

Hospitality industry prepares for EU elections and Hungarian presidency

Thursday, 25 April 2024

HOTREC

HOTREC members and delegates from across Europe gathered in Budapest for the Association's 88th General Assembly.

Hospitality representatives discussed pressing concerns such as acute labour and skills shortages, uncertain digital rules, and a changing (political) climate. With the European elections and the Hungarian EU presidency just around the corner, industry leaders had the chance to reflect and agree on policy priorities.

Over the next five years, European hospitality businesses seek to enhance tourism, support talent, promote fair digital rules, invest in sustainability, and adapt to consumer preferences.

HOTREC extends its heartfelt thanks to the Hungarian Hotel & Restaurant Association for their exceptional hospitality and warmth. We look forward to reuniting again with our members in Autumn 2024 at our next General Assembly in Warsaw, Poland.

Alexandros Vassilikos, HOTREC President, stated:

"This year's General Assembly is a platform for the European hospitality industry to speak up and defend policies that will help hospitality businesses grow, stay competitive, and embrace sustainable practices."

"With the EU elections just around the corner, it is our role to reach out to MEPs and potential candidates to make sure our voice is heard. Tourism and hospitality must remain high on the political agenda!"

Marie Audren, HOTREC Director General, commented:

"HOTREC is now a large and representative association, which is expanding! I am delighted to announce that our Turkish friends from the Tourism Development and Education Foundation – TUGEV – will join forces with us. Welcome aboard!"

“HOTREC remains a committed voice for European hospitality. It gives the industry a platform to speak up and make meaningful changes. Our unity is our strength.”

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