA groups (discussion groups for hoteliers) used the portal, the hotel benchmark portal is now open for all accommodation providers. What's more, thanks to cooperation with the SGH, more than 300 other companies will regularly record their data in the system in the future, which will steadily increase the representative nature and informative value of the key figures.

"The new hotel benchmark portal is exactly what we need as business managers in order to gauge how comparable companies are performing on the market. It is easy to use and the efficient reporting function makes it easier to make decisions." Fritz Erni, Director of the Art Deco Hotel Montana in the city of Lucerne and user of the online tool.

"Hotel Benchmark" brochure – providing the latest industry figures on an annual basis:

The new "Hotel Benchmark" publication gives hoteliers valuable support with their own benchmarking as it contains significant key operating figures in a condensed form for the hotel industry, including interpretations and explanations. The key figures are based on the 2018 income and balance sheet data recorded on the hotel benchmark portal by HotellerieSuisse ERFA members. The brochure also serves as a manual on how to use the hotel benchmark portal and will be published on an annual basis in the future with the latest industry statistics.

HotellerieSuisse is covering the costs for its members to use the hotel benchmark portal throughout 2020 (CHF 250), essentially making the brochure free for them to access. The annual fee for non-members is CHF 1,200 (including the brochure). The brochure can be purchased without access to the online portal for CHF 150.

www.hotelleriesuisse.ch/hotel-benchmark

MARKETING & COMMUNICATION

Branding campaign



The hospitality and gastronomy industry has experienced significant growth in Denmark in the past years with new concepts, ideas and opportunities emerging. However, the supply of skilled workers has not kept up with the progression and HORESTA's members are toady eager to showcase the opportunities that exist in the industry in order to attract young talented people. We have, therefore, in collaboration with 3F (United Federation of Danish Workers), launched a branding campaign coined Hospitality Career – We love guests. Through videos and interactive tools we present 15 young talents within different career paths in the industry including chefs, waiters, sommeliers, caterers and receptionists. They have

all agreed to become ambassadors for our industry and talk with passion of how they got to where they are today, reflecting on their dreams, ambitions and how they got attracted to their field of expertise. The campaign website combines the promotional efforts with information on the different educations and training requirements, as well as a database with direct links to job posted by HORESTA members to make it as easy as possible to join the industry and start a career.

The campaign is predominantly aimed at young people by targeted ads on several social media platforms such as Facebook, Instagram and Snapchat. Additionally two youtube influencers have posted videos visiting member companies to generate likes and awareness among their followers.

To catch the essence of the campaign visit the Website at: <https://hospitalitycareer.dk/> or watch our 'hero' video at [Branding Campaign](#).



INNOVATION & TECHNOLOGY

Trend Book 2020 by the Welcome City Lab

GNI works with the Welcome City Lab of Paris to detect and develop hospitality start-ups. In 2020, around 35 French start-ups could benefit from this incubator. It is member of France Tourisme Lab, the national network of incubators specialised in tourism.

Each year the Welcome City Lab proposes a trend book with major evolutions on digital. In 2020 hospitality start-ups are focused on five trends: accessibility, data ethic, renewed accommodations, adventures and responsibility.

You can download this Trend Book (English version available) [here](#).



SUSTAINABILITY

GNI survey on heated terraces



Since some municipalities are preparing their election campaign – especially Paris – a new issue is surfacing: the ban of heating systems on terraces. GNI asked to all its members to know their habits concerning heating terraces in hotels, cafés and restaurants in France. Only 44% of French terraces are heated – 75% of them in Paris. The choice to get a heated system is taken based on clients' demand – therefore, mainly on two criteria: low energy expenses and eco-friendly solutions. 60% of the adopted systems belong to the radiant heating type, which rapidly overheats and does not burn oxygen (very low carbon emissions). In 2/3 cases, these radiant

heating systems are placed in "close" terraces, with awning and/or screens to avoid energy waste. Moreover, 24% of these establishments are signed green energy contracts.

Of course, these heating systems are used only on cold months – from October to April – and only 10% of French terraces are heated during the whole year. In most cases, these systems are turned on upon clients' arrival (40% of cases) or demand (47% of cases).

French establishments believe they are making reasonable use of these heating systems on terraces and 78% of them are inclined to reject a ban. Many of them think they could lose clients if terraces are not heated anymore. Moreover, the only alternative solution is blankets.

In 1/3 cases there is a licence-fee to get the right to install heating systems on terraces.

If any country has a similar interest in this issue, GNI would be very pleased to get information. Please send directly to [Franck Trouet](#).



HORESTA yearly summit – Creating SusDANEable change



By the end of 2019, HORESTA held its yearly summit at the Tivoli Congress Centre. More than 700 members and people from the industry attended as HORESTA presented our new sustainability strategy 'Creating SusDANEable Change' announcing our ambitious goal of becoming the world's most sustainable tourist destination. The day featured the Minister of Industry and Business, CEOs and keynote speakers from around the globe all focusing on how to take responsibility, create a positive impact while remaining a profitable industry driving growth and job creation. Among the initiatives revealed at the summit was:

- **Green Restaurant:** In the light of the immense success of Green Key being in more than 60 countries with more than 3000 certified companies in the hospitality sector, HORESTA believes it is time to create an ECO-label for the gastronomy industry as well. The criteria for being certified includes requirements such as water consumption, use of eco-labelled detergents, garbage recycling, food

waste management and organic certification (Øko-mærket) just to mention a few. If you are interested or have questions you are welcome to contact HORESTA's Head of Environment [Mikal Holt Jensen](#) or visit the [website](#).

- **HORESTA's sustainability strategy:** the Strategy sets out to address HORESTA's ambition by engaging with the UN Global Goals for a Sustainable Future and how our members actively can include them in their day to day operation. We have therefore joined forces with McKinsey & Company to present a Strategic tool developed by McKinsey on how to implement Global Goals specifically in the hospitality sector. The strategy furthermore includes Facts & Figures that, among other things, presents the progression of CO2 emissions, use of Organic products and food waste in the industry, to provide a 'state of the industry' view for our members and to act as a benchmark for the years to come.

If you are interested in our sustainability agenda or the yearly summit you can watch a (English) video recap of the summit at [HORESTA Summit](#) or look at the (unfortunately Danish) attached Sustainability strategy and McKinsey & Co. Guide.



EVENTS & TRADE SHOWS

New Baltic Hospitality Forum (13-14 October 2020)

The [Estonian Hotel and Restaurant Association](#) (EHRL) is delighted to announce the second edition of the **New Baltic Hospitality Forum** taking place on **13-14 October 2020** at PROTO Invention Factory in Port Noblessner (Tallinn, Estonia).

Following a highly successful inaugural event in 2019, EHRL is now aiming at increasing participation and broadening the scope of this initiative beyond its regional borders. The theme of this year's event will be **"Hospitality for Humans by Humans"** and EHRL will draw on the issues of workforce, talk about green management, discover how technology can be better leveraged, get inspired by new concepts, look at the latest hotel deals of the year and – above all – support each other as Humans.

As in 2019, EHRL is offering two types of tickets:

- The "All-Inclusive" ticket – which includes a conference entrance on both days, coffee breaks, lunches, networking and evening programme at Põhjala Brewery;
- A conference sessions-only ticket – which, instead, includes a conference entrance on both days, coffee breaks, networking and lunch.

Check out the program of the event and all confirmed speakers at the following [link](#) and monitor [EHRL's website](#) to stay updated on all news!



HOTREC's Workshop on Communication (3 March 2020)



3 March 2020, Brussels – HOTREC organised a [workshop](#) which focused on internal communication with national Member associations, external communication with EU Institutions, EU stakeholders and European media and how to further improve its current activity in both areas.

Mr. András Baneth, Director of the European Office at the [Public Affairs Council](#), participated to the event as moderator and, during his introduction, provided a brief insight on communication's crucial role in influencing EU policy-makers today – and how, nonetheless, much effort is indeed needed to set up a good communication

strategy at EU level.

During the workshop, the HOTREC Team had a chance to discuss with Members:

- [HOTREC's Communication towards Members](#);
- [Communicating on Europe at home](#);
- [HOTREC's Social Media](#).



A few HOTREC Members also shared with the other participants to the workshop relevant examples of innovative communication campaigns carried out at national level, namely:

- HORESTA (Denmark) – [HospitalityCareer](#);
- HORECA Vlaanderen (Belgium) – [FlexiTour & Choose HORECA Before it's too late](#);
- UKHospitality (UK) – [Skills challenges](#).

Notes of the meeting are available at the following [link](#).



HOTREC's Vice-President visit to Bulgaria (11-12 February 2020)



On **11-12 February 2020**, Mr. Marc Van Muylders, Vice-President of HOTREC, visited Bulgaria on the occasion of the [Bulgarian Hotel and Restaurant Association's](#) (BH&RA) Annual Awards ceremony.

During the first day of his meeting, Mr. Van Muylders was interviewed by the Bulgarian National Television (BNT) and met with a representative of the Bulgarian Council of Ministers – Ms. Mariana Nikolova, Deputy Prime Minister for Economic and Demographic Policy. He later had the pleasure to meet with the Mayor of the city of Sofia, Ms. Yordanka Fandakova.

On 12 February, Mr. Van Muylders had several high-level meetings with Mr. Petar Kanev, Chairman of the Committee of Economic Policy and Tourism, Ms. Nikolina Angelkova, Minister of Tourism of the Republic of Bulgaria and – last but not least – with the Management Board and Executive Board of BH&RA.

Later in the evening, he attended the BH&RA 24th Annual Awards for Professional Excellence in Hospitality ceremony and cocktail.

Further information on the event is available by visiting the news section of the BH&RA's website at the following [link](#).

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Innovation and Cost Savings Day (1 October 2019)



The [Irish Hotels Federation](#) (IHF) recently held their **5th Innovation and Cost Savings Day** in October. This annual event covers new issues and opportunities that impact hotels directly and is of particular benefit to Hotel Owners, General Managers, Operations Managers and Financial Controllers. Almost 150 delegates attended.

Topics on the day included:

- Sustainability, Plastics, Carbon and Waste;
- Utility Costs and Property Maintenance;
- People Management and Payroll Cost;
- Network Security, Hotel GDPR Cases and Sports Rights;
- Insurance, Risk Prevention, Claims Management and Business Continuity Planning;
- PSD2 Strong Customer Authentication and Hotel Financial Management;
- Beverage Service and Margins, Food Cost and GP Management;
- Driving Direct Revenue & Reducing Costs.





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