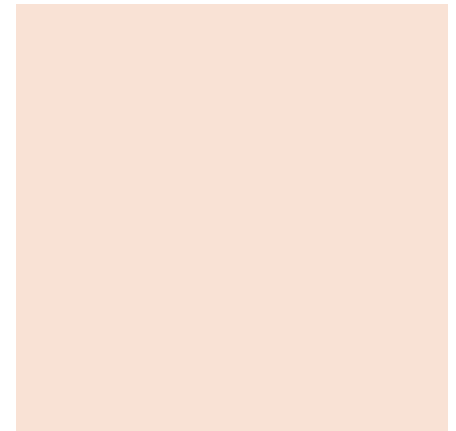
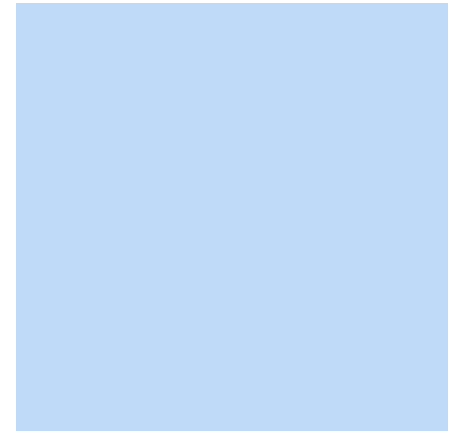
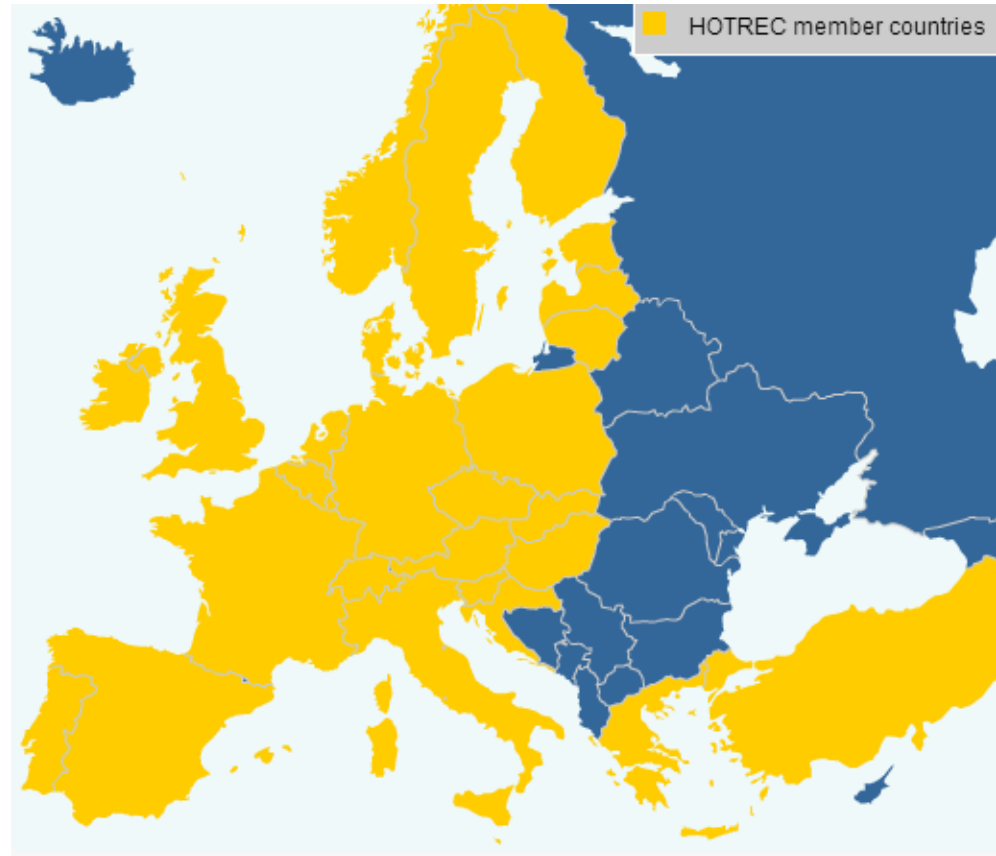


**New business  
models in the  
tourism  
sector and  
related  
challenges**



## **HOTREC at a glance**

- **Umbrella Association of Hotels, Restaurants and Cafes in Europe**
- **43 National Associations**
- **30 European countries**
- **The voice of the hospitality industry at EU level**



## The role of platforms

- Platforms are shaping the online world and the tourism industry
- Platforms are a key access gate to the market
- Concentration of the online intermediary market visible



➔ Responsibility of platforms as well as the decision makers of how to set the environment for platforms

## Emerging business models

- Holiday apartments
  - 2009: ca. 250.000 holiday and other short-stay accommodation (Eurostat)
  - 2016:  $\geq$  1.000.000 listings in Europe only on AirBnB (not covered by Eurostat)



'Sharing' economy	Regulated economy
Offer of tourist accommodation / dinner against payment	Offer of tourist accommodation / dinner against payment

- 91% of hospitality enterprises (over 1,5 million) are micro enterprises

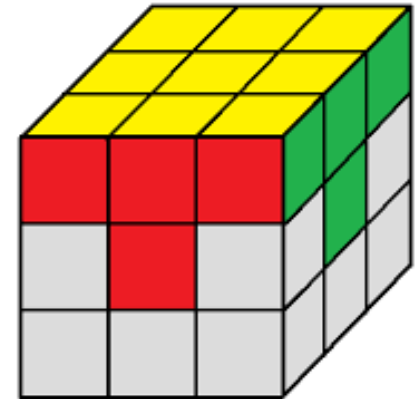
## Main problems

- Rising dimension of unregulated offer
- Steady increase of offers 365/365 – clear business cases
- Steady increase of multiple listings
- Parallel economies (regulated vs. ‘sharing’)
- Urbanistic challenges
- Neighbourhoods
- Issue of payment of due taxes
- Consumers’ protection
- Fair competition



## Possible first solutions

- The provision of services in exchange of money is a business
- Simple online registration of business activity
- Schengen acquis – registration of guests in tourist accommodation is of utmost importance
- Compliance with any tax obligation

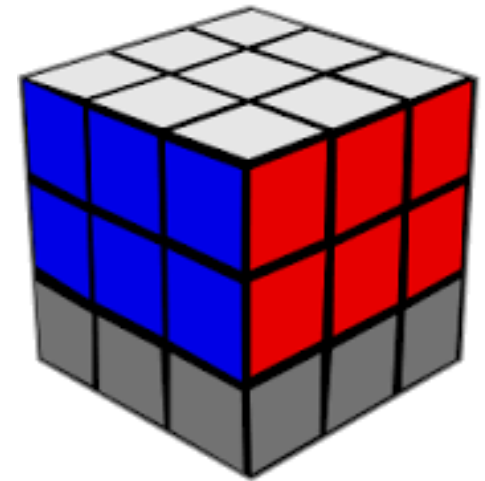


→ Crucial for security and for a more balanced and fair tourist accommodation market

## HOTREC proposal

10 steps towards a sustainable and responsible sharing economy in tourism accommodation

- Policy paper and Chart issued on 5 November 2015
- Supported by UNWTO
- Communicated to several stakeholders



## Next months (years)?

Are we arriving to

“Creating a fair and dynamic  
business environment”?





**Thank you for your  
attention!**

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