



Hotrec
Hospitality Europe



HOTREC 88TH
GENERAL ASSEMBLY



24-26 APRIL 2024

Hungary, Budapest

HH&RA

HUNGARIAN
HOTEL & RESTAURANT
ASSOCIATION

WITH THE SUPPORT OF



MKG

Welcome dinner
19.00 - 21.00 | At Spoon The Boat

24 APRIL
Wednesday

Welcome & Keynotes

09.00 - 09.10 | Opening

Mr Alexandros Vassilikos, HOTREC President and Mr Tamas Flesch, President of the Hungarian Hotel & Restaurant Association

09.10 - 09.30 | Priorities of the Hungarian EU Presidency

Mr László Könnöy, CEO of the Hungarian Tourism Agency

25 APRIL
Thursday

Radisson Blu Béke Hotel

HOTREC Statutory Session

09.30 - 10.30 | See separate agenda

HOTREC Key Activities

10.30 - 12.30 | Policy updates & European elections

Updates on key files & insights on what to expect from the new EU leadership and a presentation by Prof. Roland Schegg on the Distribution Survey.

10.30 - 11.00 | COFFEE BREAK

Market Insights

14.00 - 14.45 | Economic perspectives

Presentation by MKG on markets performance, trends and developments

14.45 - 15.30 | Technology

Will Tech Companies Take Over the Tourism Business?
Presentation by Mr Tryggvi F. Elinarson, Marketing Technologist

12.30 - 14.00 | LUNCH

15.30 - 16.00 | COFFEE BREAK

Increases of VAT rates: Learnings from national level

16.00 - 17.00 | Members' corner

Members will be invited to present their national VAT campaigns. We will also try to understand which arguments are the most successful in convincing governments to keep the rates at a low level.

Gala dinner

HOTREC Award

19.00 - 23.00 | Museum of Fine Arts

26 APRIL
Friday

Radisson Blu Béke Hotel

Looking ahead, what's next for EU Tourism ?

09.30 - 10.30 | Discussion with:

Ms Amaryllis Verhoeven, Acting Director, Tourism, DG GROW
Mr Miguel Sanz, President, European Travel Commission

10.30 - 11.00 | COFFEE BREAK

Breakout Sessions

11.00 - 12.30 | Register to your chosen session [by clicking on it](#)

1

**Collective bargaining:
A way to fight labour
& skills shortages**

The session provides an overview of the EU legislative and policy framework and key findings of HOTREC [survey](#). Participants will discuss their respective practices and provide insights into the topic.

2

**Digital Markets Act:
Ensuring compliance of
gatekeeper platforms**

The session explores the impact of Google Search updates on hospitality sector and Booking.com path to being fully compliant with the DMA. Names of experts will be communicated at a later stage.

3

**Restaurants' digital presence:
Online reputation & reviews**

This session aims to understand the regulatory frameworks governing customer reviews of food businesses and identify solutions to trustworthy reviews. Names of experts will be communicated at a later stage.

12.30 - 14.00 | LUNCH