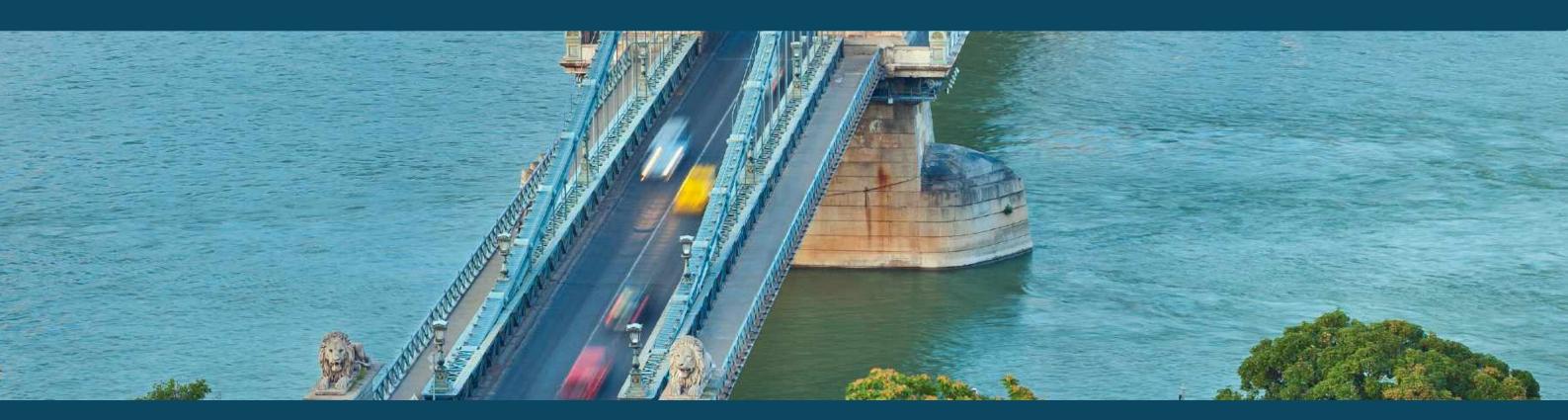


HOTREC 88TH GENERAL ASSEMBLY



24-26 APRIL 2024

Hungary, Budapest





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 Könnyid, 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

12.30 - 14.00 | LUNCH

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

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

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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 <u>survey</u>. Participants will discuss their respective practices and provide insights into the topic.



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.



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