



24-26 April 2024

HOTREC 88th General Assembly

Budapest, Hungary

Welcome by

**Alexandros
Vassilikos**

HOTREC President

Opening words

Tamás Flesch

**President of the
Hungarian Hotel &
Restaurant Association**



HH&RA

HUNGARIAN
HOTEL & RESTAURANT
ASSOCIATION

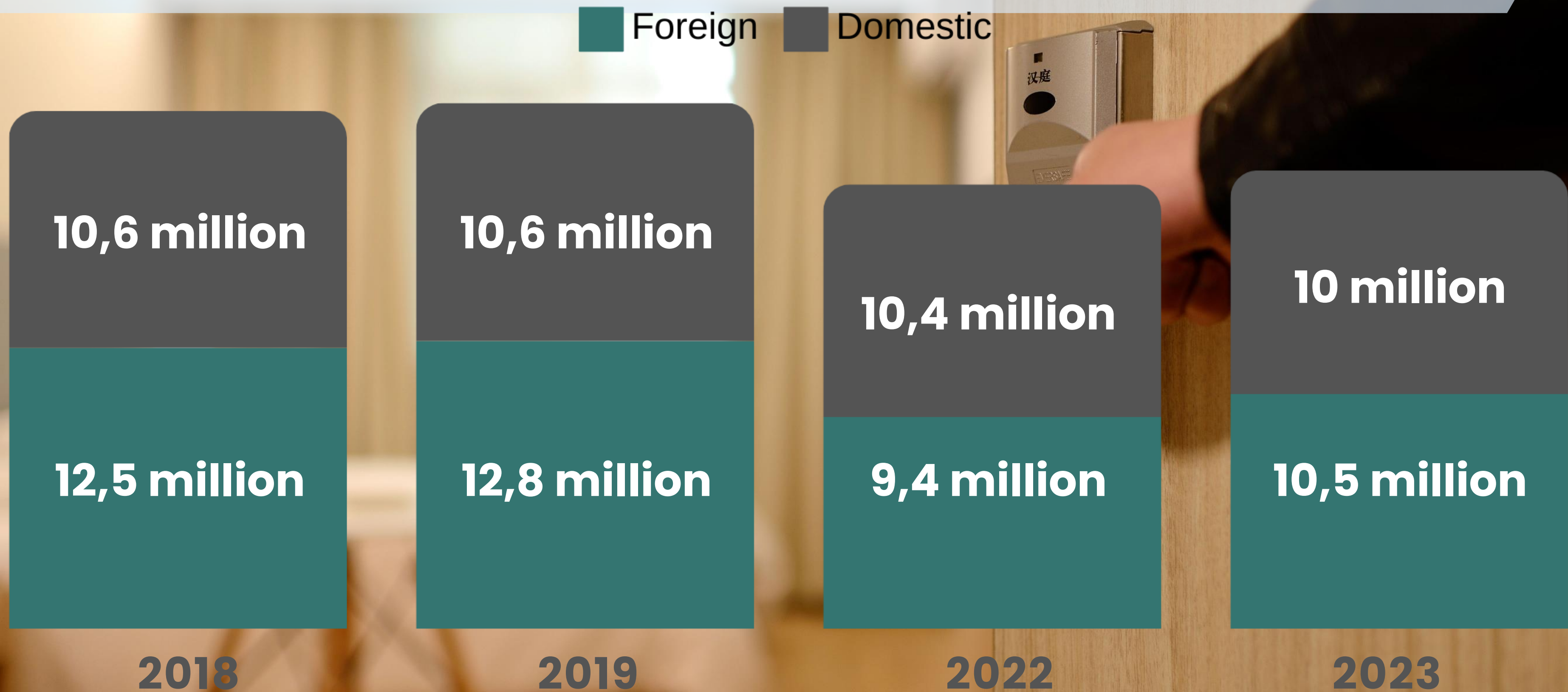
Highlights, trends and challenges

TAMÁS FLESCH, PRESIDENT OF HH&RA



Recovery after covid

Trends in guest nights in hotels



Contribution to GDP

Direct: ~7%

Indirect: ~13%

Time (year)

Number of people employed in tourism

< 400.000

- **Increasing energy prices**
- **Labour shortages - Increasing wages**
- **Increasing food cost**



VAT reduction from 1 January 2020

18%  **5% VAT + 4% contribution**



**mandatory classification in Hungary
(all types of accommodations)**



HH&RA

HUNGARIAN
HOTEL & RESTAURANT
ASSOCIATION

**THANK YOU FOR
YOUR ATTENTION!**





HUNGARIAN
TOURISM AGENCY

László Könnyid

Chief Executive Officer

Statutory session agenda

- Antitrust statement and approval of the agenda
- Approval of minutes for HOTREC 87th General Assembly (October 2023 – Brussels)
- Report by Alexandros Vassilikos, HOTREC President; and Marie Audren, HOTREC Director General
- Finances: closure of 2023 accounts, status of 2024 accounts, and approval of the auditor's mandate renewal (2024-2026) by Adrian Cummins, HOTREC Treasurer
- HOTREC membership application from TUGEV, Türkiye
- Presentation of the next General Assembly in Warsaw, 16-18 October 2024
- Any other business

Antitrust statement

Members are requested to respect the antitrust statement:

All HOTREC meetings need to be conducted in accordance with relevant competition and antitrust laws. You are therefore reminded that you will at all times need to be mindful of the constraints of antitrust laws.

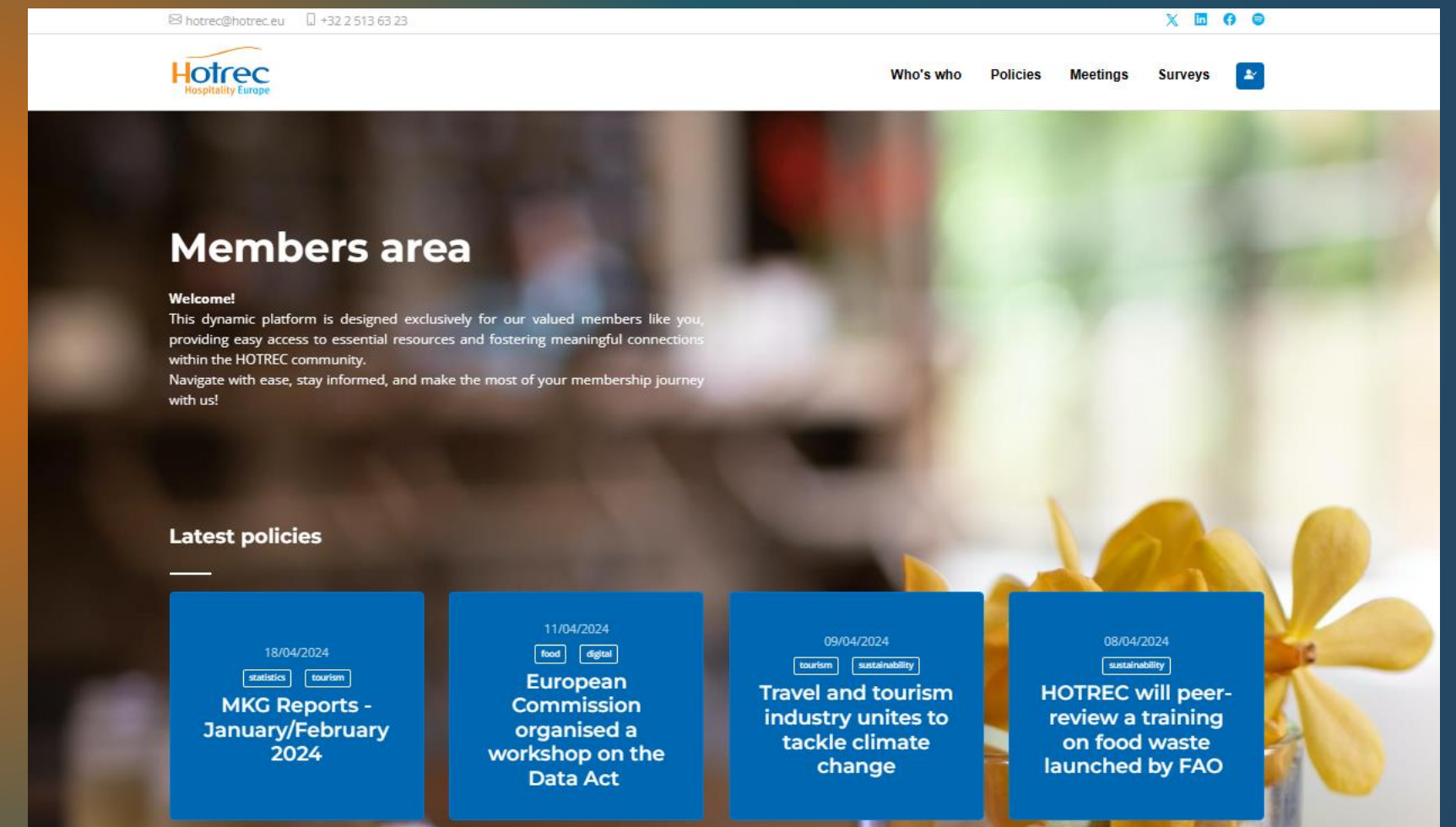
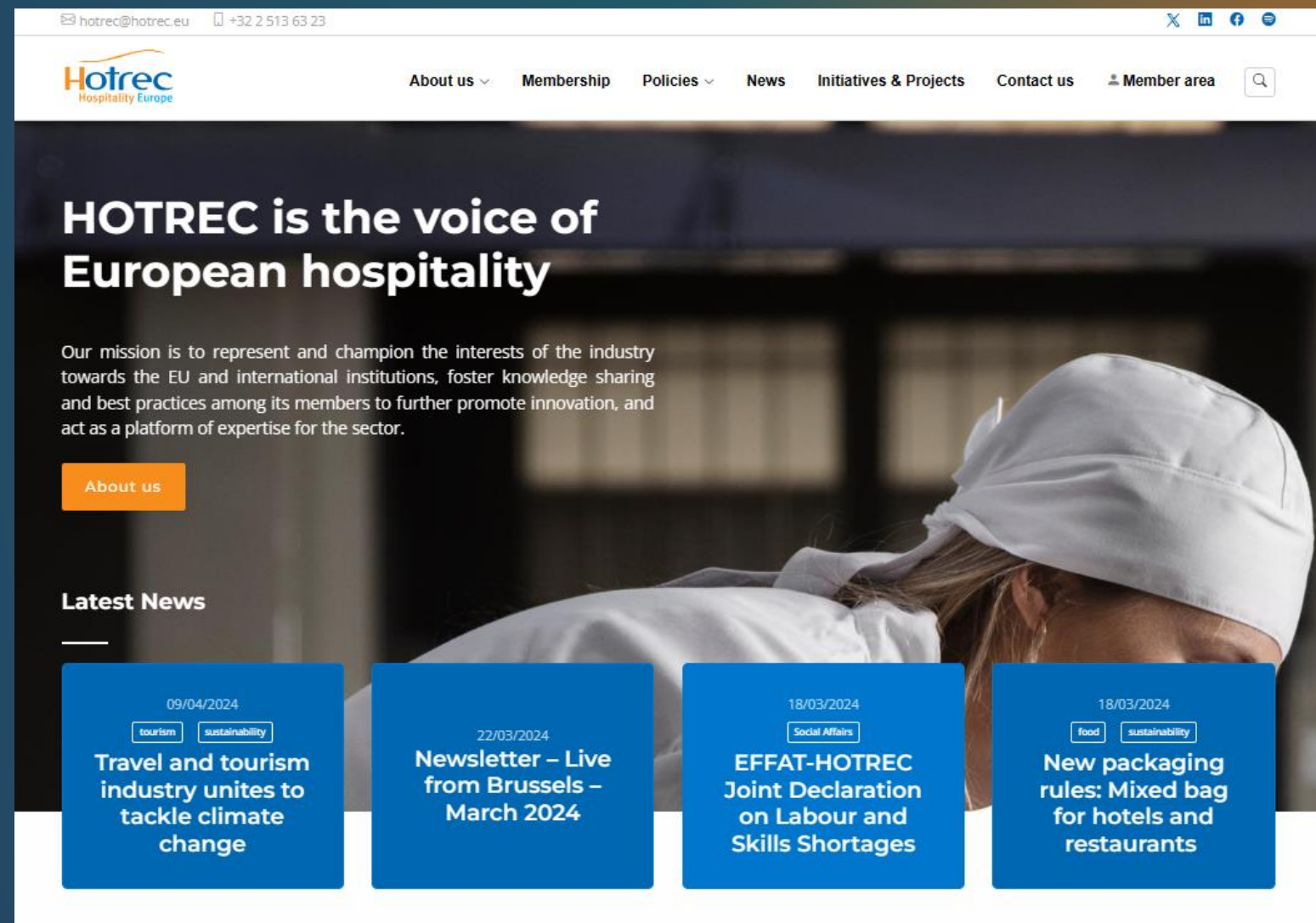
There shall be no exchange of sensitive or confidential information or discussion on matters which is likely to affect competition on the market or the commercial strategy or activities of undertakings. You are in the best position to judge what is, and what is not, commercially sensitive or confidential and so responsibility lies with you in the first place.

Discussion at any type of HOTREC meeting will focus on the association's key purpose. You are also reminded not to discuss topics outside the previously circulated and reviewed agenda.

Failure to follow these guidelines may bring serious consequences for you as an individual, your companies and the trade association itself. Such consequences include heavy fines and in certain cases criminal penalties and sentences under national laws.

HOTREC Website

Members Area





Adrian Cummins

HOTREC Treasurer

Finances

| **HOTREC Finances** | **Closure of 2023 accounts**

- 100% of 2023 Membership fees are paid.
- 2023 fees for UHRA, Ukraine waived (19,970 €)
- Meeting of Financial Committee, Auditor & Accountant on 11 March 2024
- Accuracy of the accounts confirmed - transparent & positive outcome
- 2023 Balance Sheet and P&L Accounts attached
- Financial Committee and Auditor's report attached

| **HOTREC Finances** | **Closure of 2023 Accounts**

- **Balance Sheet = 1.440.343€**
- Receipts = 1,039,175 € (including MKG)
- Other income = 45,980 € (MYRIAD & DIVETOIR Projects & bank interests)
- Expenses = 971,590€
- Profit for period = **113,566€** - (Budgeted operating loss for 2023 = 3,285€)
- **Accumulated Profits = 1,322,069€**
- **Previous years reserves** (1,221,053.70 € in 2021 - 1,208,503 € in 2022)

| **HOTREC Finances** | **Closure of 2023 accounts**



**Do you approve the 2023
final accounts?**

HOTREC Finances | 2024 Finances

- **On 22 April 2024 71.25 % of membership fees were paid (incl. 5% reduction)**
- **Partnership: Cooperation agreement with MKG 5,000€**
- **EU Projects: MYRIAD - 90,000€ from 2021 - 2025 (67,074€ recd.)**
- **New - PEFCR Project for 87,200€ over 3 years**
- **Term Deposit 6 month's interest = 7,330€ (in 2023 9,125 €)**
- **Expenses on 31 March 2024 - 199,788 €**

HOTREC DMA Support

| HOTREC DMA | The context & proposal

- ✓ **Priority on DMA Implementation** = to consider & approve compliance of proposed solutions - *We need to ensure that it is our interpretation!*
- ✓ **Booking.com** to be gatekeeper soon + **Google** case still pending
- ✓ **Large players involved** > significant resources
- ✓ Proposal for support **Strategic & Legal Advice** to HOTREC at **108,000€** until dec. 2024
- ✓ Implication for **HOTREC lobbying & communication** budget - 130,000€ for 2024 (40% already committed)
- ✓ Use of HOTREC equity for 50,000€

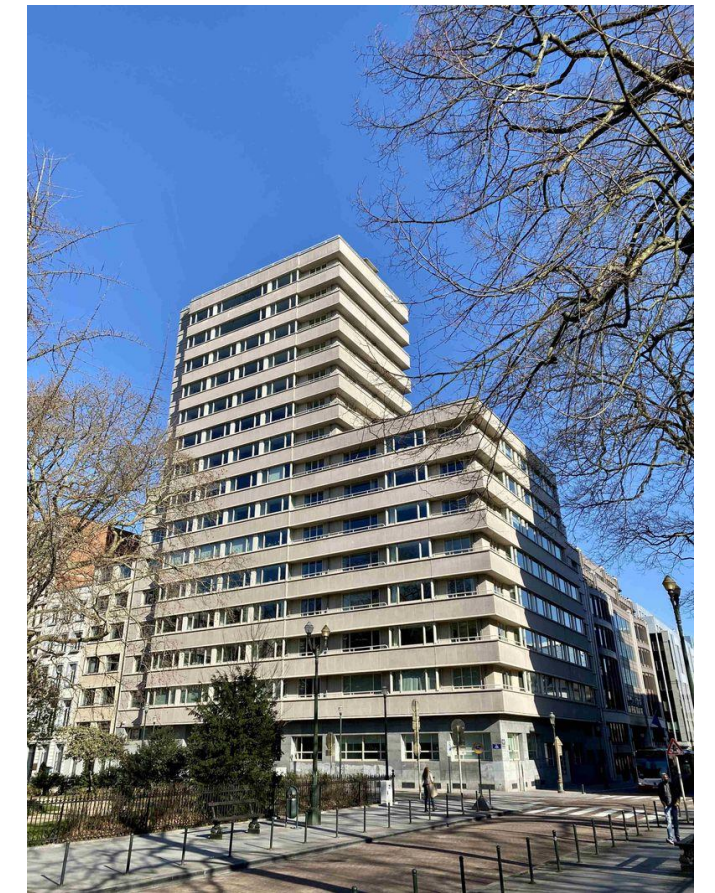
HOTREC Office Relocation

| **HOTREC offices** | Our objectives

- ✓ Modernistic approach **to represent** our sector of activity
- ✓ **EU surroundings** for better networking & accessibility
- ✓ Quality open glass door & use space for **team collaboration**
- ✓ **Long term investment** for HOTREC & organisation of meetings in office (eg ExCom), gain time / resources
- ✓ Upgraded **furnishings** and amenities

| HOTREC offices | The offer

- ✓ 168m² located 23 Square de Meeus - Ground Floor
- ✓ **Lease proposal**
 - 9-years fixed
 - Rent 200€/M²/Year
 - Taxes & charges 130€/M²/Year
 - 1 Parking
- ✓ **Timeline:** move early July 2024 - current lease expires in Sept. 2024



5mn walk to EP



| HOTREC offices | Renovation & Relocation

Included in the proposed deal with the landlord:

- 9 months gratuity from 1st July 2024 (25,000€) - HOTREC to pay charges
- Budget allocation for works of 10,100€
- 2 months rental exemption for anticipated access for works

HOTREC interior design project approved

- Necessary works (*removal of existing partitions, creation of open space, cabling, floor, painting, meeting facility, kitchen, furniture*)



- Costs to cover for move + cleaning of current offices

| **HOTREC offices** | Renovation & Relocation

Estimated costs of Renovation

- Renovation costs 120,000€
- Kitchen, cupboards, equipment 49,000€

Budget for New offices

- Approved allocation 50,000€ in 2024 budget
- Use 113,000€ of 2023 profit

**APPROVED AT THE
EXTRAORDINARY
EXCOM MEETING ON
03 APRIL 2024**

| HOTREC Finances | Renewal of Auditor Mandate

Proposal for renewal of Auditor's mandate for 2024 - 2026
(resolution attached)

Do you approve to renew the mandate of Ms. Karine Morris from RSM InterAudit for 3 years from 2024 - 2026?

HOTREC membership

Application – Observer member:

- **Türkiye** – Members to approve the application of the Tourism Development and Education Foundation (TUGEV)



89th General Assembly

Warsaw, Poland
16-18 October 2024

HOTREC 88th General Assembly | 25 April 2024 | Budapest, Hungary



Powstańców Warszawy
Sódmiejscie Polnoze





Hotrec
Hospitality Europe

Coffee break

The conference will resume at 11:00



Hotrec
Hospitality Europe

European Elections

HOTREC 88th General Assembly | 25 April 2024 | Budapest, Hungary

Manifesto for the Future of European Hospitality

Context:

- HOTREC priorities to be reflected during the 2024-2029 legislative term
- 5 key areas: (1) reflecting on tourism (2) supporting talent (3) promoting fair digital rules (4) investing in sustainability (5) adapting to consumer preferences

Key actions and outcomes:

- Launched during the European Hospitality Day 2023
- Presented to political groups S&D, Renew, and EPP
- Distributed to 60+ officials, including EU Commissioners
- Shared with Tourism Manifesto, amplified by Rhodes Declaration
- Online campaign to put tourism high on the political agenda
- Messages picked up by EU Ministers
- EP event co-organised with MEP Josianne Cutajar and ECTAA



Manifesto Events



Manifesto Campaign

ZN



Hotrec
Hospitality Europe

#OneStepAhead

MANIFESTO ACTIVATION

Creative Concept

APRIL 2024

TAGLINE

Prioritising
Hospitality
in a time of
transformation.

HASHTAG

#Transforming
Hospitality

Prioritising European
Hospitality in a time of
transformation

DISCOVER OUR
NEW MANIFESTO

#Transforming
Hospitality



Hotrec
Hospitality Europe

Prioritising European
Hospitality in a time of
transformation

#Transforming
Hospitality

Hotrec
Hospitality Europe

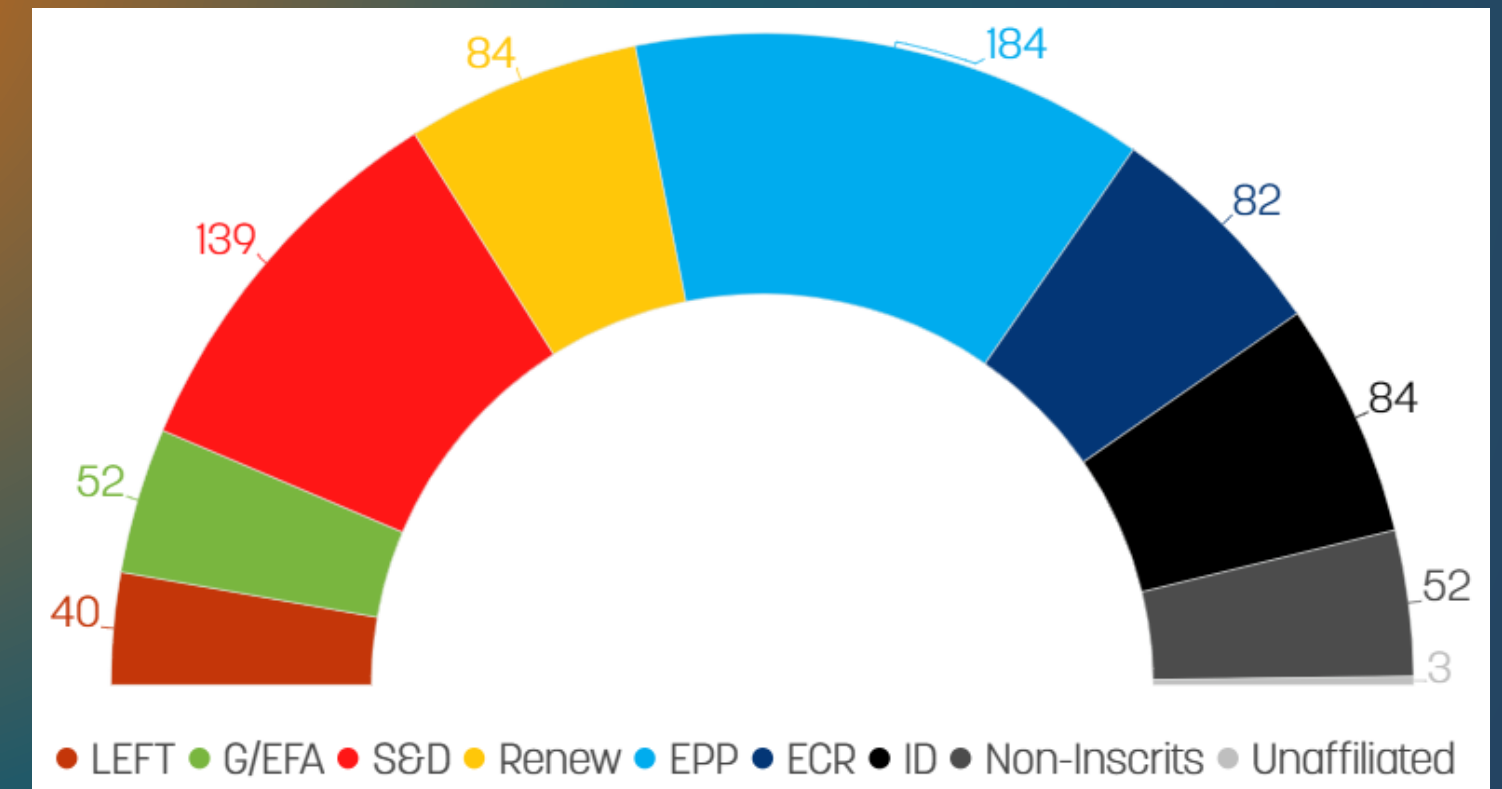
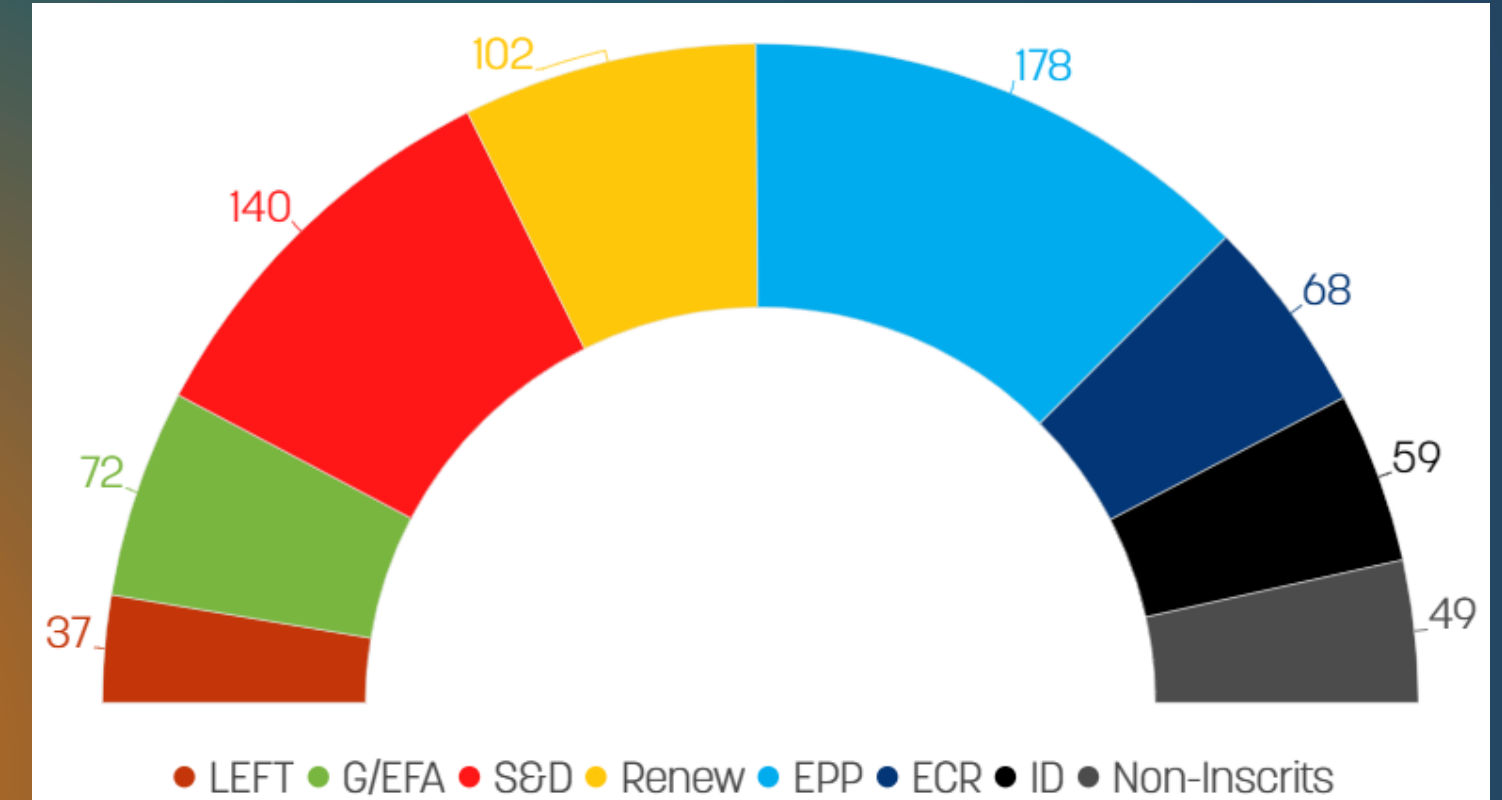
European Elections 2024

Timeline:

- 6-9 June 2024 - Election of MEPs
- July/September 2024 - MEPs in Committees
- September 2024 - EC President appointed
- End of 2024 - New EU Commissioners confirmed by MEPs
- Q3/Q4 2024 - New Commission priorities announced

Foreseen changes:

- Current MEP seats will increase from 705 to 720
- Increase of right-leaning parties (~30% MEPs right of EPP)
- Super majority should uphold tight majority (EPP, S&D, Renew)
- Ursula von der Leyen expected to remain EC President
- EP Committees and EC Portfolios could change



European Parliament Intelligence

Are Hospitality & Tourism Champions running again in the EU Elections?

Context:

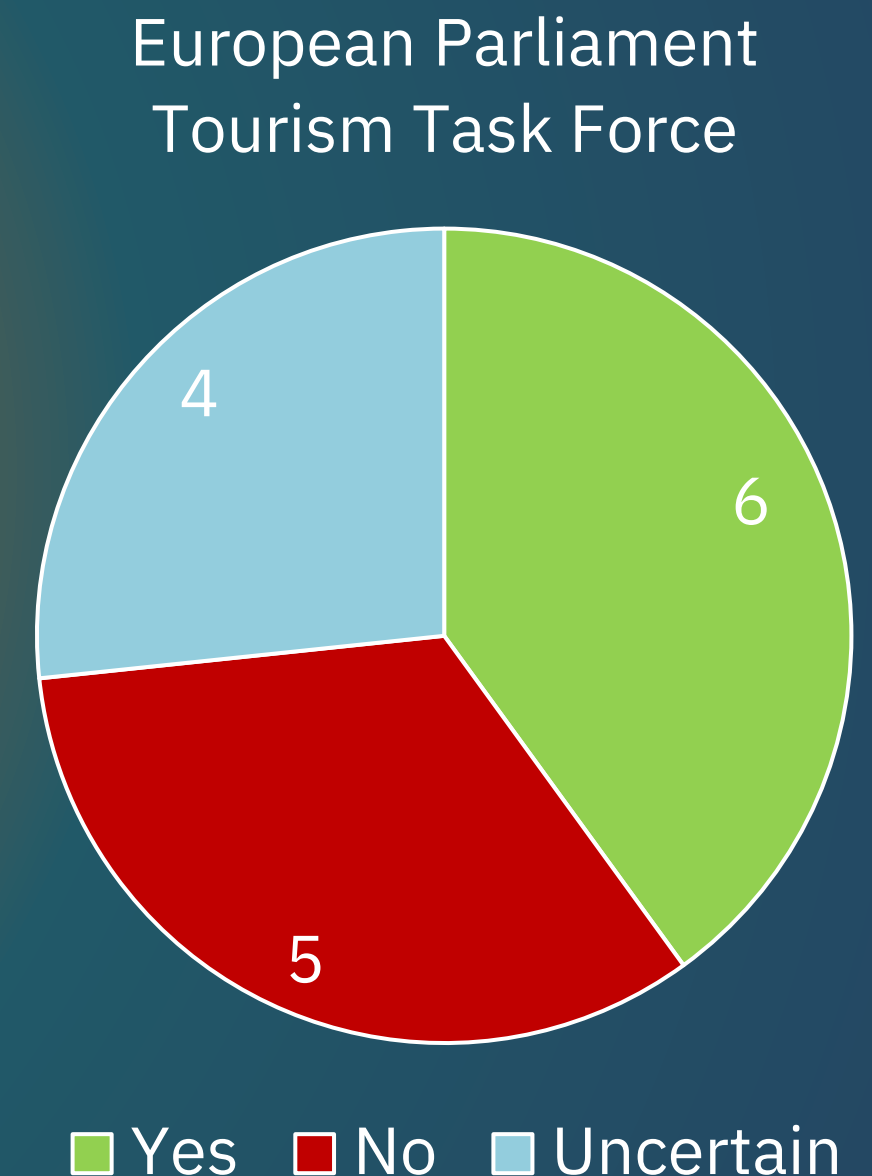
- Early April 2024: Call for Action to HOTREC members

Objective:

- Identify current Hospitality & Tourism Champions and potential MEPs supporting the industry in the next legislative term

Results:

- 71 MEPs (~10% of EP) 'Hospitality Champions'
 - Of which 42 are running again with 14 uncertain
- Currently, only 6 members of the TTF are running again



Next Steps

- June-August 2024: Identify new MEPs **Hospitality & Tourism Champions**

With support from HOTREC members!

- September 2024: HOTREC MANIFESTO outreach in the European Parliament in Strasbourg
- Q3 2024: Distribution of welcome kits to MEPs
- 20 November 2024: European Hospitality Day in the European Parliament in Brussels





Social Affairs

EU policy updates

Social Affairs

Social Sectoral Dialogue

HOTREC Actions:

- Q1 2024: Hearing + written contribution Skills & Labour shortages
- February 2024: Meeting with Commissioner Schmit's office HOTREC [survey](#) on collective bargaining
- 30 April 2024: EU conference → European Year of Skills

Joint Activities with EFFAT:

- 2024+2025: Work with European Labour Authority (ELA)
- Joint [declaration](#) on Skills & Labour shortages
- Cross-sectoral negotiations 3rd party violence at the workplace

Next meetings:

- 10 September & 26 November 2024: Social Affairs WG (online)
- 2 December 2024: SSD plenary (in person)



**Commission Action Plan Skills
& Labour Shortages**

Social Affairs

Negotiating 3rd party violence at the workplace

Context:

- November 2023: HOTREC & EFFAT agreed to revise [cross sectoral guidelines](#) (2010)
- Partners: EPSU, ETUCE, CESI, EUPAE, CEMR, HOSPEEM, ETNO, HOTREC, EFFAT
- 6 meetings: March – June 2024
- 29 April 2024: 3rd negotiation round

Reasons of revision:

- Include gender-based violence
- Support implementation of EU OSHA's online Interactive Risk Assessment tools
- Incorporate digitalisation
- Include cyber-violence



Social Affairs

EU Talent Pool

Context:

- November 2023: Commission issues proposal
- Online platform → employers & 3rd country nationals connected

HOTREC position:

- Way of overcoming skills & labour shortages
- Better quality of life for 3rd country nationals
- Positive → low and medium skilled are included
- HOTREC & its members to be involved in building the shortage occupation lists: EU & national level

State of Play:

- February 2024: LIBE committee issues [draft report](#) & [EMPL opinion](#)
- Council to continue its reading

HOTREC & members to act



Social Affairs

Platform Work

Context:

- December 2021: COM issues proposal
- Objective: improve working conditions platform workers
- March 2024: agreement reached between Council and EP

Main outcomes:

- No EU criteria
- Legal presumption to be decided national level

Next steps:

- Formal approval EP + Council
- Publication Official Journal of the EU
- Member States to implement (2 years)





Sustainability

EU policy updates

Sustainability

HOTREC Sustainability Action Plan

Action Pillars:

1. Acting on climate change
2. Reducing hospitality's carbon footprint
3. Advancing circularity in our businesses
4. Managing seasonality

Objectives	Actions	Timeline
Create a tool for hospitality businesses to assess their life cycle performance	Develop a Product Environmental Footprint Category Rules (PEFCRs) for the Accommodation sector (PEF Hotel Accommodation)	2024-2026



Sustainability

Energy Performance of Buildings

State of Play:

- December 2021: COM issues revision Directive
- Buildings → 36% of energy related gas-house emissions
- December 2023: EP and Council reach an agreement

Main outcomes:

- Minimum Energy Performance Standards (step-by step & exemptions possible)
- Energy Performance Certificates: recommendations
- Solar Energy: if technical + economically feasible
- Bicycle parking spaces: necessary depending on size (exceptions possible)
- Recharging points or pre-cabing: necessary (exceptions possible)

Next steps:

- 2024 (TBC): Publication official journal of the EU

HOTREC members to lobby national governments



Sustainability

Green Claims

Context:

- March 2023: COM issues proposal
- Objective: Protect consumers + improve competitiveness + improve legal certainty & level playing field

Main priorities:

- Ease verification procedures
- Allow new labels (private & public)
- Penalties to be proportionate

State of Play:

- March 2024: EP adopted its position
- Council to continue reading
- 2025: possible adoption

**HOTREC & HOTREC members to
transmit messages to Council**



Sustainability

Product Environmental Footprint Category Rules project

Objective:

- Develop PEFCR for hotel accommodation services

Timeline:

- 2024-2026
- Consortium: Adelphi + Maki consulting + Studio Fieschi
- November-December 2023: Building technical secretariat (TS)

Advantages:

- Influence recognised EU methodology
- Develop recognised method to substantiate green claims
- Companies to compare environmental footprint

Next steps:

- TS to take decisions → elements needed to calculate environmental footprint





Restaurants & Late-Nights

EU policy updates

Packaging & Packaging Waste Regulation (PPWR)

State of play:

- Revision of the PPWD
- Final page of a long story
- Adopted by EP plenary 24 April 2024

Objectives:

- Reduce packaging waste generation
- Address EU market fragmentation



2022

2023

PPWR TIMELINE



April 2024

November

EC proposal

November

EP report

December

Council position

2024

March

Provisional deal approved in trilogue

19 March

Approved in ENVI

24 April

Vote in plenary

Q4
TBC

Vote in Council

Q4
TBC

Publication in OJ

20 days later

EIF

2025

Q4
TBC

Application of regulation

unless specified

e.g. ban by 2030

PPWR: Packaging & Packaging Waste Proposal

EC: European Commission

EP: European Parliament

OJ: Official Journal

EIF: Entry Into Force

Packaging & Packaging Waste (PPWR)

Outcomes:

- **Bans on single-use packaging in Hospitality**
 - Limited to plastic for ‘eating in’
 - Lack consistency with ban on hotel cosmetics
 - ➔ From 1 January 2030
 - ➔ MS may exempt micro enterprises from point 3 annex V
- **No reuse targets** on food and beverage takeaway
BUT
- **Refill and reuse offer**
 - By 2026, obligation to refill BYO *at no higher cost*
 - By 2027, offer reuse *at no higher cost*
- **Softer wording on drinking water provision**



Packaging & Packaging Waste (PPWR)

Next steps:

- Analysis of full text
- More than 60 delegated/implementing acts
- Contribute to drafting guidelines on the bans
- Carefully watch future developments and report

All to follow implementation



Food waste reduction targets

Objectives:

- Halve food waste in the EU by 2030
- Introduce binding food waste reduction targets

State of play:

- Revision of the Waste Framework Directive
- Call for flexibility on the baseline year
- Support 30% reduction by 2030 for retail, food services and households
- Support Council's consideration of tourism and edible vs non-edible waste

Next steps:

- Finalise HOTREC position paper based on latest Council compromise

HOTREC members to share position to their ministries



WFD TIMELINE

April 2024

2023

5 July
EC proposal

2024

13 March
EP report

25 March
**Environment
Council**

June
TBC
Council position

July
TBC
Trilogue starts

2025

July
TBC
EIF

WFD: Waste Framework Directive
EC: European Commission
EP: European Parliament
OJ: Official Journal
EIF: Entry Into Force

Food Waste news

Upcoming:

- 5 June: European Consumer Food Waste Forum in Brussels
- 18-19 June: Conference 'Toward halving food waste in Europe' and EU Platform on FLW in Veghel (NL)
- Peer review of a FAO course on food waste prevention
- June-July: Study tour of an Australian Chef to Europe





Package Travel Directive

EU policy updates

Package Travel Directive (PTD)

State of play:

- Revision of the PTD 2015/2302
- Govern EU package travel rules aiming to protect travelers who have booked two or more travel services together – typically, a flight and a hotel room.
- Only 15 % of the entire EU travel market are packages (Eurostat)
- But packages represent a high share of hotel revenues in some areas.



PTD TIMELINE

2023

November

**EC
proposal**

2024

January

**Appointment
EP rapporteurs**

14 March

**Working Party
Consumer
Protection**

26 April

**Working Party
Consumer
Protection**

June

**European
Elections**

September

**Work start in
the EP**

Q4

**Work in
Council**

2025

TBC

Trilogues start

PTD: Package Travel Directive
EC: European Commission
EP: European Parliament
OJ: Official Journal
EIF: Entry Into Force

Package Travel Directive (PTD)

Main issues of concerns:

Protecting
standalone services

'Package' definition

Limitation of
prepayments

Insolvency
protection

7 days B2B refund

Refund of unused
vouchers

Impact:

- Destabilise tourism ecosystem and hospitality operators
- Legal uncertainty affecting consumer protection
- Increase 'package' prices



New PTD definition of 'package'

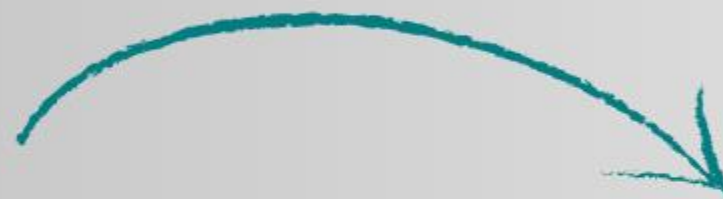
Hotel website



Alba books one night
on the hotel website



Within 3 hours

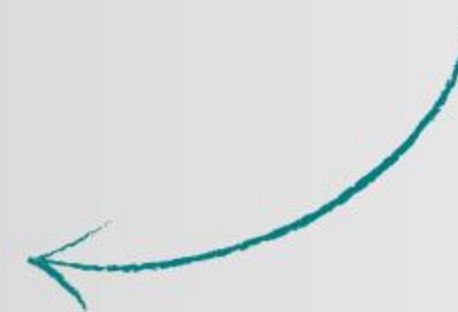


Hotel website



Alba books another travel
service accounting for at
least 25% of the total value

**Considered
as 'package'
under PTD**



Package Travel Directive (PTD)

Next steps:

- Finalise HOTREC position paper
- Continue to engage with coalition of tourism stakeholders
→ Joint statement on 25 April 2024
- Build relationship with IMCO (MEPs Saliba, Charanzova)
- Share our position with EU MS attachés
- Launch PTD social media campaign with Canva

**HOTREC members to join internal call
on 24 May 2024**





Short-Term Rentals

EU policy updates

Short-Term Rentals

Short-Term Accommodation Rental Services Regulation

State of play:

- Proposal presented in November 2022
- Agreement reached in November 2023
- Law published in the Official Journal on 11 April 2024

Objectives:

- Level the playing field
- Empower local/regional/national authorities

Next steps:

- Application of the law from 1 May 2026
- Member States implementation

**HOTREC + HOTREC members to
closely follow implementation**



Short-Term Rentals

VAT in Digital Age

State of play:

- Presented in December 2022
- Relevance – Deemed supplier model - STR platforms to collect and remit VAT if a host is not registered
- Agreement is close

Call for Action:

- Please urge your national ministries to support the adoption of deemed supplier model

Next steps:

- HOTREC to send a letter to Belgium Presidency
- Agreement on 14 May 2024
- Application of new rules in 2026

HOTREC members to act





Distribution

EU policy updates



Distribution

Digital Markets Act

State of play:

- Gatekeepers designated on 6 September
- Booking not (yet) a gatekeeper

Current issues:

- Booking – Designation in mid-May 2024
- Google search – New display of hotel search results

HOTREC actions:

- Meetings with the European Commission
- Encouraging members to reach out to national authorities
- Coalition building
- Comms activities
- Media engagement



Distribution

Digital Markets Act – Google Search

Practical information

- Google can no longer give preferential treatment to its comparison services
- Applies to Google's verticals (retail, airlines and hospitality)
- The European Commission started a non-compliance investigation

Impact

- Hotel websites to be pushed down the search order
- 30% decrease in visits to supplier websites
- Drop in revenue and visibility

HOTREC next steps

- Develop and share alternative solutions for compliance

HOTREC & members to share updated position paper



Distribution

Digital Markets Act – Google Search

MEP Ivan Stefanec (EPP, SK) Priority question to EC

- Expressed concerns regarding the impact on direct sales channels including restaurants and hotel.

European Commission response

- *Google Search has a paramount importance for businesses operating online, and especially for small and medium enterprises.*
-
- *The Commission's numerous interactions with these stakeholders revealed diverging interests between distinct groups of business users.*
-
- *In its investigation, the Commission is gathering information from all stakeholders and will ensure proper consideration of all interests at stake.*



Distribution

Digital Markets Act - Booking

Background:

- Booking to be designated as gatekeeper in mid-May

HOTREC list of demands:

- Parity clauses, access to data, payment services, self-preferencing, access to national courts

Next steps:

- Compliance procedure to be completed by mid-November 2024
- Changes to be visible as of mid-November 2024

HOTREC & members to share position paper

European Hotel Distribution Trends – What is the situation after the pandemic?

Preliminary results from the distribution survey 2024

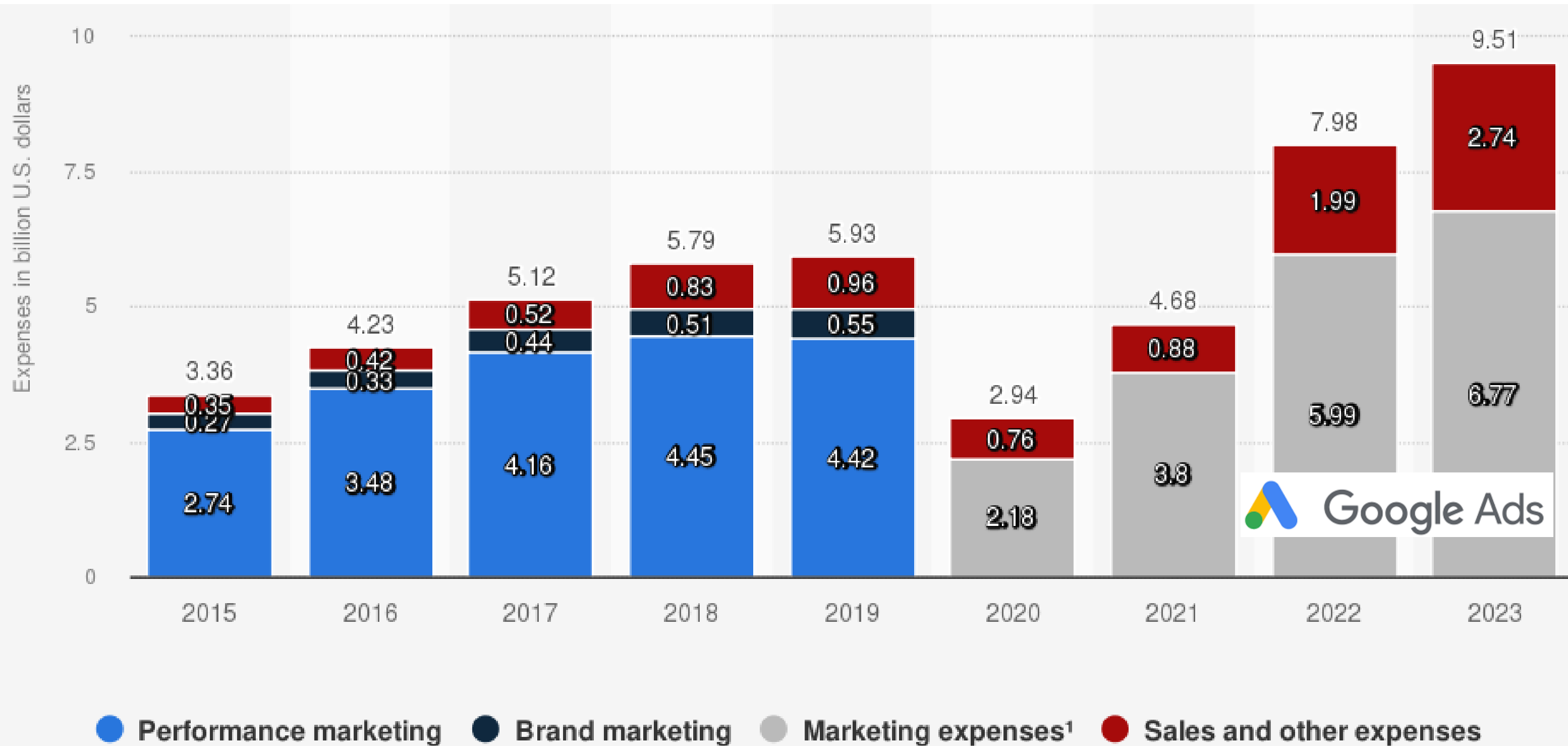
**General Assembly HOTREC
Budapest 25 & 26 April 2024**

Roland Schegg
Institute of Tourism, HES-SO Valais-Wallis, Switzerland
roland.schegg@hevs.ch

Table of contents

- **Market trends: the case Booking Holding**
- The European hotel distribution study (2014-2024)
- Outlook (seamless travel, AI)
- Contact

Sales and marketing expenses of Booking Holdings worldwide from 2015 to 2023 (in billion U.S. dollars)

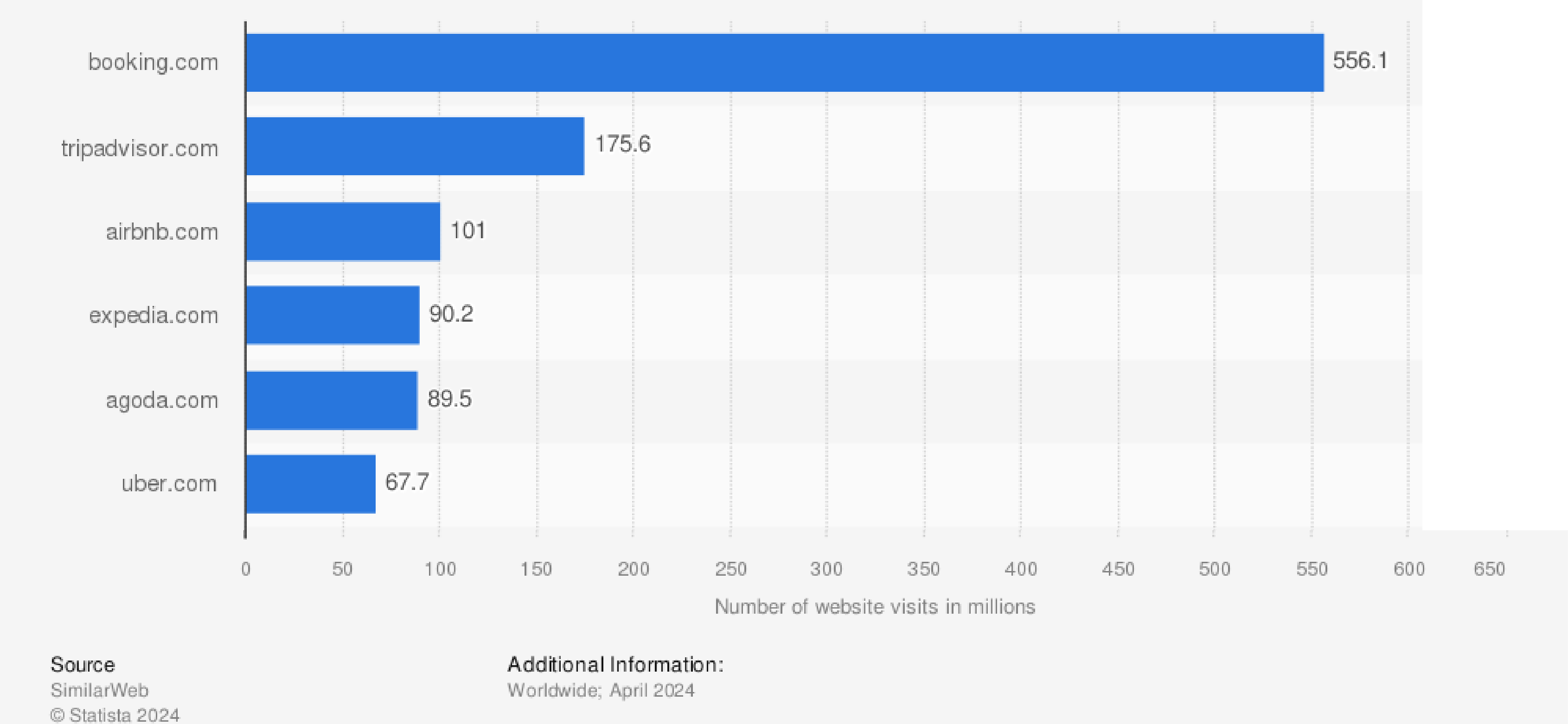


Booking.com provided lodging reservation services for approximately 2.7 million properties, including 400,000 hotels, motels, and resorts.

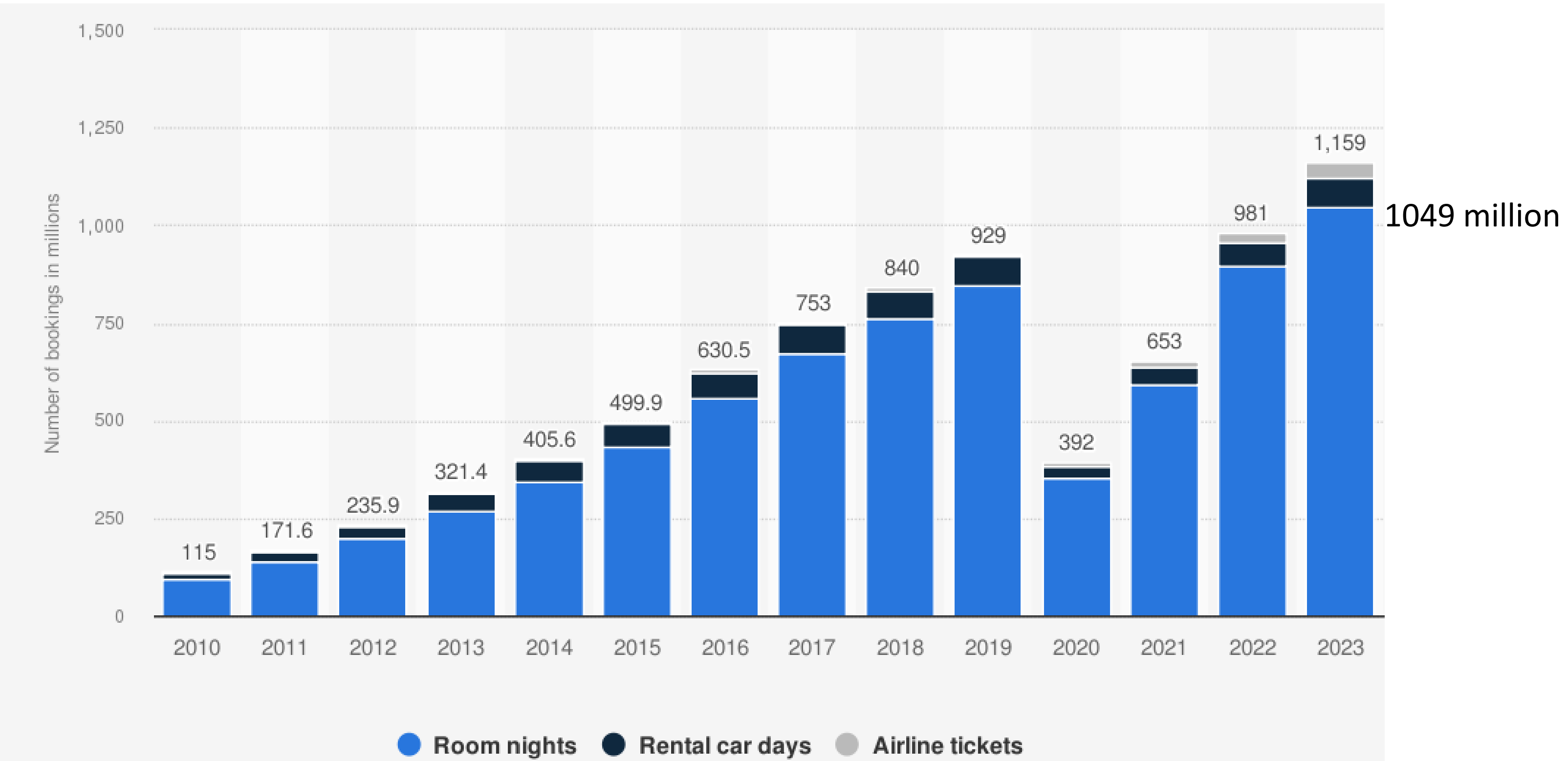
*-> If an assumed 80% of marketing goes for hotels, **Booking would have spent 13'540 \$ per hotel on Google and co***



Most visited travel and tourism websites worldwide as of April 2024



Number of bookings through Booking Holdings worldwide from 2010 to 2023, by business segment

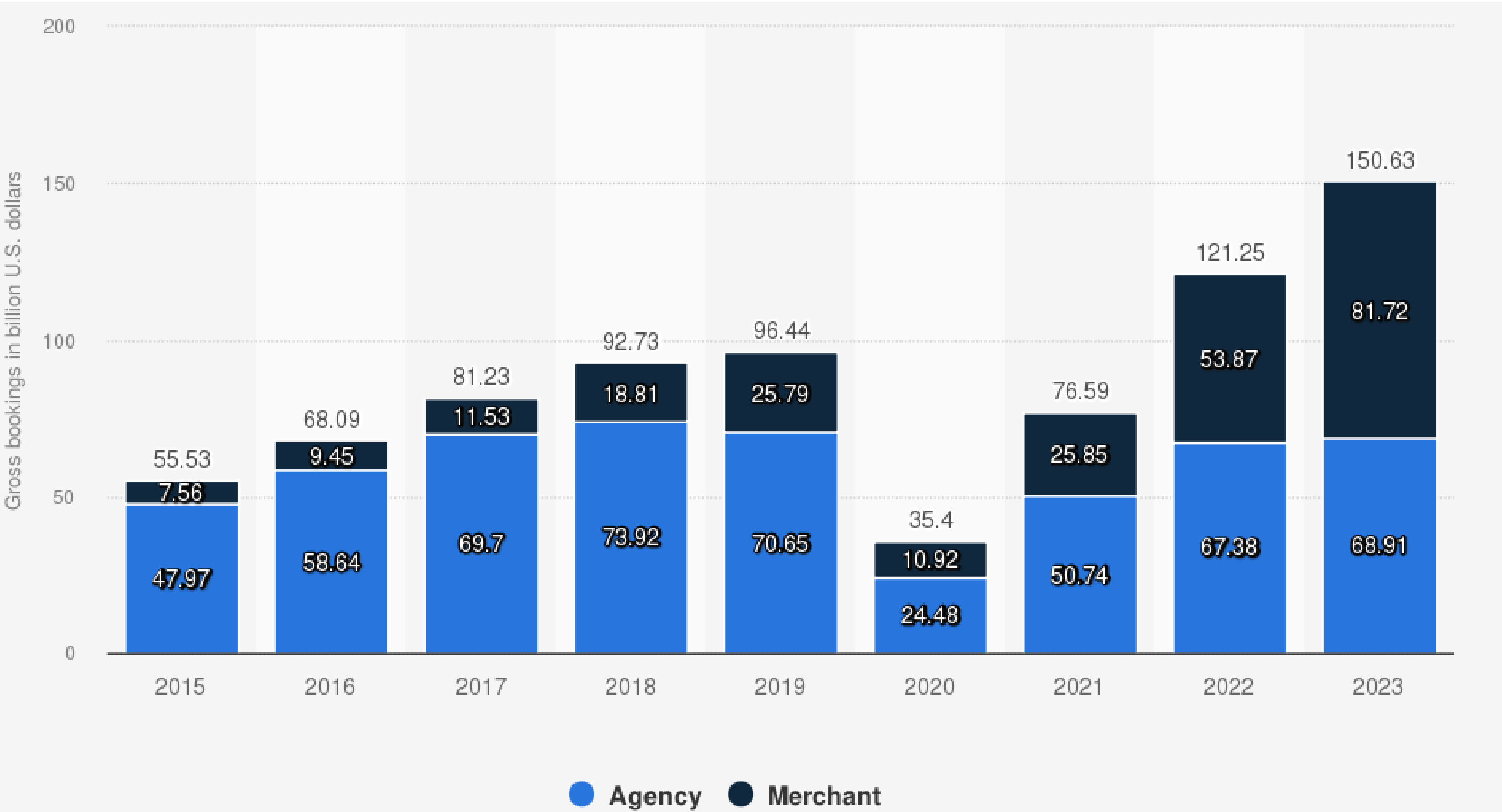


● Room nights ● Rental car days ● Airline tickets

Sources
 Priceline.com; Booking Holdings
 © Statista 2024

Additional Information:
 Worldwide; Priceline.com; Booking Holdings; 2010 to 2023; fiscal years ending December 31

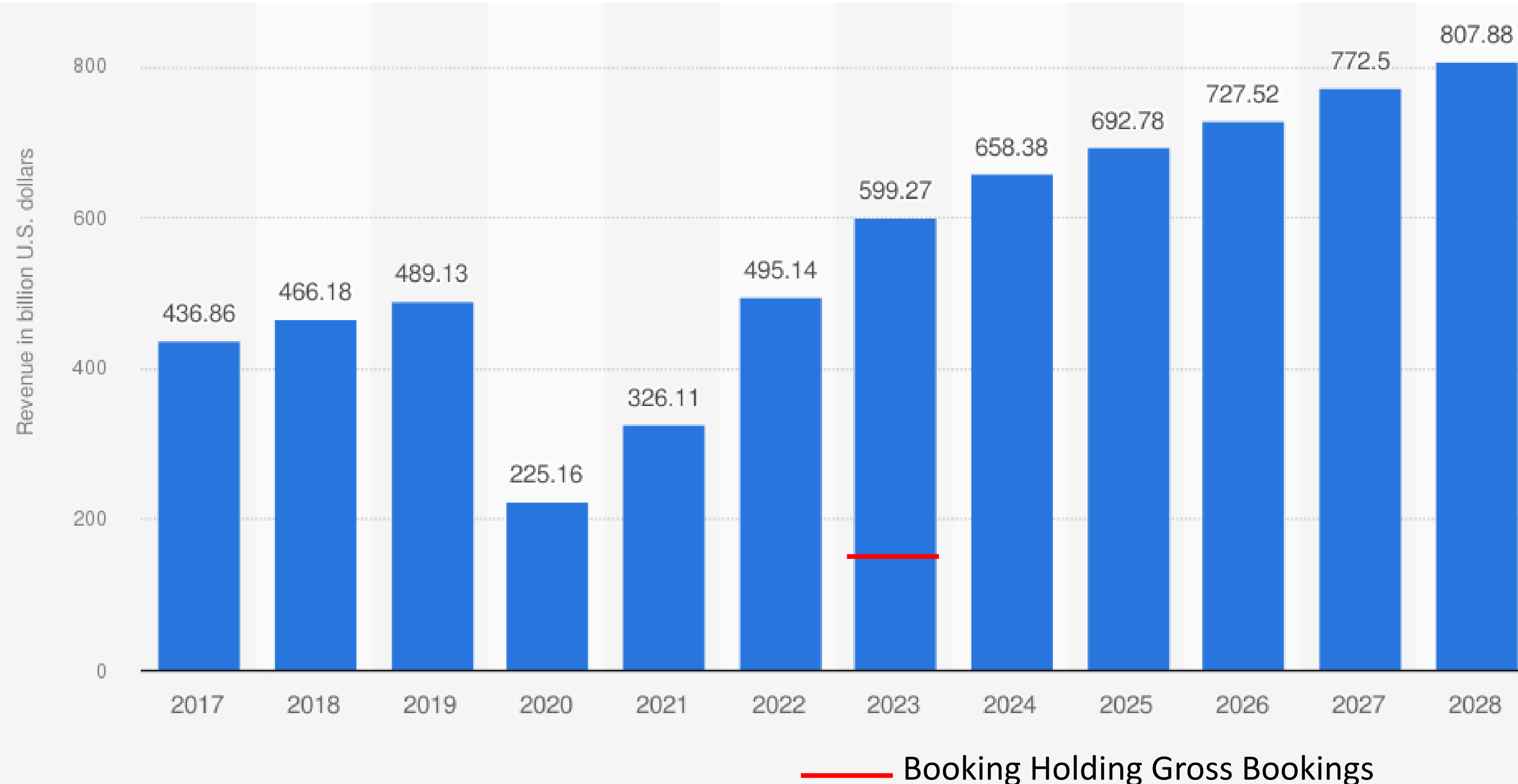
Gross bookings of Booking Holdings worldwide from 2015 to 2023, by type (in billion U.S. dollars)



Sources
 Priceline.com; Booking Holdings
 © Statista 2024

Additional Information:
 Worldwide; Priceline.com; Booking Holdings; 2015 to 2023; fiscal years ending December 31

Online travel market size worldwide from 2017 to 2023, with a forecast until 2028 (in billion U.S. dollars)



Estimated data from Statista's Mobility Market Insights. Figures are based on the following travel and tourism markets: hotels, vacation rentals, cruises, package holidays, and camping. Data refer to direct bookings via the website of the service provider, as well as bookings via online travel agencies (OTAs). Figures do not consider other types of revenue which might not be included in the initial bookings (e.g. hotel revenue generated by conference room bookings, restaurants, or other services).

Table of contents

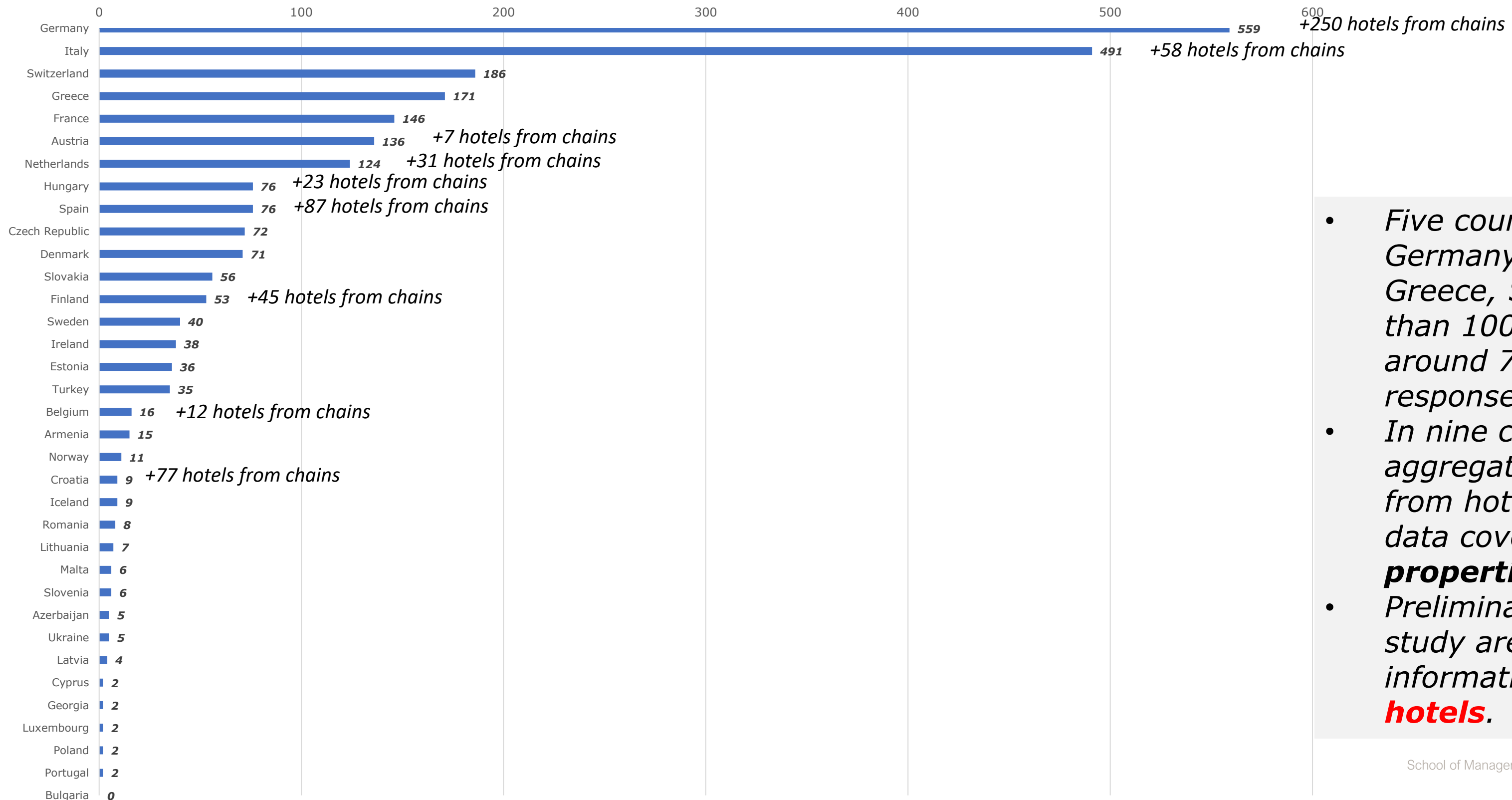
- Market trends: the case Booking Holding
- **The European hotel distribution study (2014-2024)**
- Outlook (seamless travel, AI)
- Contact

The HOTREC distribution surveys: background

- In order to monitor the current situation of distribution (online as well as offline) within the European hotel industry, especially in relation to the role of online travel agencies (OTA), **HOTREC** has decided to conduct an **online survey** between February and April 2024 **together with hotel associations from HOTREC member countries across Europe for the reference year 2023**.
- Similar studies have been conducted in 2014 for the **reference year 2013**, in 2016 for the **reference year 2015**, in 2018 for the **reference year 2017**, in 2020 for the **reference year 2019** and in 2022 for the **reference year 2021 (COVID)**.

Methodological remarks survey 2024: sampling

Overall (**mid-April 2024**), **2'477 responses** from individual hotels could be collected through the online survey (from 36 member countries of HOTREC). Yet, response rates by country vary strongly in the survey.



- *Five countries (Italy, Germany, Switzerland, Greece, Sweden) with more than 100 responses provide around 73% of all the responses in the sample.*
- *In nine countries aggregated information from hotel chains provided data covering **590 properties** (more to come)*
- *Preliminary results of the study are therefor based on information from **3067 hotels**.*

Distribution channels



Market shares of distribution channels in Europe

2023: overall sample

<i>Unweighted overall sample (2'296 valid observations for the distribution channels)</i>	Market share 2023		Market share 2021	
Direct - Phone	16,6	55,4	19,7	59,7
Direct - Mail / fax	1,3		1,5	
Direct - Walk-In (persons without reservation)	3,5		4,1	
Direct - Contact form on own website (without availability check)	5,9		6,4	
Direct - Email	16,0		17,4	
Direct - real time booking over own website with availability check	12,1		10,7	
Destination Marketing Organization (DMO) / trade associations	0,7	1,0	1,3	1,6
National Tourism Organization (NTO)	0,3		0,3	
Tour operator / Travel agency	7,1	11,4	5,4	8,7
Hotel chains and cooperations with CRS	0,8		0,9	
Wholesaler (e.g. Hotelbeds, Tourico, Gulliver, Transhotel, etc.)	1,7		1,2	
Event and Congress organizer	1,8		1,2	
Online Booking Agency (OTA)	29,1		27,1	
Globale Distributionssysteme (GDS)	1,0	30,6	0,9	28,7
Social Media Channels	0,5		0,7	
other distribution channels	1,4	1,4	1,4	1,4

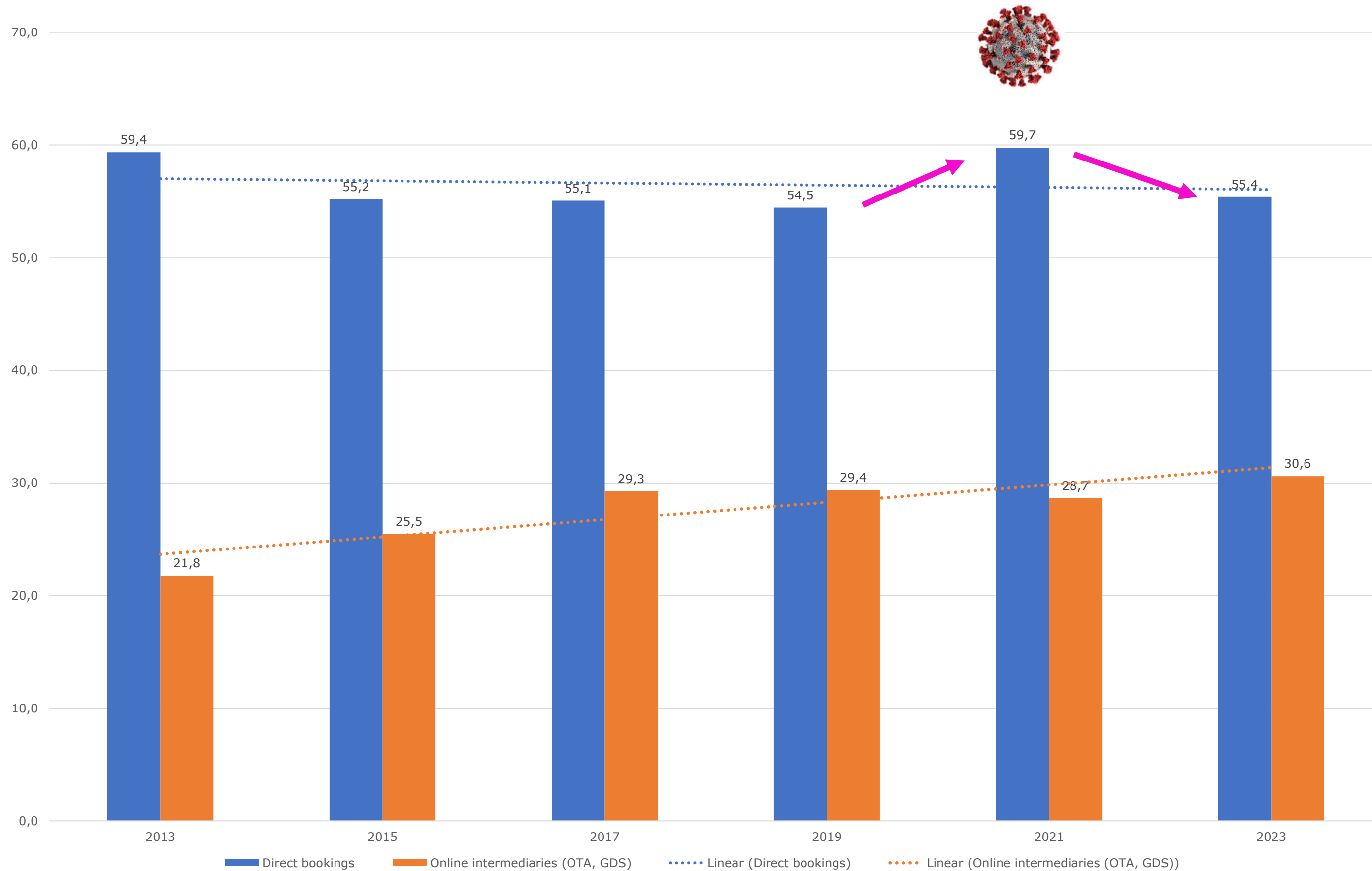
-4.3%

+1.4%

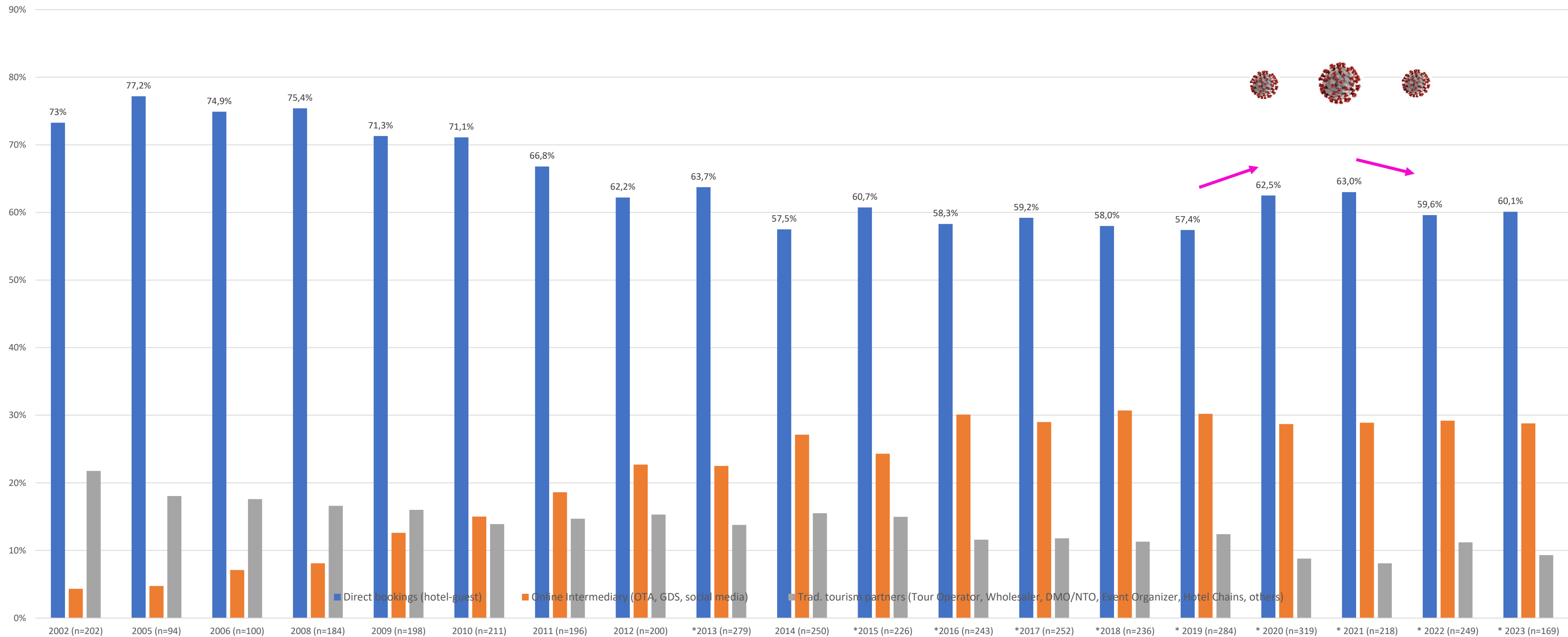
+2.7%

+1.9%

Market shares of distribution channels in Europe 2013 – 2023 (overall sample)



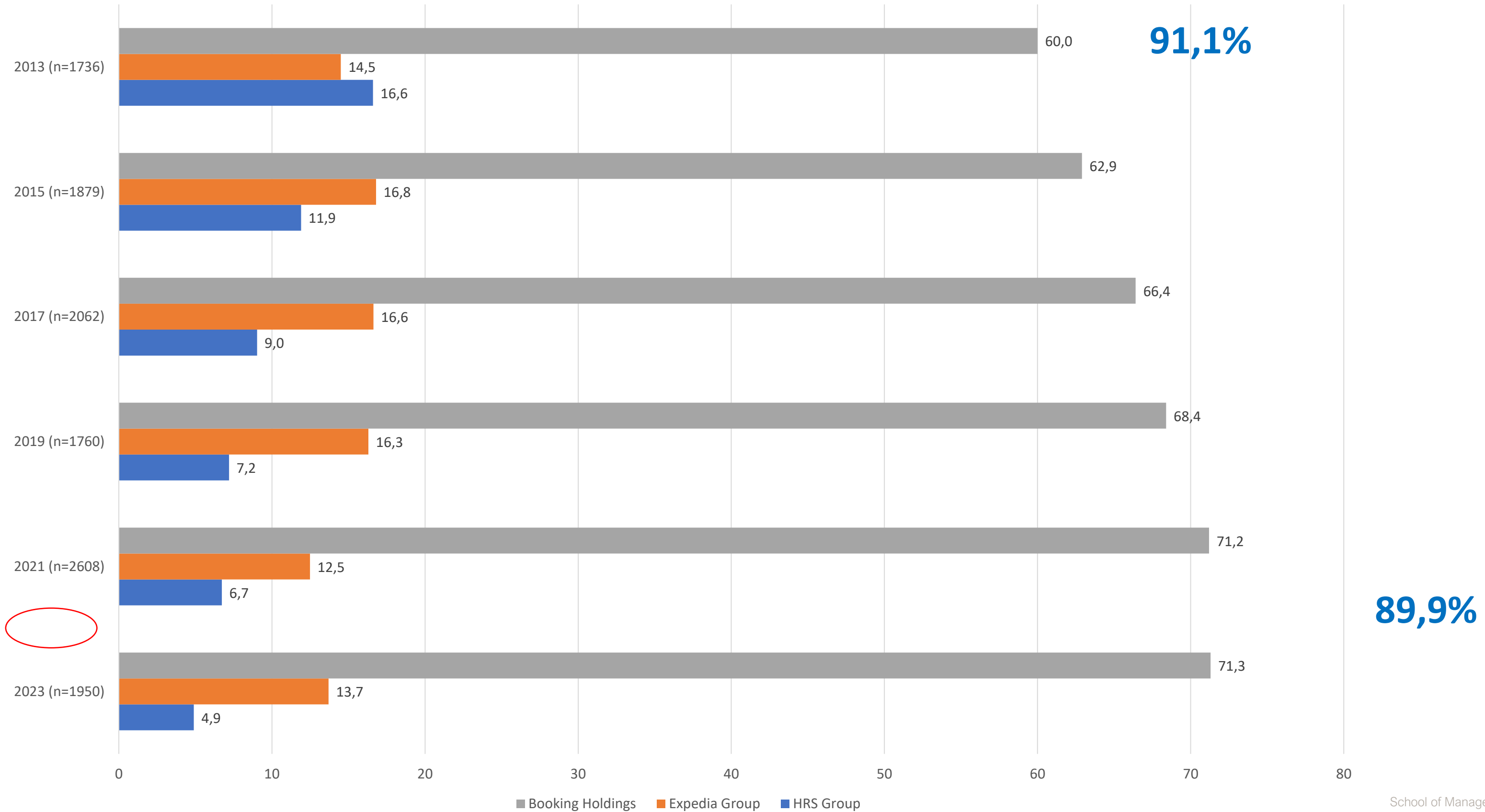
Distribution Trends in the Swiss Hotel Sector 2002-2023



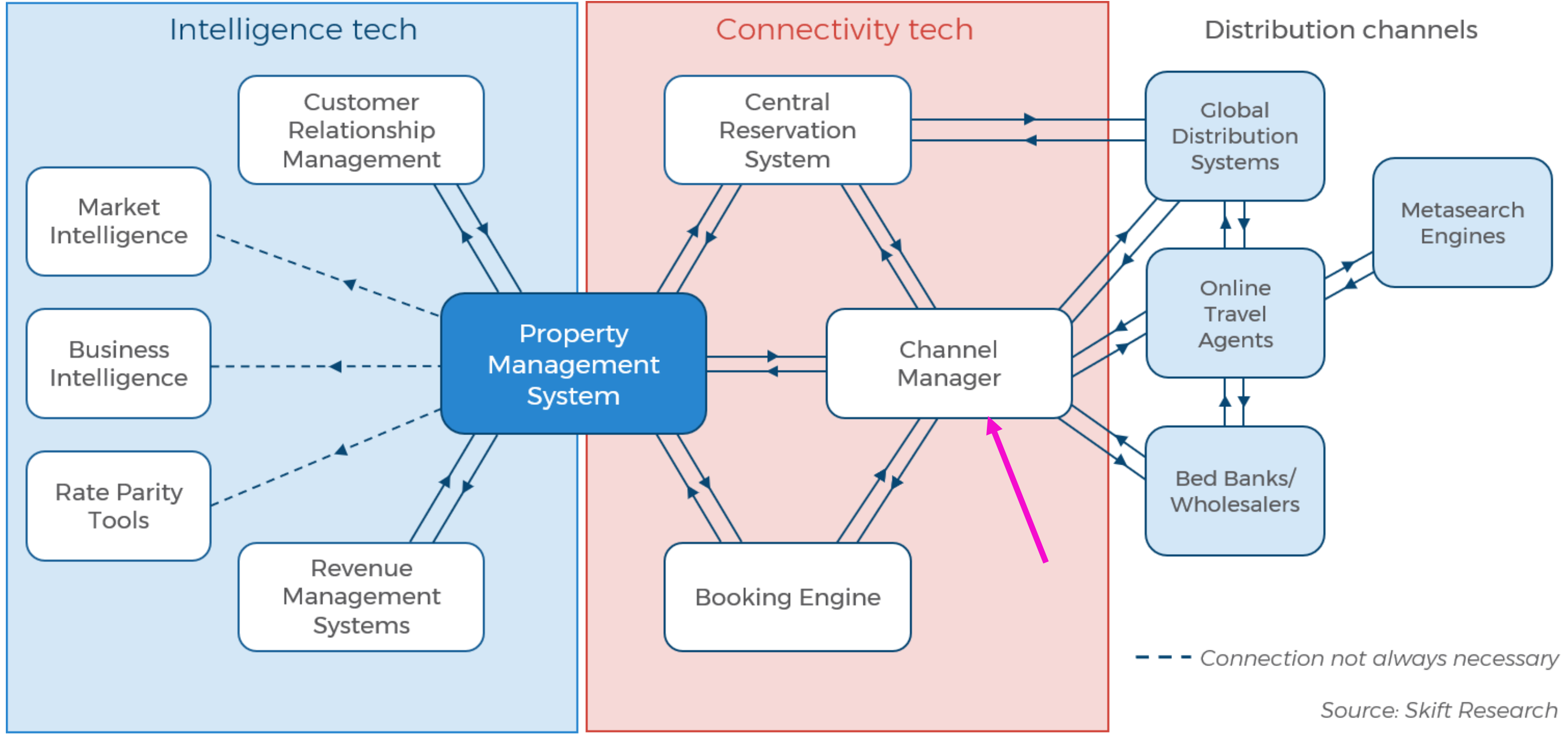
Analysis of OTA market players and their relative market shares



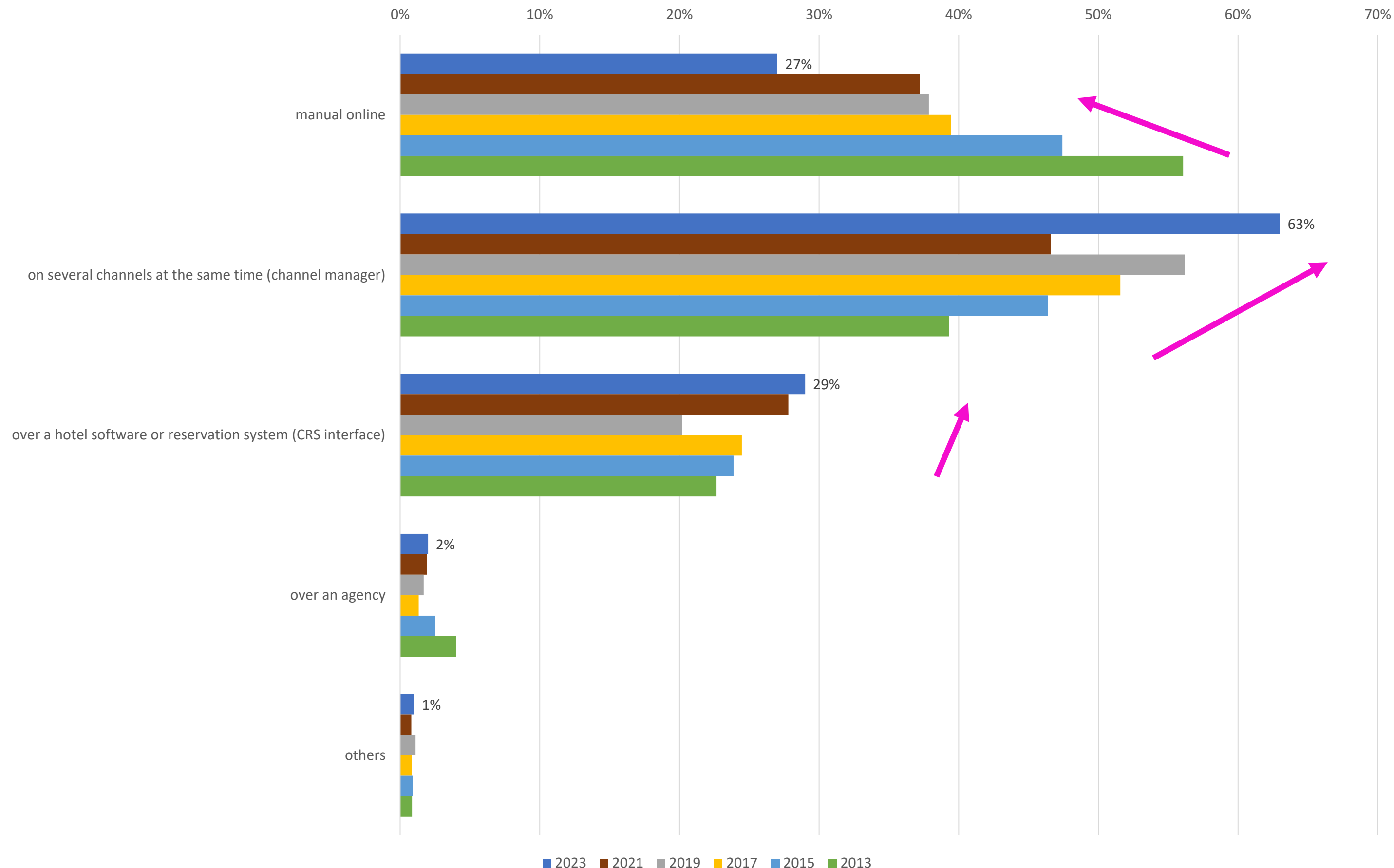
Analysis of OTA market players and their relative market shares



Distribution channel : Channel Management



How do you maintain your rates and availabilities on the online booking channels?



Undercutting & Multi-Sourcing



*

Undercutting – A practice where an OTA cuts the price set by a hotel by waiving (renouncing) part of its own commission.

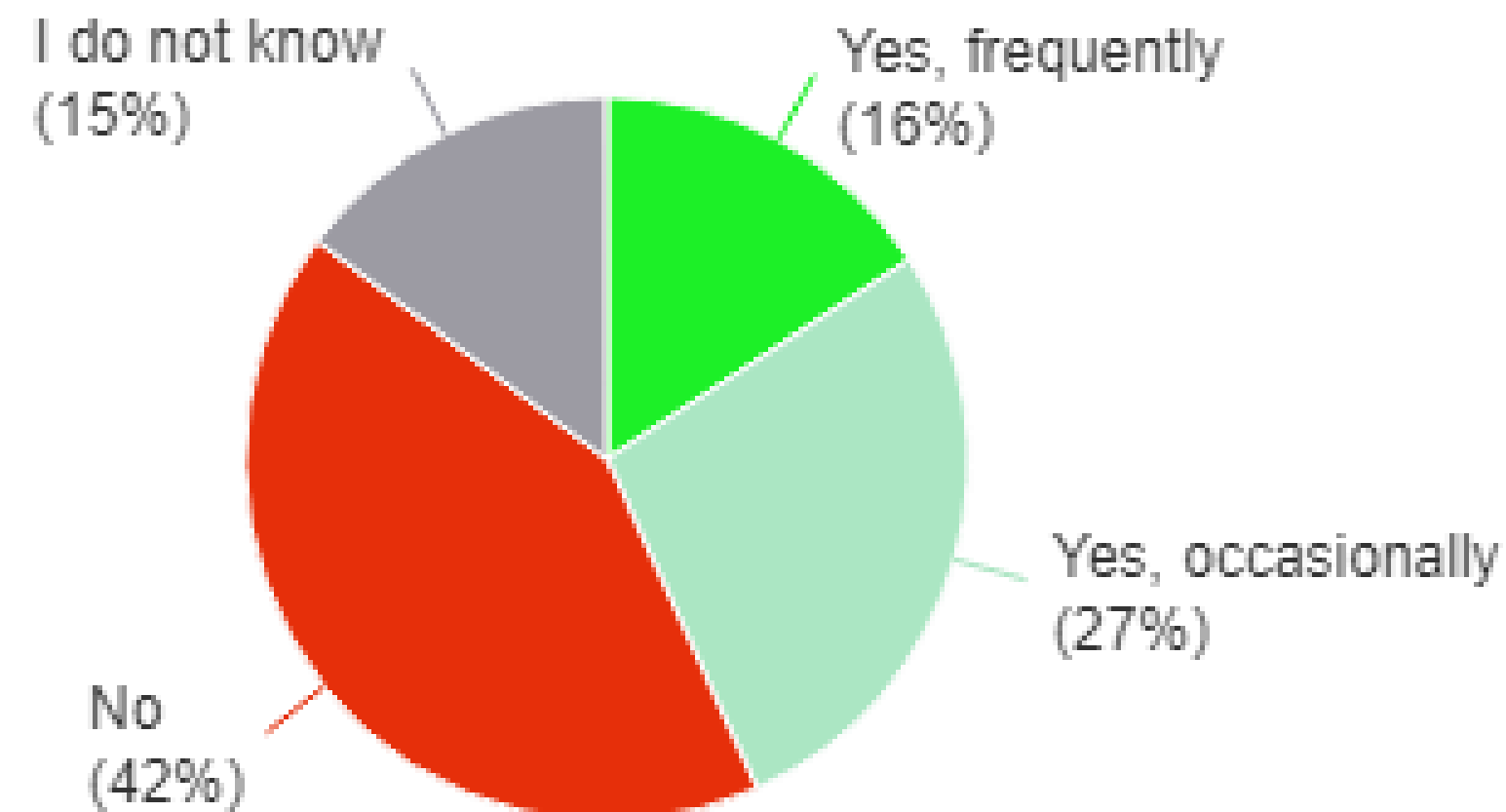
Multi-sourcing – A practice or a policy where an Online Travel Agency (OTA) or a Tour operator offers rates and availabilities from other OTAs or Wholesalers on its own platform (mostly within the framework of affiliate programmes).

Undercutting

Have the prices you set with Online Travel Agencies (OTAs) ever been undercut by the OTA waiving (renouncing) part of its commission (so-called undercutting)?

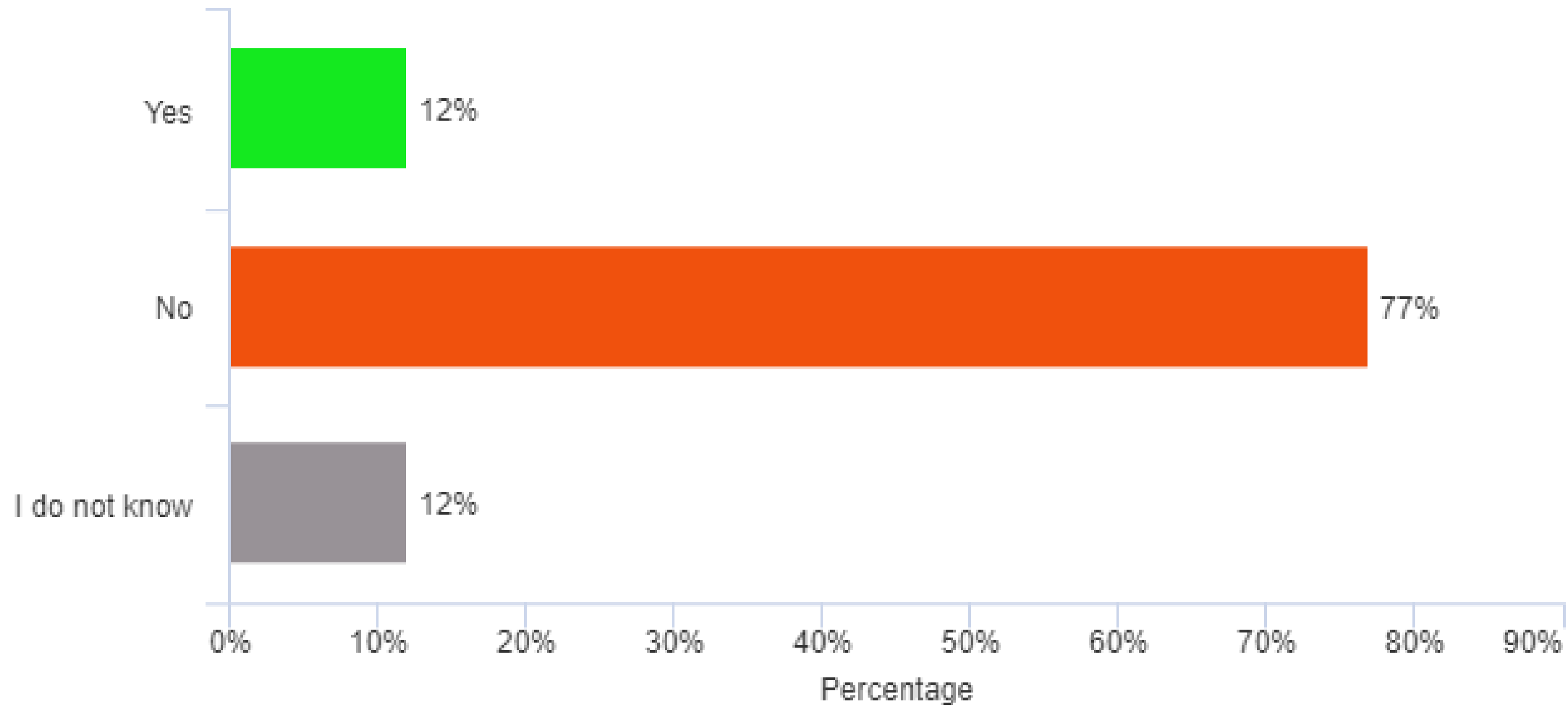
Effective responses: 2,237

Response rate: 89%



Undercutting

If yes, did you agree for this undercut ?



Multi-Sourcing

Have you been affected by the policy of Online Travel Agencies (OTAs) to offer rates and availabilities from other OTAs (so-called “multi-sourcing”)?

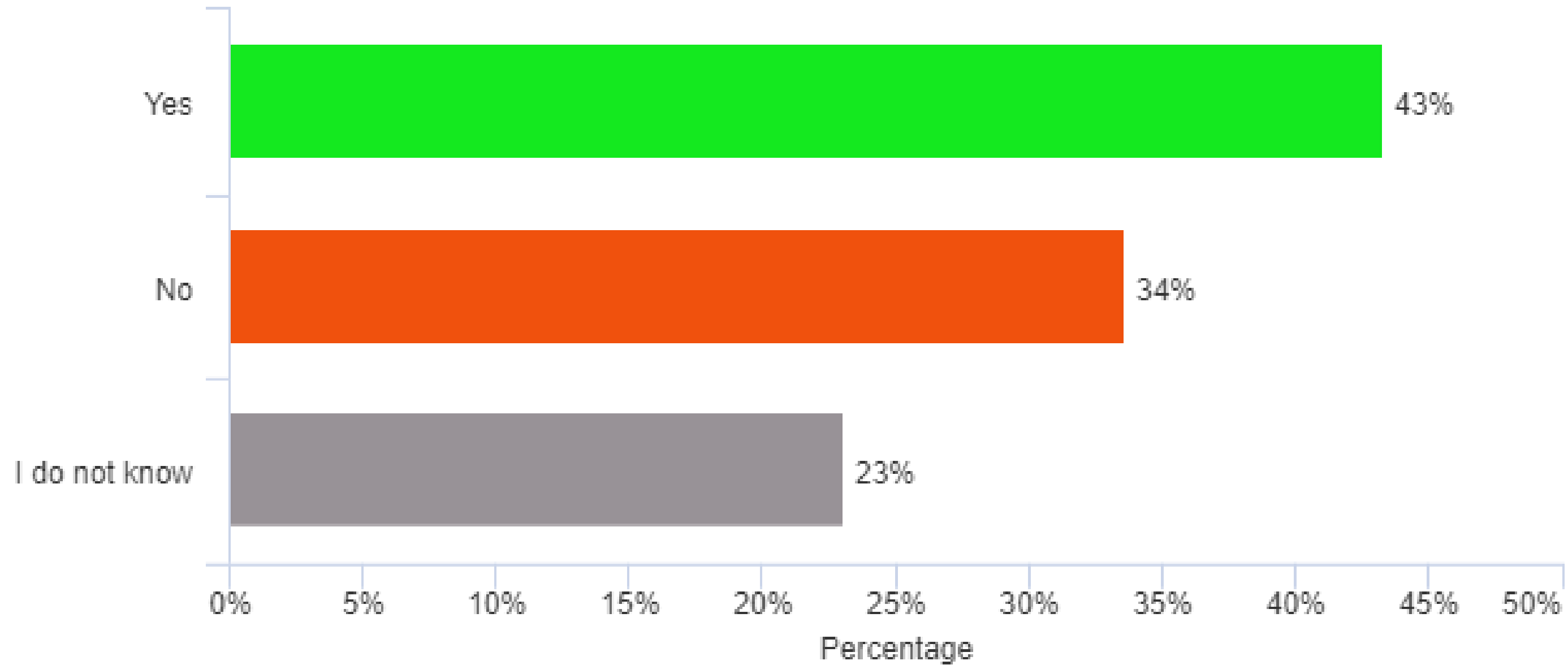
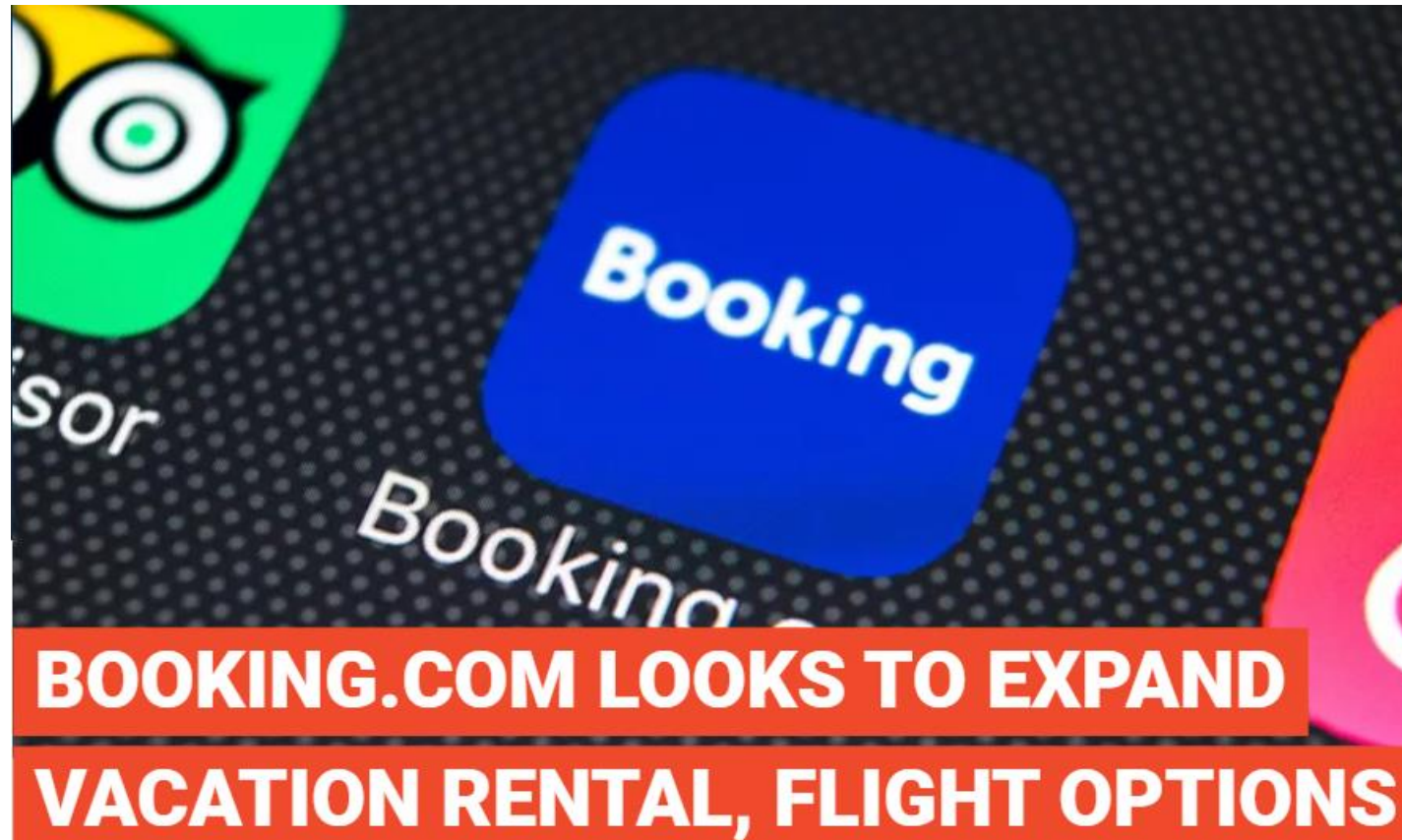


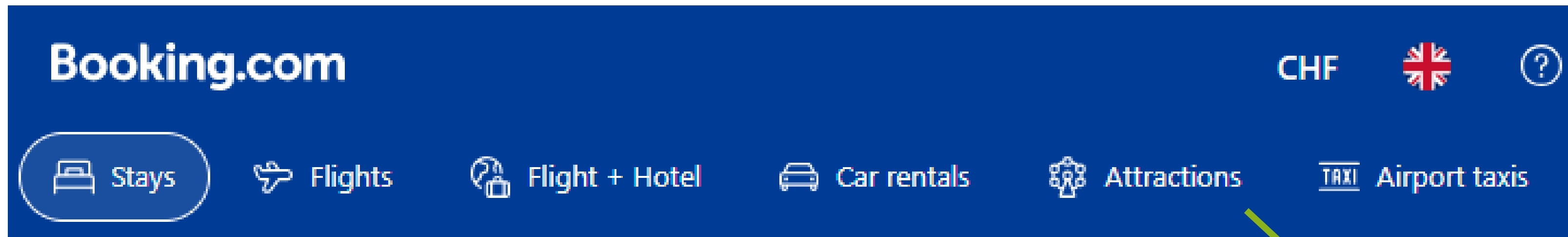
Table of contents

- Market trends: the case Booking Holding
- The European hotel distribution study (2014-2024)
- Outlook
 - Seamless travel
 - AI for distribution
- Contact

Integration of all elements of the travel service chain by OTAs



Alternative accommodation room nights last year grew about 56% from 2021 and 11% from 2019, and they accounted for about 30% of Booking.com's total room nights for the year, according to Fogel.



Machine Learning (ML) at Booking.com since more than a decade

10,000,000,000 predictions per day

300+ live ML models

AI is being applied in more and more processes and products - Impacting **all** departments at Booking.com

400 AI and data scientists at Booking!

Machine Learning (ML) in the Frontend of Booking.com

Machine Translated by Google

Booking.com

€ [Language] [List your property] Register Sign in

Accommodation Flights Car rental Airport taxis

Amsterdam

3 reasons to visit: Van Gogh Museum, Coffee Shops, Red Light District

Amsterdam is a top pick amongst travellers on your selected dates (74% reserved).
Tip: Prices may be higher than usual for the dates you have selected, why not try again with these alternatives?

15 Jun - 18 Jun	16 Jun - 19 Jun	17 Jun - 20 Jun	18 Jun - 21 Jun	19 Jun - 22 Jun
From € 314 per night 85% reserved	From € 255 per night 55% reserved	From € 200 per night 74% reserved	From € 219 per night 78% reserved	From € 316 per night 81% reserved

Amsterdam: 384 properties found

Our top picks

Hotel Casa Amsterdam

Very good 8.4
6,979 reviews

1 other person looked for your dates in the last 10 minutes
Booked 4 times for your dates in the last 6 hours

Twin Room - 2 people
Only 2 rooms left on our site!

€ 547 € 479
+€ 31 taxes and charges

See our last available rooms >

Hotel Tamara

Review score 5.4
1,119 reviews

Family Room with Shared Bathroom - 5 people
Only 1 room left on our site!

€ 600
+€ 39 taxes and charges

Filter by:

Your budget

<input type="checkbox"/> € 50 - € 100 per night	31
<input type="checkbox"/> € 100 - € 150 per night	106
<input type="checkbox"/> € 150 - € 200 per night	159
<input type="checkbox"/> € 200 + per night	242

Popular filters

<input type="checkbox"/> Amsterdam City Centre	190
--	-----

Settings of the Website

Personalized Element

recommenations

Ranking

Products

NLP/Topic modeling

Metrics

Automatic Detection of popular hotels

Image recognition g/selection

AI-Powered Travel Planning - Booking.com's Novel Approach

Booking.com

AI Trip Planner



Aim:

enhance the user experience
during trip planning



Integration:

incorporates OpenAI's
ChatGPT API



Flexible User Queries:

handle general and specific
travel-related queries

Merci



**Questions &
Discussion**

Table of contents

- Market trends: the case Booking Holding
- The European hotel distribution study (2014-2024)
- Outlook: distribution trends
- **Contact**

Contact

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CH-3960 Sierre/Siders, Switzerland

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LinkedIn: ch.linkedin.com/in/rolandschegg/

Web: www.hevs.ch / www.tourobs.ch

Bachelor of Science HES-SO in Tourism in German, French and English





Hotrec
Hospitality Europe

Lunch

The conference will resume at 14:00

MKG

EUROPEAN HOTEL MARKET TRENDS

Adrien Lanotte,
Senior Analyst MKG Consulting

MKG Consulting EMEA

5 rue de Dantzig - Paris
+33 (0)1 70 36 01 36
welcome@mkg-group.com



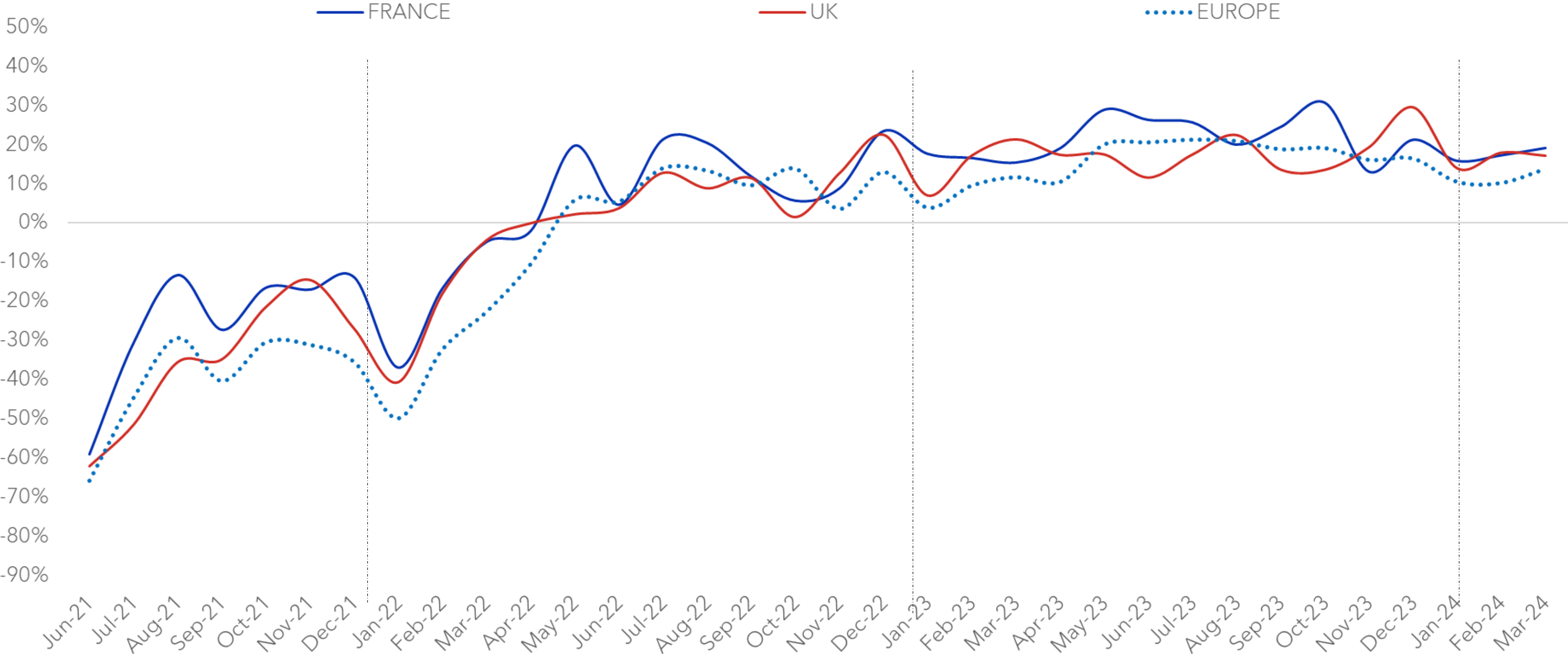


FRANCE & THE UK, EARLY TRENDSETTERS



MONTHLY REVPAR TRENDS IN THE MAIN EUROPEAN COUNTRIES, COMPARED WITH 2019

(Change in %)



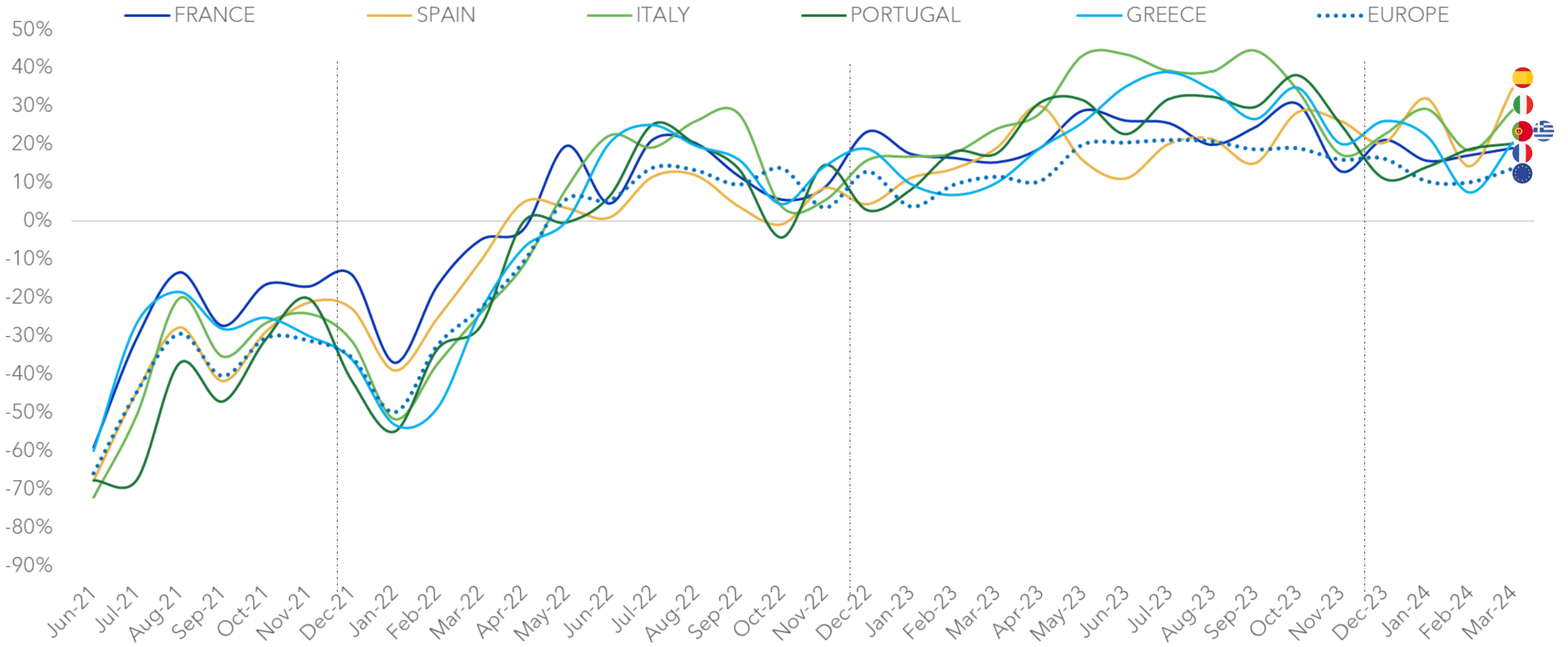
Source: MKG_destination - 04/2024

SOUTHERN EUROPE NOW FIRMLY ON THE LEAD



MONTHLY REVPAR TRENDS IN THE MAIN EUROPEAN COUNTRIES, COMPARED WITH 2019

(Change in %)



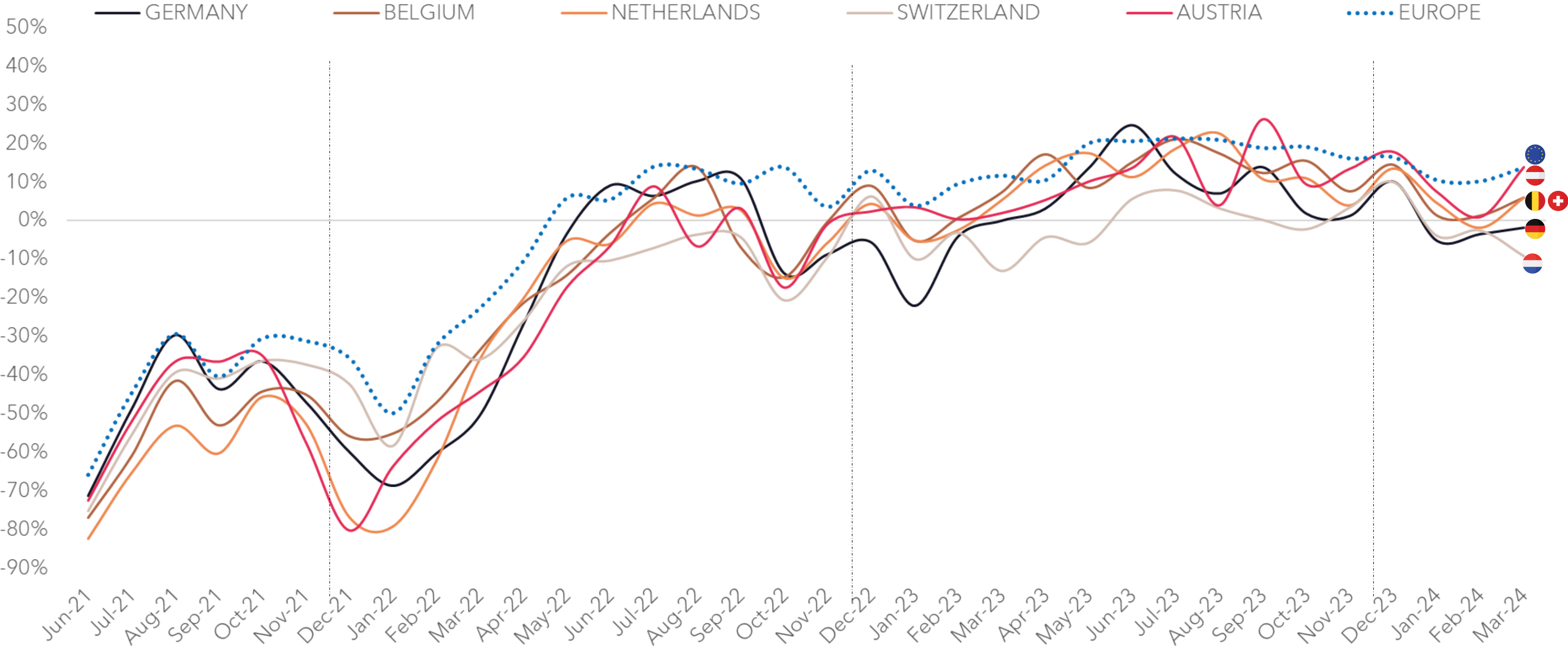
Source: MKG_destination - 04/2024

A SLOWER CATCHUP IN NORTHWESTERN EUROPE



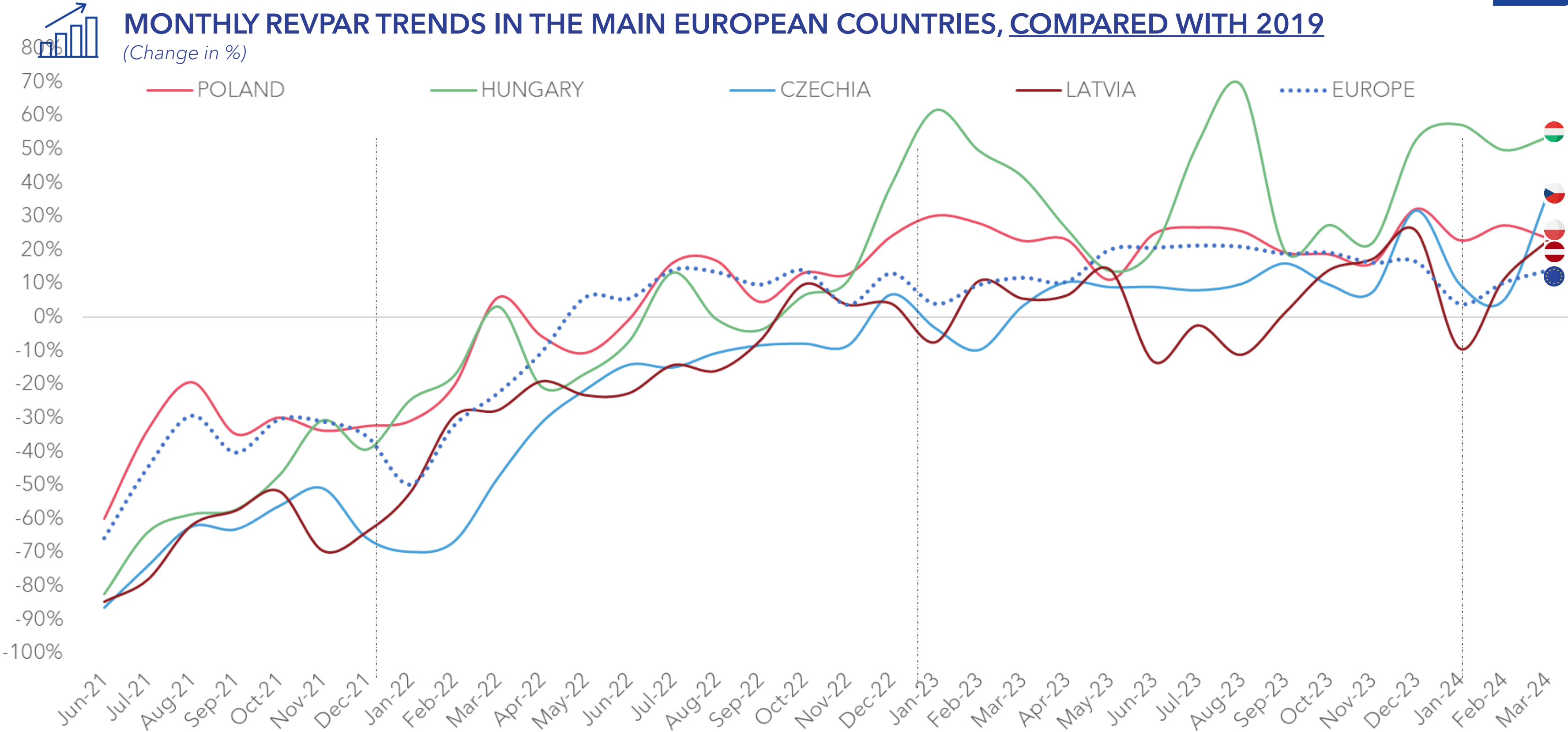
MONTHLY REVPAR TRENDS IN THE MAIN EUROPEAN COUNTRIES, COMPARED WITH 2019

(Change in %)



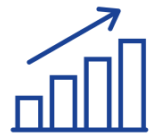
Source: MKG_destination - 04/2024

CEECS: SLOWER CATCHUP, VARIOUS MARKET CONDITIONS



Source: MKG_destination - 04/2024

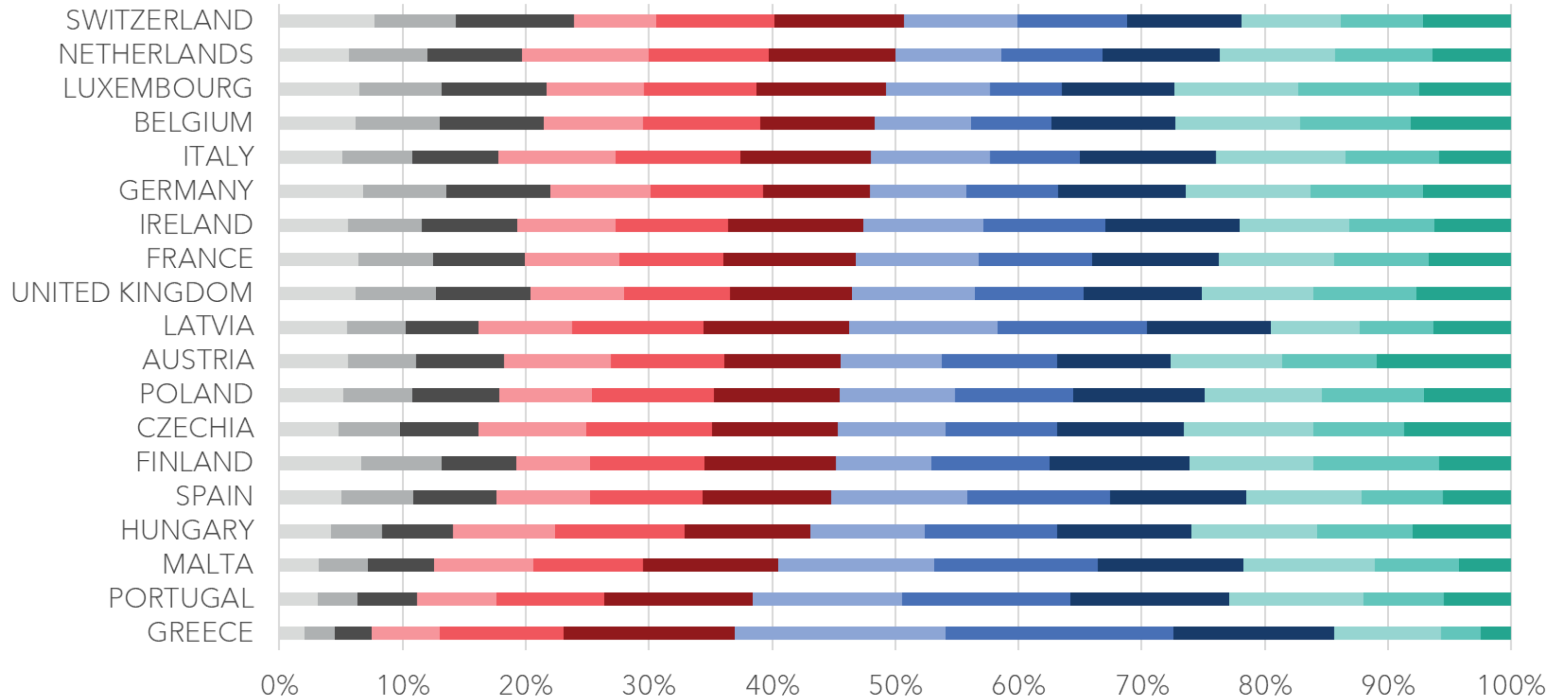
SEASONAL PROFILES HAVE MATTERED



WEIGHT OF MONTHS IN ANNUAL REVENUE BEFORE COVID

(in % of 2019 hotel revenue)

January
 February
 March
 April
 May
 June
 July
 August
 September
 October
 November
 December



Source: MKG_destination - 04/2024

OVERALL, STELLAR GROWTH IN 2023



REVENUE PER ROOM IN EUROPEAN HOTELS IN 2023



+16% / 2019

+18% / 2022

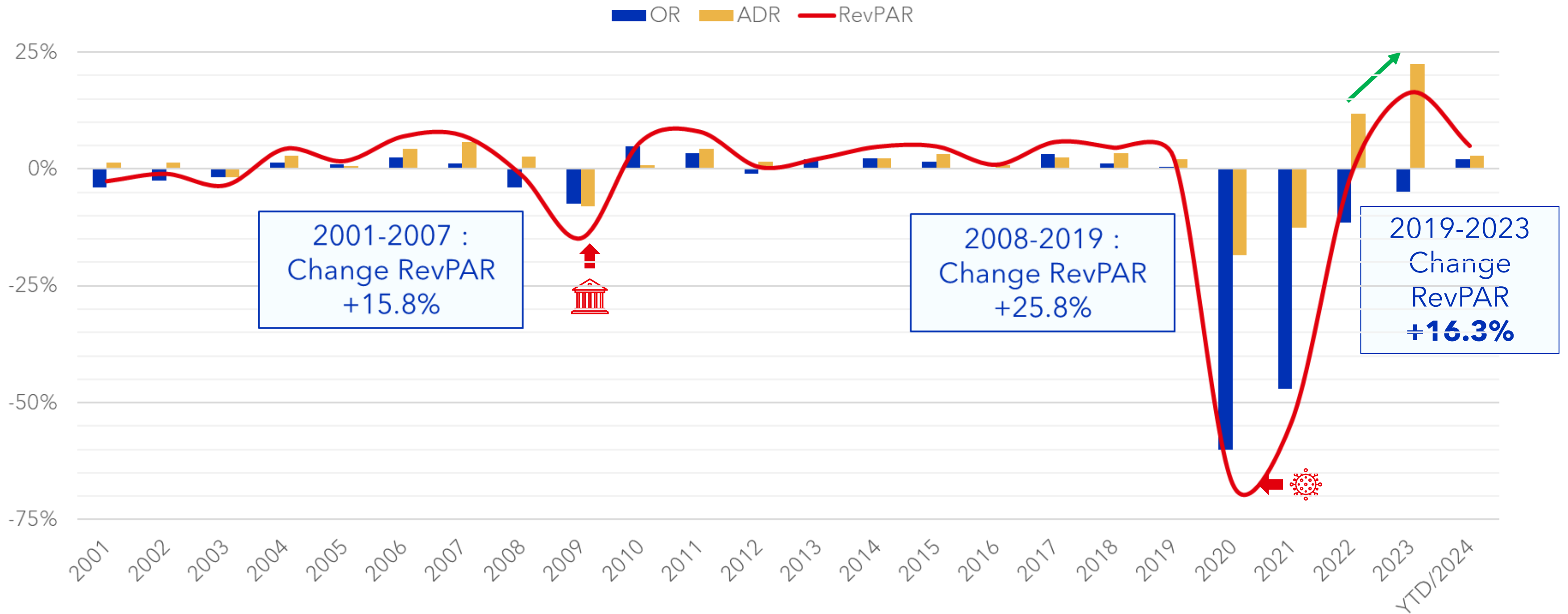
	OR	Evol (pts) / 2019	Evol (pts) / 2022	ADR	Evol % / 2019	Evol % / 2022	REVPAR	Evol % / 2019	Evol % / 2022
HUNGARY	68,2%	-8,3	8,6	105,0	55,8%	14,7%	71,6	39,2%	31,3%
ITALY	73,2%	-1,8	7,4	158,1	35,2%	15,0%	115,7	31,8%	28,0%
GREECE	68,8%	-1,5	6,0	167,5	29,0%	9,8%	115,1	26,2%	20,2%
FRANCE	66,9%	-2,2	2,5	119,4	25,8%	10,0%	79,9	21,7%	14,3%
POLAND	66,1%	-4,4	1,8	77,3	27,8%	15,2%	51,1	20,0%	18,4%
UNITED KINGDOM	77,8%	-1,8	5,5	132,7	22,5%	7,7%	103,2	19,6%	16,0%
SPAIN	73,0%	-2,3	5,1	127,4	21,6%	10,1%	93,0	17,8%	18,3%
PORTUGAL	71,5%	-5,2	5,6	132,7	25,7%	11,9%	95,0	17,5%	21,5%
AUSTRIA	71,5%	-6,6	10,3	118,5	21,5%	9,0%	84,8	11,4%	27,3%
BELGIUM	69,0%	-6,6	6,5	128,0	21,6%	13,3%	88,3	10,9%	25,0%
NETHERLANDS	73,2%	-7,2	9,9	148,8	21,1%	10,6%	108,9	10,2%	27,9%
GERMANY	65,9%	-6,3	7,5	107,5	15,8%	7,6%	70,8	5,7%	21,3%
CZECHIA	70,9%	-4,3	14,6	86,6	9,1%	9,6%	61,4	2,9%	37,9%
LUXEMBOURG	71,4%	-5,2	4,8	149,3	8,1%	10,7%	106,6	0,6%	18,6%
SWITZERLAND	65,6%	-6,2	7,9	169,5	6,3%	5,4%	111,1	-2,8%	19,9%
LATVIA	61,0%	-8,6	3,6	85,6	7,9%	15,2%	52,2	-5,9%	22,5%

AN UNUSUAL CYCLE?



CHANGE /N-1 IN HOTEL KPIs

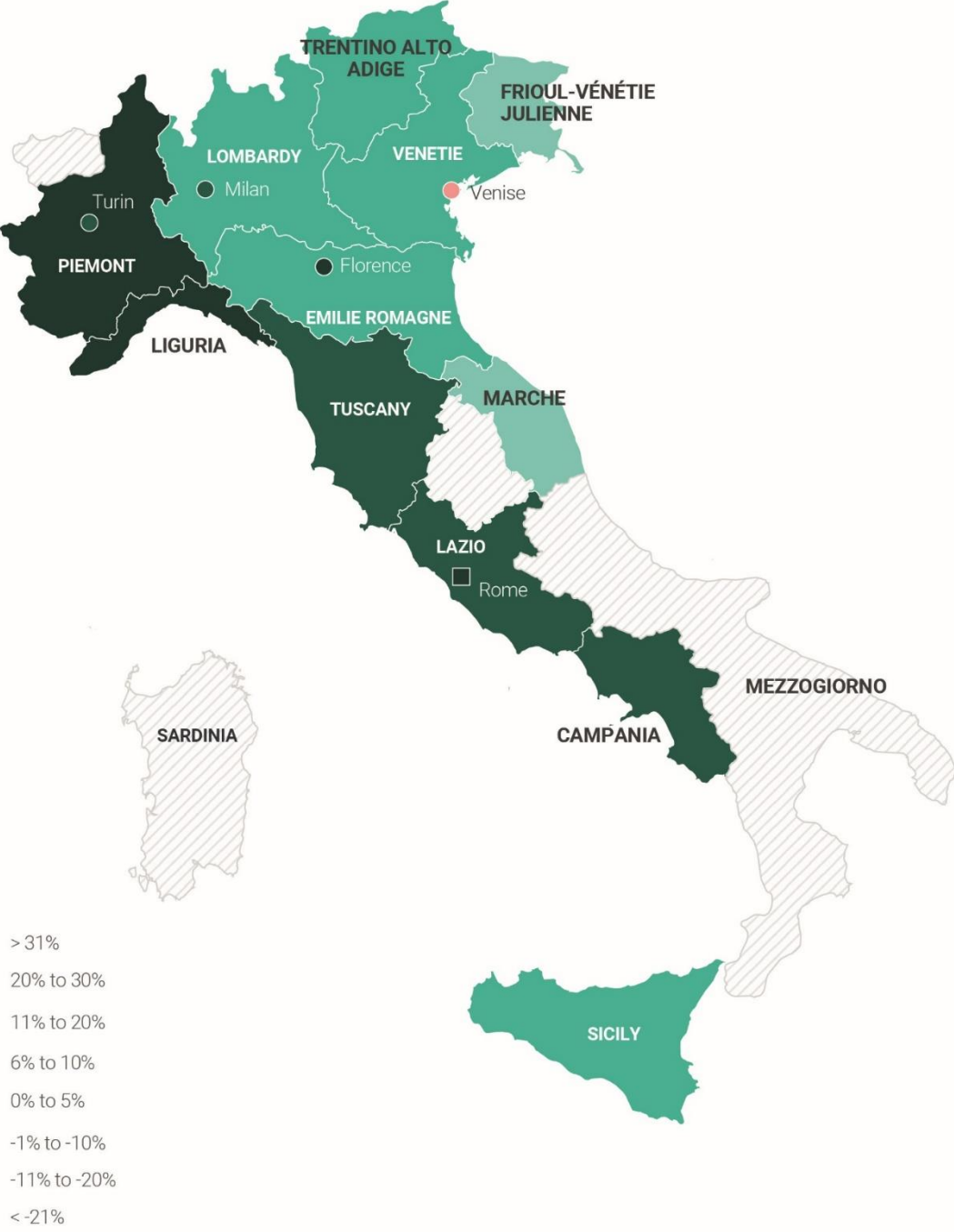
(% change vs. n-1 except 2021, 2022 & 2023 vs. 2019)



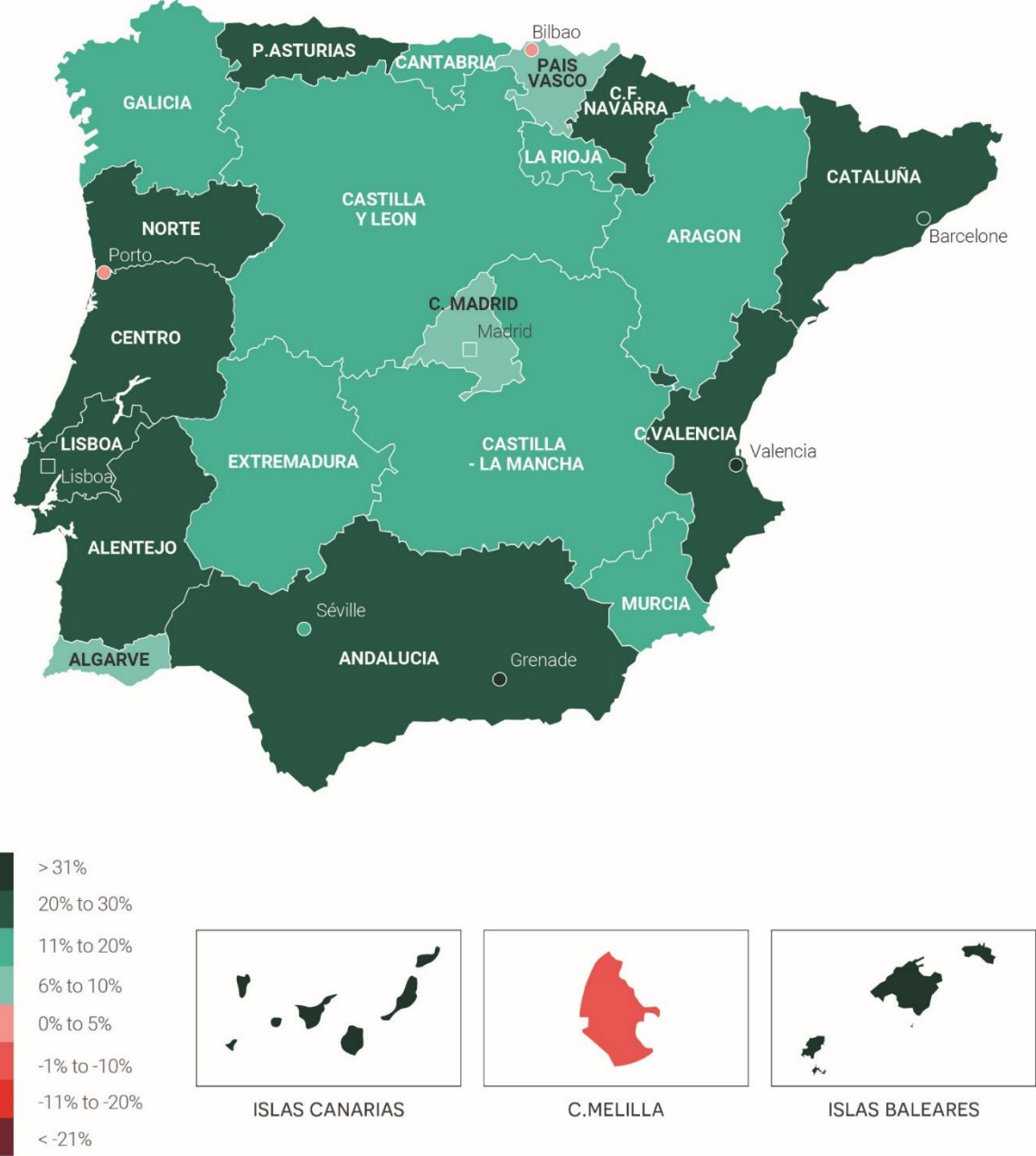
LOCAL TRENDS



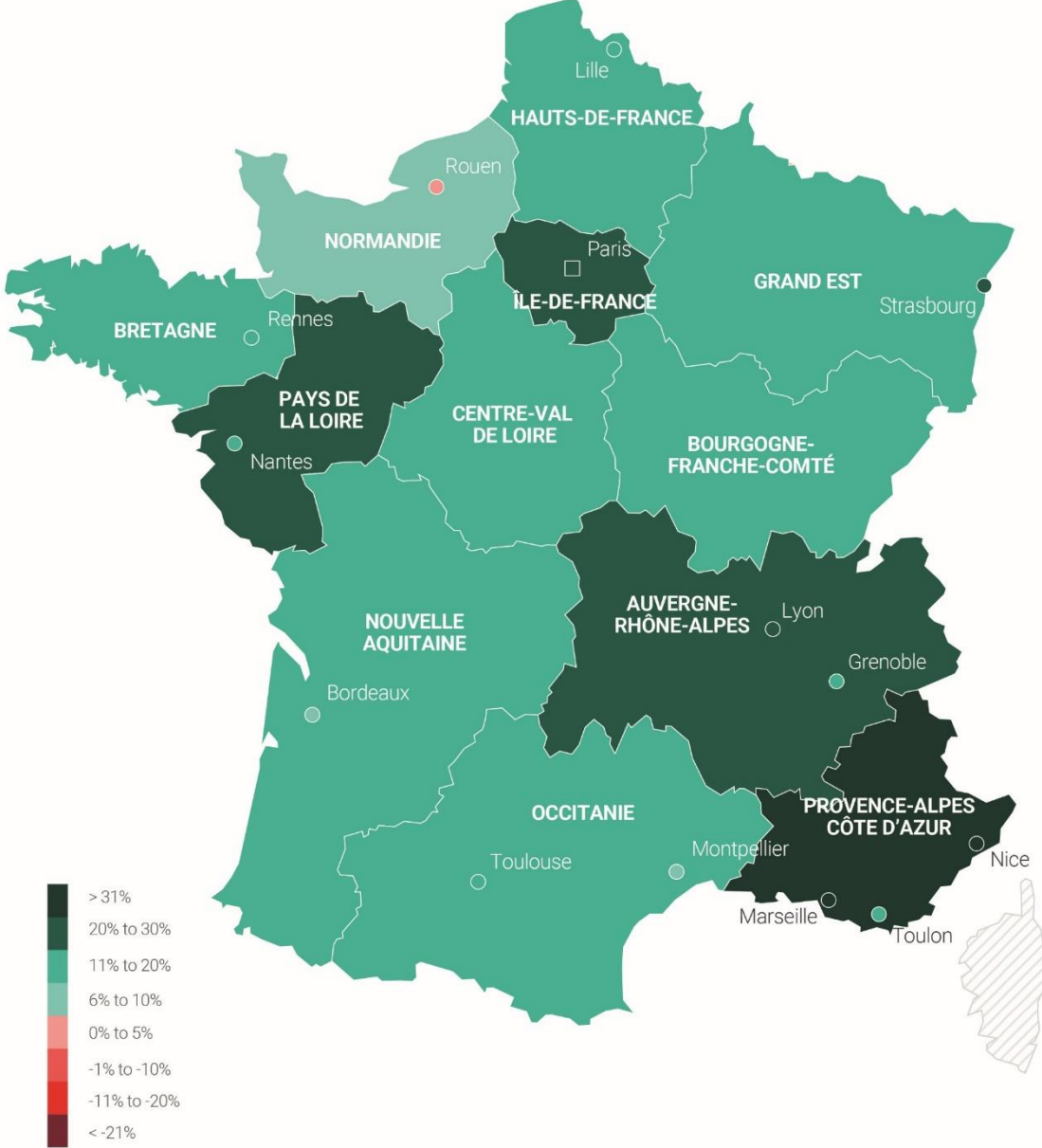
ANNUAL EVOLUTION OF REVPAR IN ITALY IN 2023, COMPARED TO BEFORE COVID



ANNUAL EVOLUTION OF REVPAR IN SPAIN AND PORTUGAL IN 2023, COMPARED TO BEFORE COVID



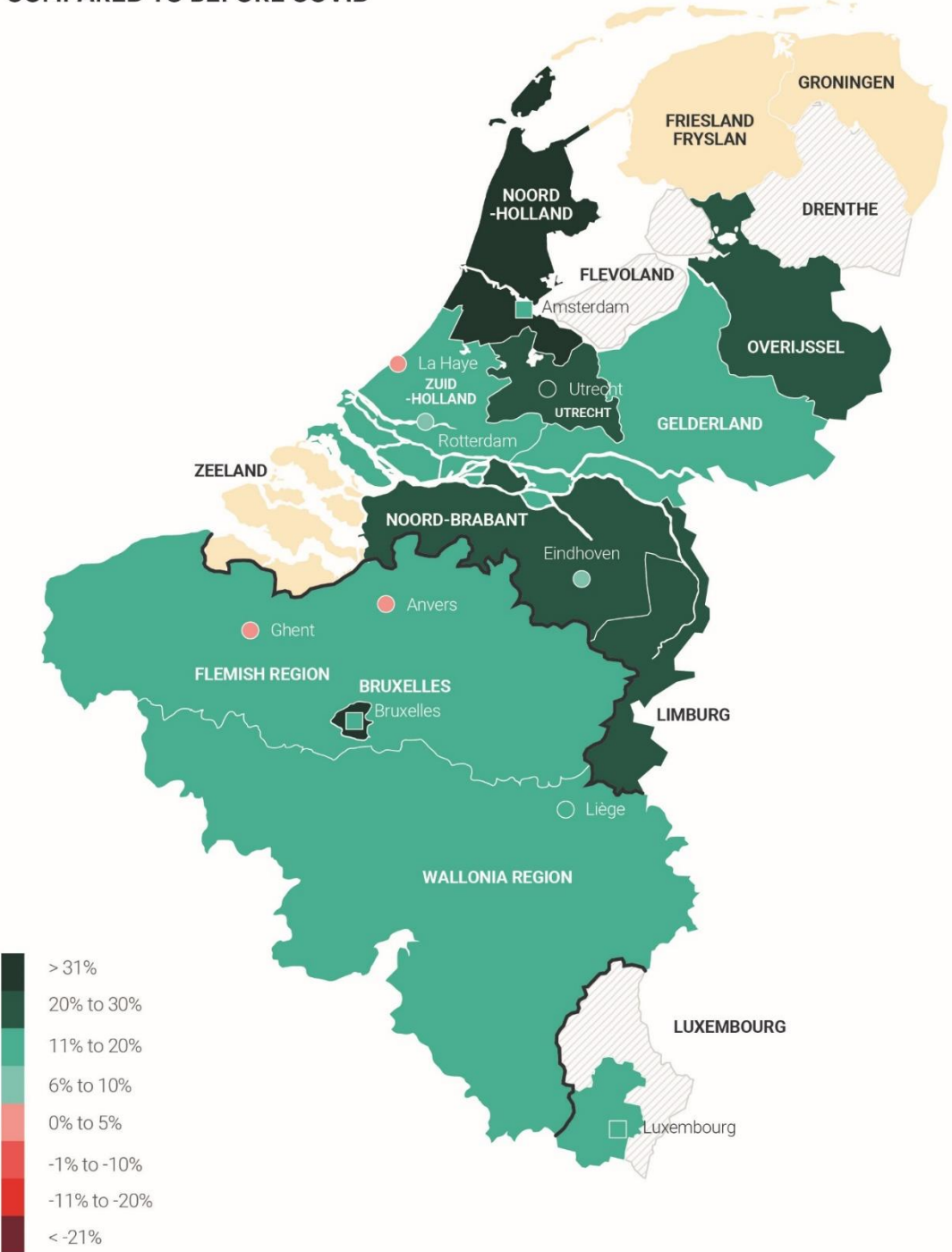
ANNUAL EVOLUTION OF REVPAR IN FRANCE IN 2023, COMPARED TO BEFORE COVID



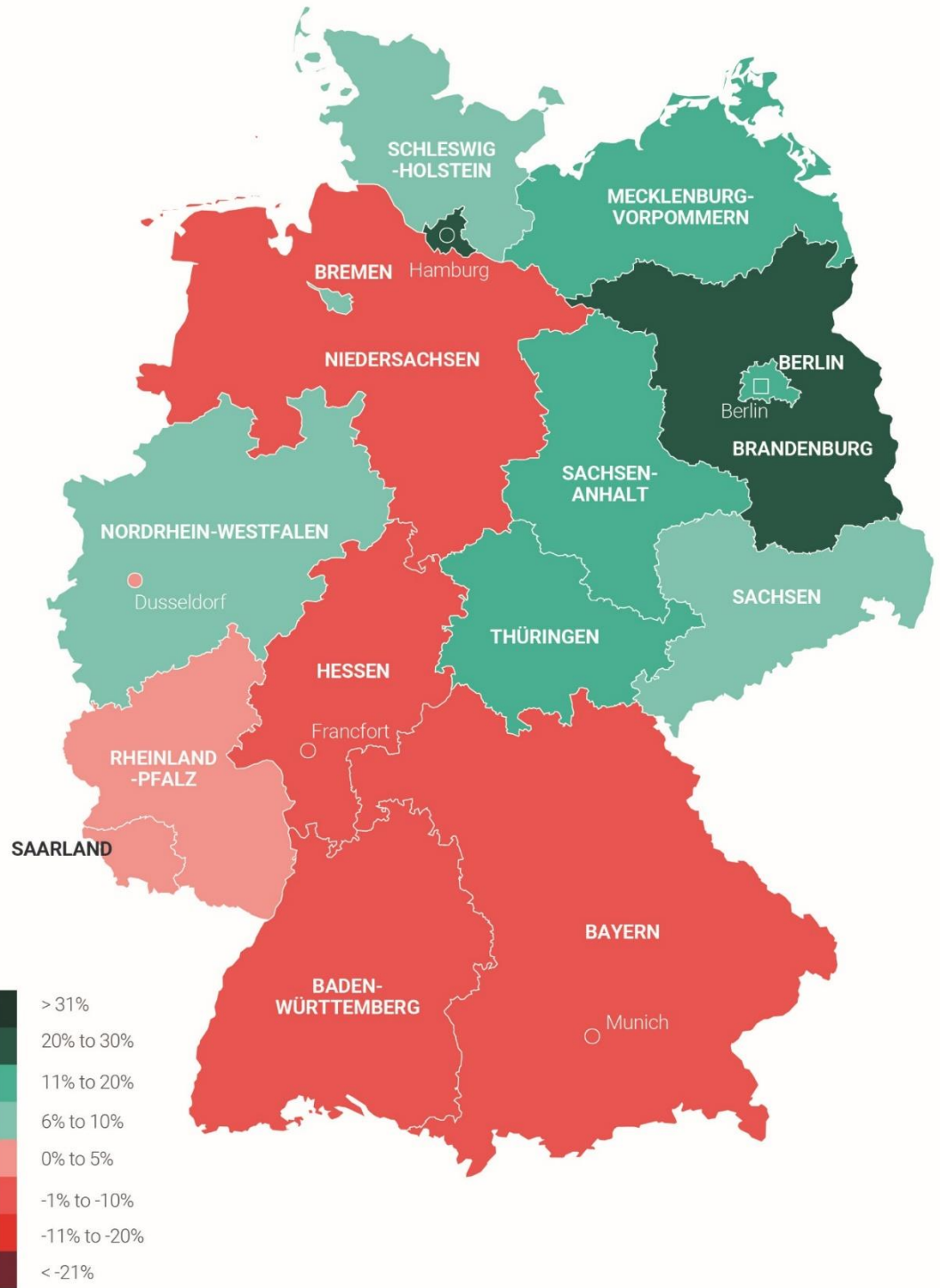
LOCAL TRENDS



ANNUAL EVOLUTION OF REVPAR IN BENELUX IN 2023, COMPARED TO BEFORE COVID



ANNUAL EVOLUTION OF REVPAR IN GERMANY IN 2023, COMPARED TO BEFORE COVID



Source: MKG_destination - 04/2024

DIFFERENT BOTTOM LINE STORIES IN EUROPE

POST-COVID CHANGE IN KEY HOTEL GOP COMPONENTS

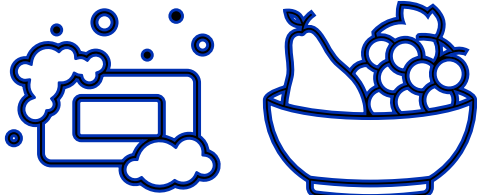


**RevPAR /
R. Revenue**
FY 2023 vs FY 2019

+21,7%

+17,8%

+31,8%



**Purchases /
Inflation**
04/2024 vs 12/2019

+15,9%

+17,2%

+17,3%



**Hospitality
Staff cost**
Q4 2023 vs 2019*

+14,4%

+12,5%

+9,4%



Electricity
Gas
S2-2023 / S2-2019

x2,2

+29,7%

+45,5%

x2,1

+9,9%

x2,0

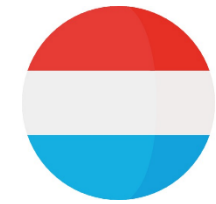
* When available, else Q3 2023

Sources: MKG_destination, Eurostat - 04/2024

DIFFERENT BOTTOM LINE STORIES IN EUROPE



 POST-COVID CHANGE IN KEY HOTEL GOP COMPONENTS

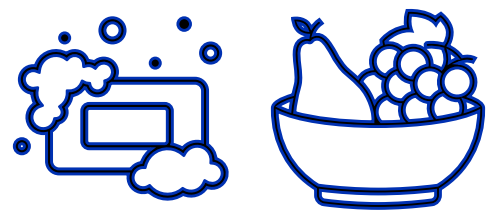


**RevPAR /
R. Revenue**
FY 2023 vs FY 2019

+10,2%

+10,9%

+0,6%



**Purchases /
Inflation**
04/2024 vs 12/2019

+22,4%

+20,9%

+16,8%



**Hospitality
Staff cost**
Q4 2023 vs 2019*

+15,0%

+19,9%

+22,5%



Electricity
Gas
S2-2023 / S2-2019

x2,9

+53,3%

x2,3

x2,3

x2,1

x2,7

Sources: MKG_destination, Eurostat - 04/2024

* When available, else Q3 2023

DIFFERENT BOTTOM LINE STORIES IN EUROPE

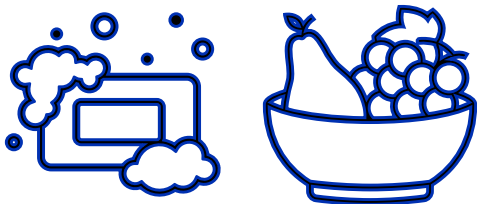
POST-COVID CHANGE IN KEY HOTEL GOP COMPONENTS



**RevPAR /
R. Revenue**
FY 2023 vs FY 2019

+5,7%

+11,4%



**Purchases /
Inflation**
04/2024 vs 12/2019

+20,8%

+23,4%



**Hospitality
Staff cost**
Q4 2023 vs 2019*

+37,2%

+34,2%



Electricity
Gas
S2-2023 / S2-2019

x2,3

x2,4

x2,3

x2,4

* When available, else Q3 2023

Sources: MKG_destination, Eurostat - 04/2024

DIFFERENT BOTTOM LINE STORIES IN EUROPE



 POST-COVID CHANGE IN KEY HOTEL GOP COMPONENTS

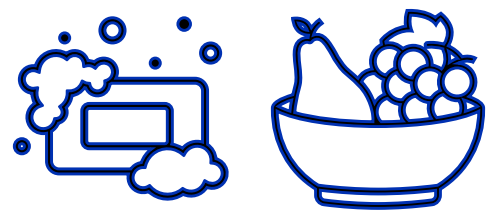


**RevPAR /
R. Revenue**
FY 2023 vs FY 2019

+20,0%

+39,2%

+2,9%



**Purchases /
Inflation**
04/2024 vs 12/2019

+38,0%

+48,8%

+38,7%



**Hospitality
Staff cost**
Q4 2023 vs 2019*

+48,7%

+66,7%

NA*



Electricity
Gas
S2-2023 / S2-2019

x2,1

x2,0

+78,3%

x2,1

x3,0

+94,8%

Sources: MKG_destination, Eurostat - 04/2024

* When available, else Q3 2023

DIFFERENT BOTTOM LINE STORIES IN EUROPE

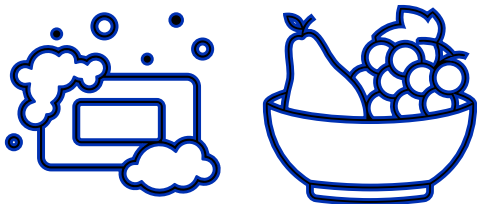
 POST-COVID CHANGE IN KEY HOTEL GOP COMPONENTS



**RevPAR /
R. Revenue**

FY 2023 vs FY 2019

-5,9%



**Purchases /
Inflation**

04/2024 vs 12/2019

+33,4%



**Hospitality
Staff cost**

Q4 2023 vs 2019*

+24,0%



Electricity

Gas

S2-2023 / S2-2019

+41,8%

x2,2

* When available, else Q3 2023

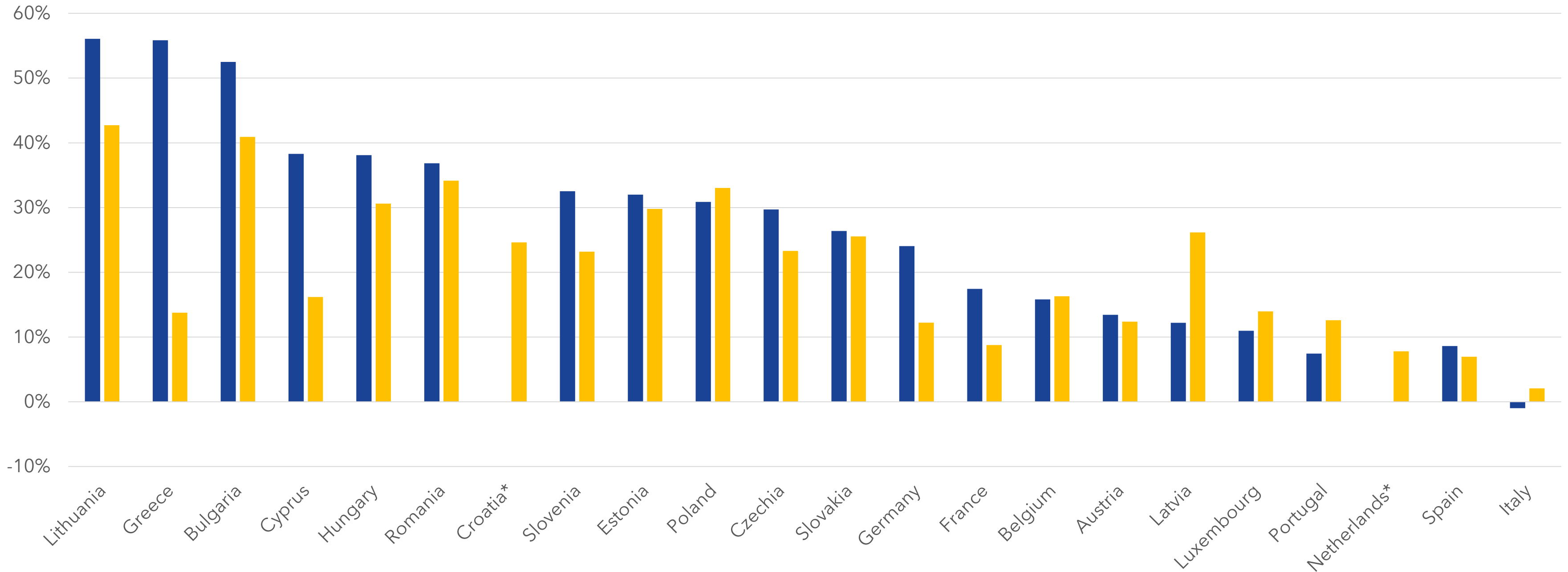
Sources: MKG_destination, Eurostat - 04/2024

STAFF COSTS IN THE HOSPITALITY INDUSTRY: WHAT DYNAMICS IN EUROPE?



2023 VS 2019 CHANGE IN HOURLY COST (CHARGES INCLUDED) IN THE HOTEL & RESTAURANT INDUSTRY & FOR ALL SECTORS, BY COUNTRY

■ Hospitality Industry ■ Global Private Labor Market



Source: Eurostat - 04/2024

STAFF COSTS IN THE HOSPITALITY INDUSTRY: WHAT DYNAMICS IN EUROPE?



2023 VS 2019 CHANGE IN HOURLY COST (CHARGES INCLUDED) IN THE HOTEL & RESTAURANT INDUSTRY & FOR ALL SECTORS, BY COUNTRY



Source: Eurostat - 04/2024



2024 OUTLOOK

THE EUROPEAN HOTEL INDUSTRY IN Q1 2024

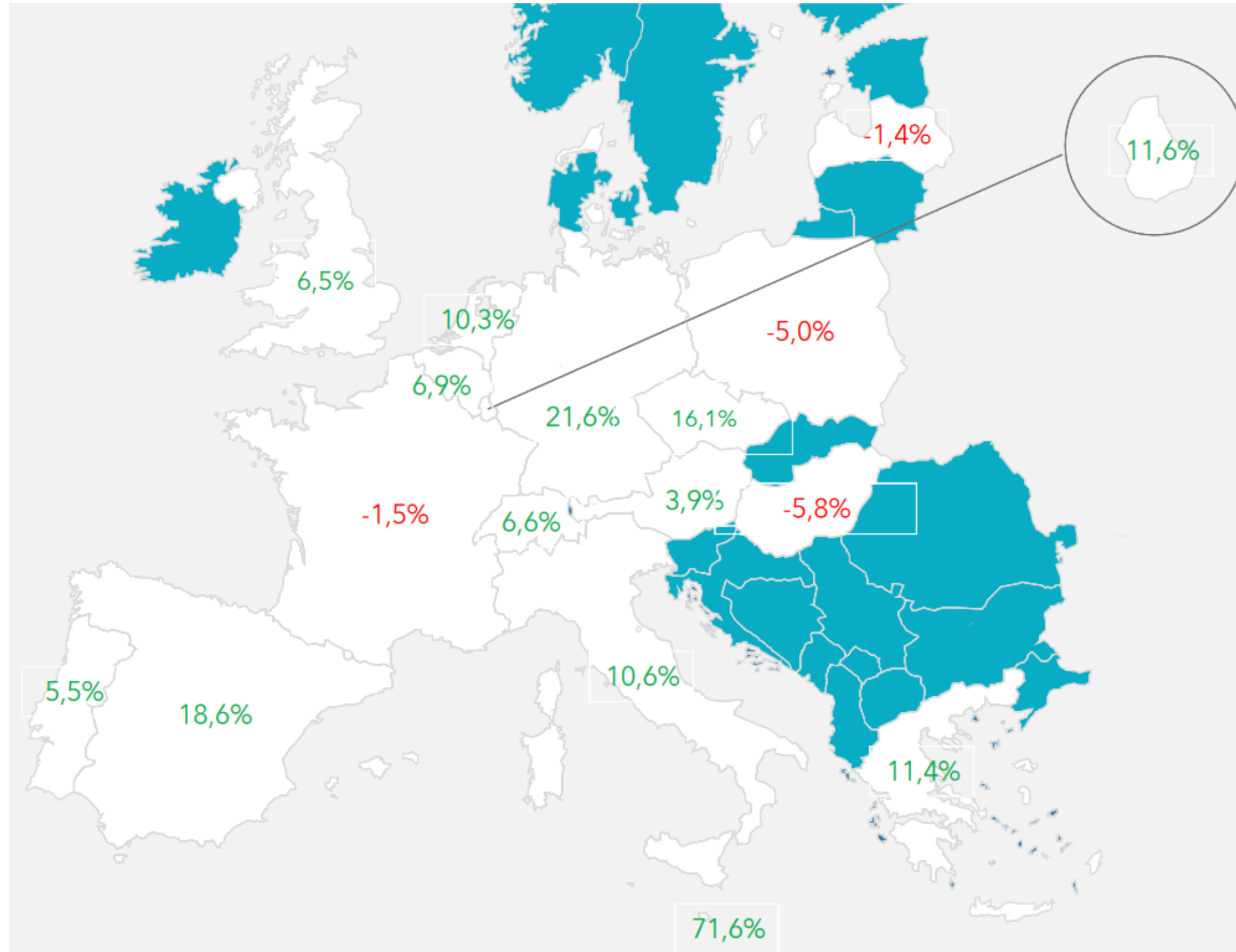


REVENUE PER ROOM IN EUROPEAN HOTELS IN YTD 03/2024

	OR	Evol (pts) / 2023	ADR	Evol % / 2023	REVPAR	Evol % / 2023
CZECHIA	58,5%	3,8	79,0	16,7%	46,2	24,8%
SPAIN	68,0%	3,6	126,6	10,9%	86,1	17,0%
AUSTRIA	57,7%	3,9	109,9	3,6%	63,4	11,1%
GREECE	52,1%	0,0	136,2	10,0%	71,0	9,9%
ITALY	64,5%	1,3	129,8	5,9%	83,8	8,0%
GERMANY	58,2%	2,7	101,2	2,0%	58,9	6,9%
LUXEMBURG	63,6%	2,2	147,3	3,0%	93,7	6,7%
PORTUGAL	56,7%	0,7	99,2	5,3%	56,2	6,6%
NETHERLANDS	63,9%	3,2	124,9	0,9%	79,8	6,2%
BELGIUM	60,4%	1,2	119,4	2,6%	72,2	4,6%
LATVIA	47,8%	2,8	68,1	-1,9%	32,6	4,2%
UNITED KINGDOM	70,4%	0,6	116,1	1,2%	81,7	2,1%
FRANCE	58,2%	0,1	109,7	2,0%	63,8	2,1%
SWITZELAND	55,1%	1,2	193,7	-1,9%	106,7	0,2%
HUNGARY	53,9%	0,0	89,2	-1,3%	48,1	-1,3%
POLAND	57,6%	-0,2	71,4	-1,1%	41,1	-1,4%

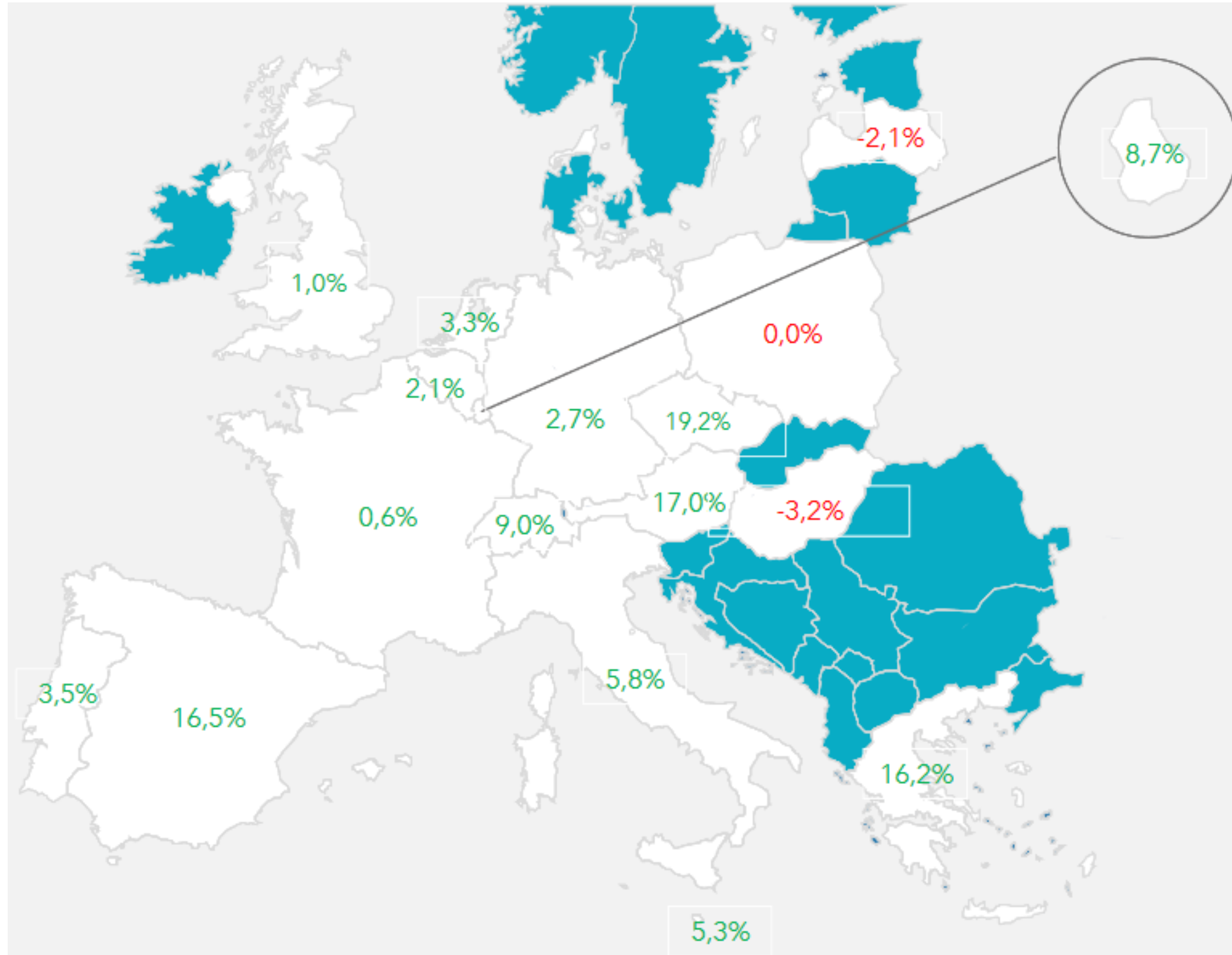
Source: MKG_destination - 04/2024

THE EUROPEAN HOTEL INDUSTRY IN Q1 2024



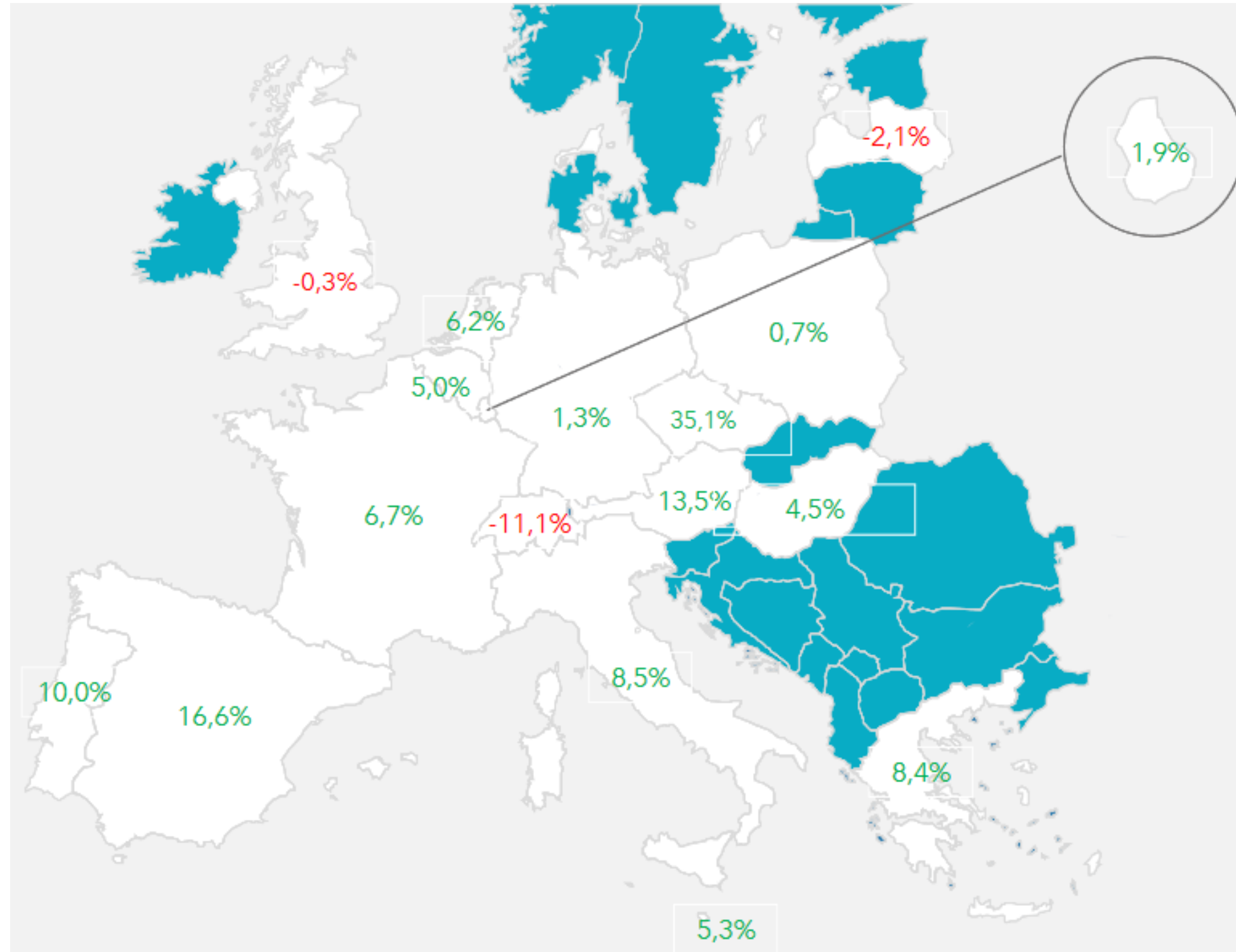
Source: MKG_destination - 04/2024

THE EUROPEAN HOTEL INDUSTRY IN Q1 2024



Source: MKG_destination - 04/2024

THE EUROPEAN HOTEL INDUSTRY IN Q1 2024



Source: MKG_destination - 04/2024

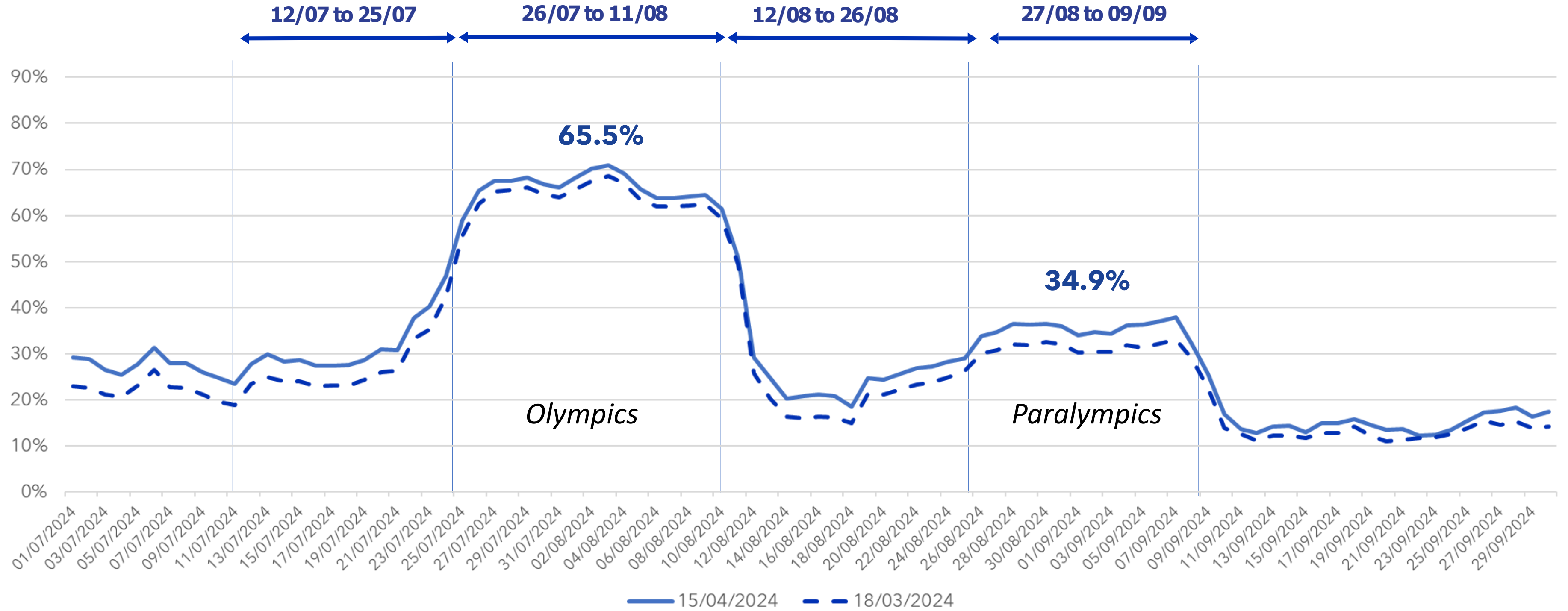
A RICH EVENT YEAR



PARIS 2024 OLYMPICS: WHAT IMPACT?

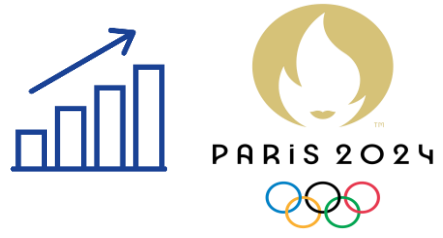


HOTEL ON-THE-BOOKS FOR JULY, AUGUST & SEPTEMBER 2024 IN PARIS (CITY) (%booked rooms as of 15/04/2024 + pickup vs previous month)



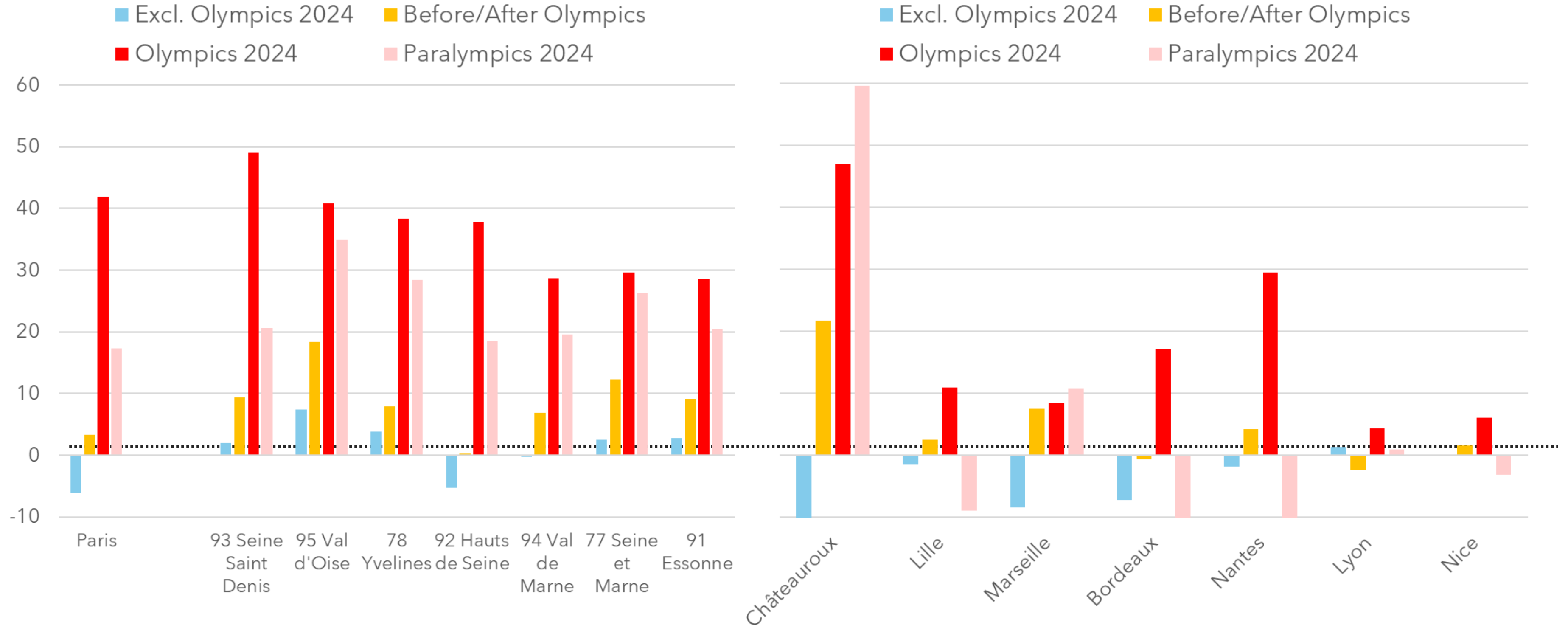
Source: MKG_destination - 04/2024

PARIS 2024 OLYMPICS: WHAT IMPACT?



COMPARISON OF SUMMER 2024 BOOKING STATUS VS. SUMMER 2023

(IN POINTS OF OCCUPANCY, BY PERIOD)



Source: MKG_destination - 04/2024



EURO SOCCER IN GERMANY: WHAT IMPACT?

MKG

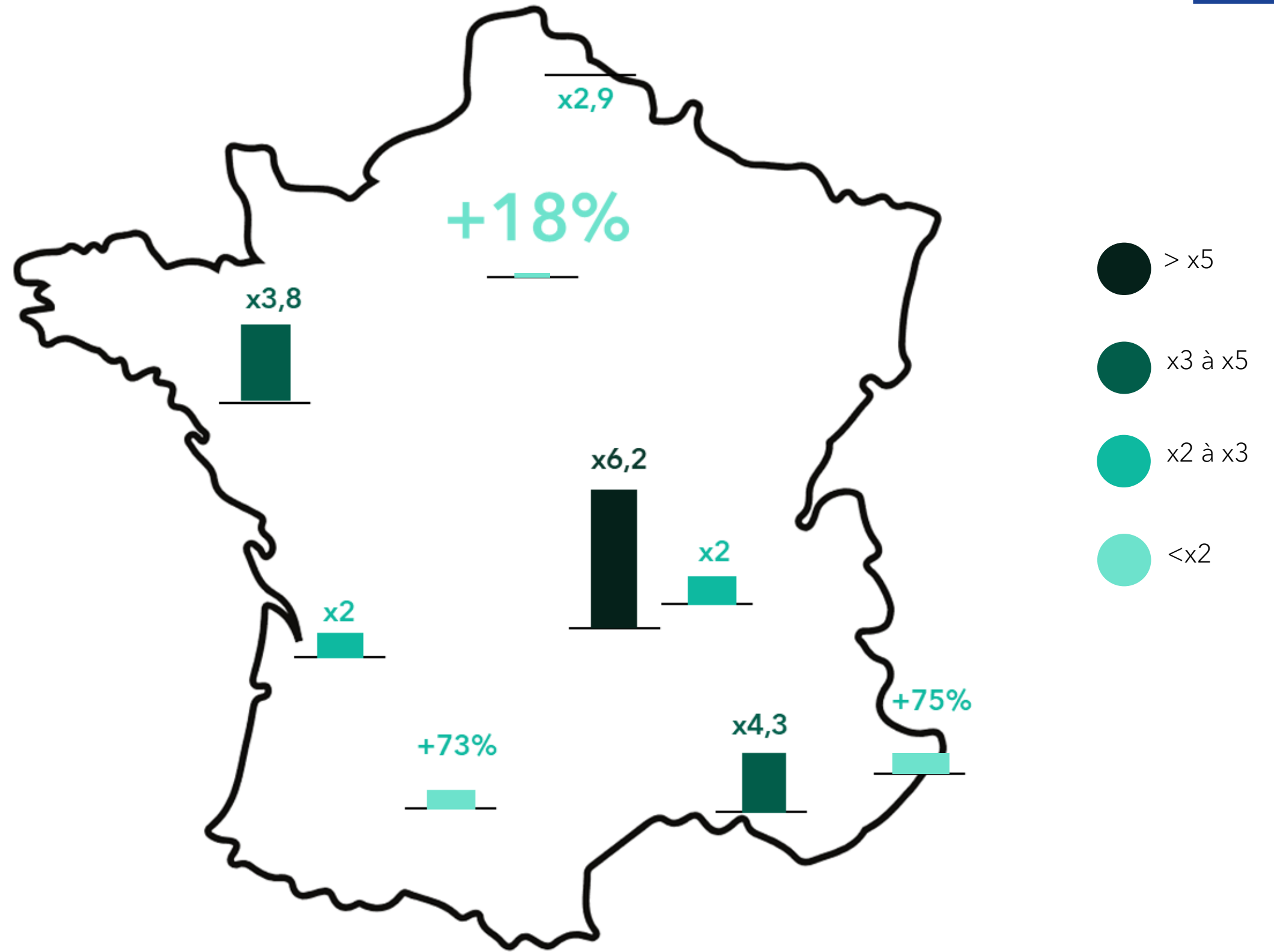


+1,5% annual RevPAR

/ FY without the Euro 2024



EURO SOCCER IN GERMANY: WHAT IMPACT?



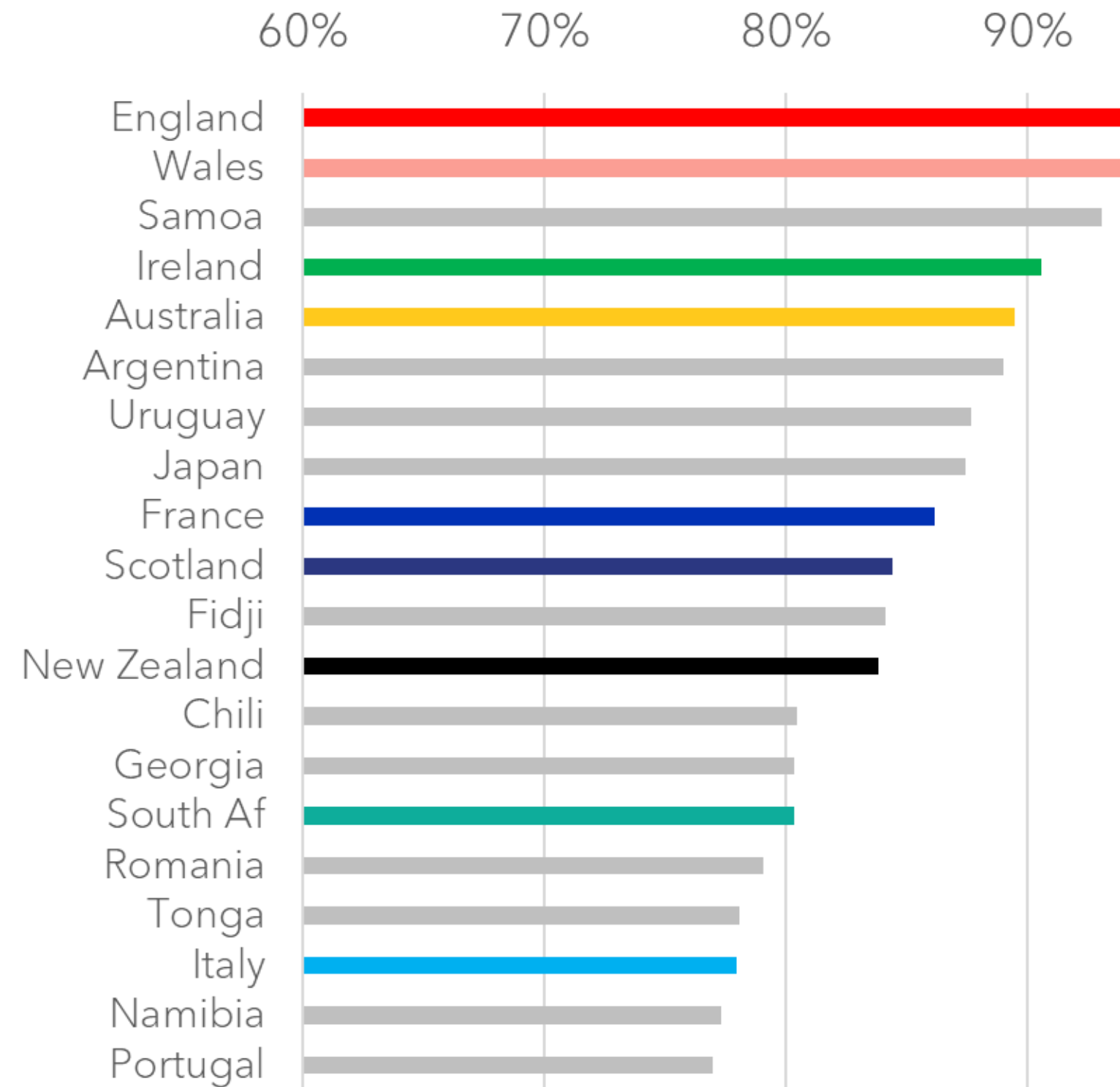


EURO SOCCER IN GERMANY: WHAT IMPACT?



AVERAGE OCCUPANCY RATE BY NATIONAL TEAM IN POOL MATCHES





(Average Occupancy Rate on game days, all destinations combined on all 4 pool game of each team)



Source: MKG_destination - 04/2024

MACRO: A MODEST RECOVERY AHEAD AFTER A CHALLENGING YEAR

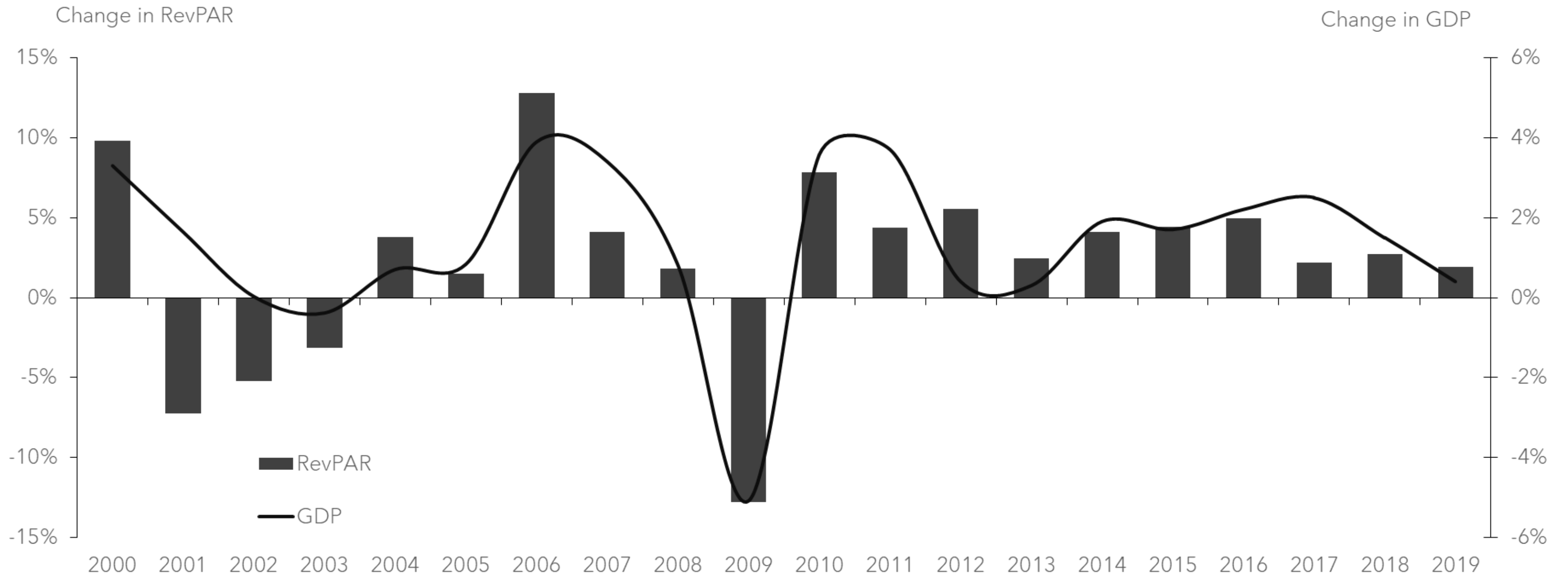


												
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025
GDP	+0.6	+1.3	+1.7	+0.6	+1.1	+1.7	+1	+1.2	+1.4	-0.3	+0.8	+1.2
Inflation	+6.5	+3.5	+2.4	+4.6	+3.7	+2	+5.8	+3	+2	+6.2	+3.1	+2.2

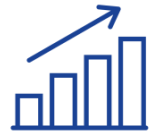
WHAT MACRO FACTORS?



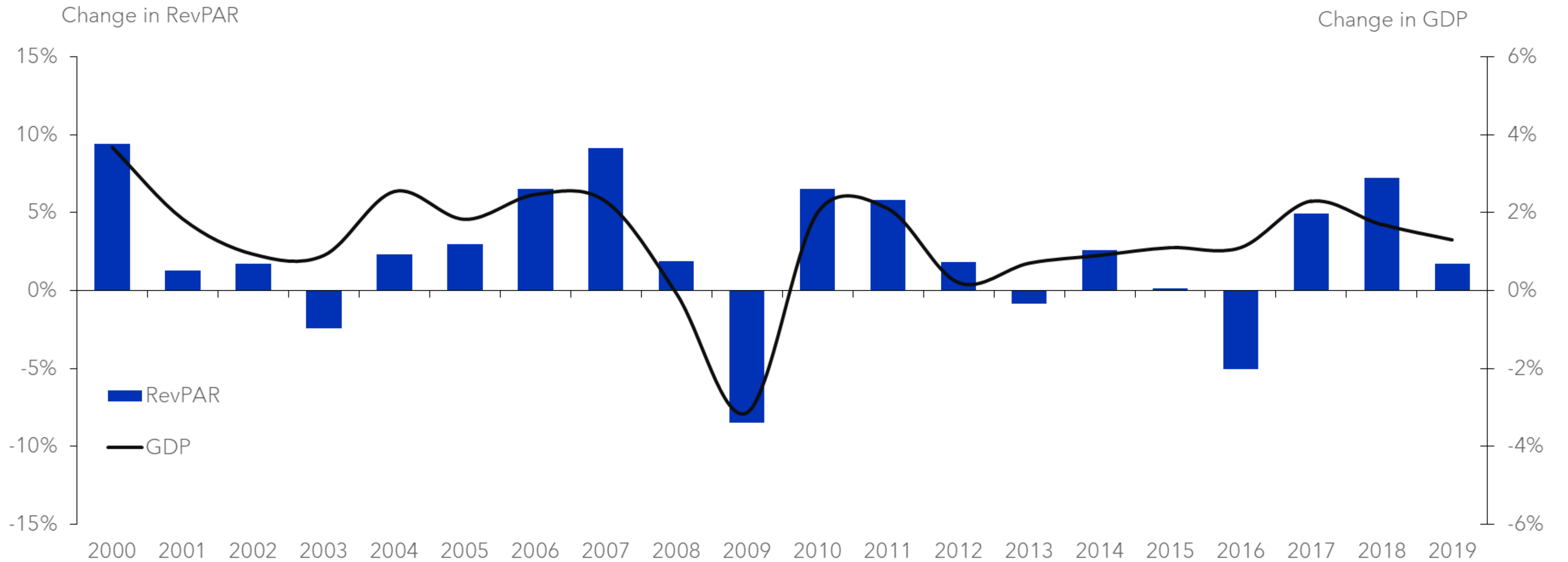
ANNUAL CHANGE IN REVPAR & GDP *(Evolution in %)*



WHAT MACRO FACTORS?



ANNUAL CHANGE IN REVPAR & GDP *(Evolution in %)*



WHAT MACRO FACTORS?



ANNUAL CHANGE IN REVPAR & GDP *(Evolution in %)*



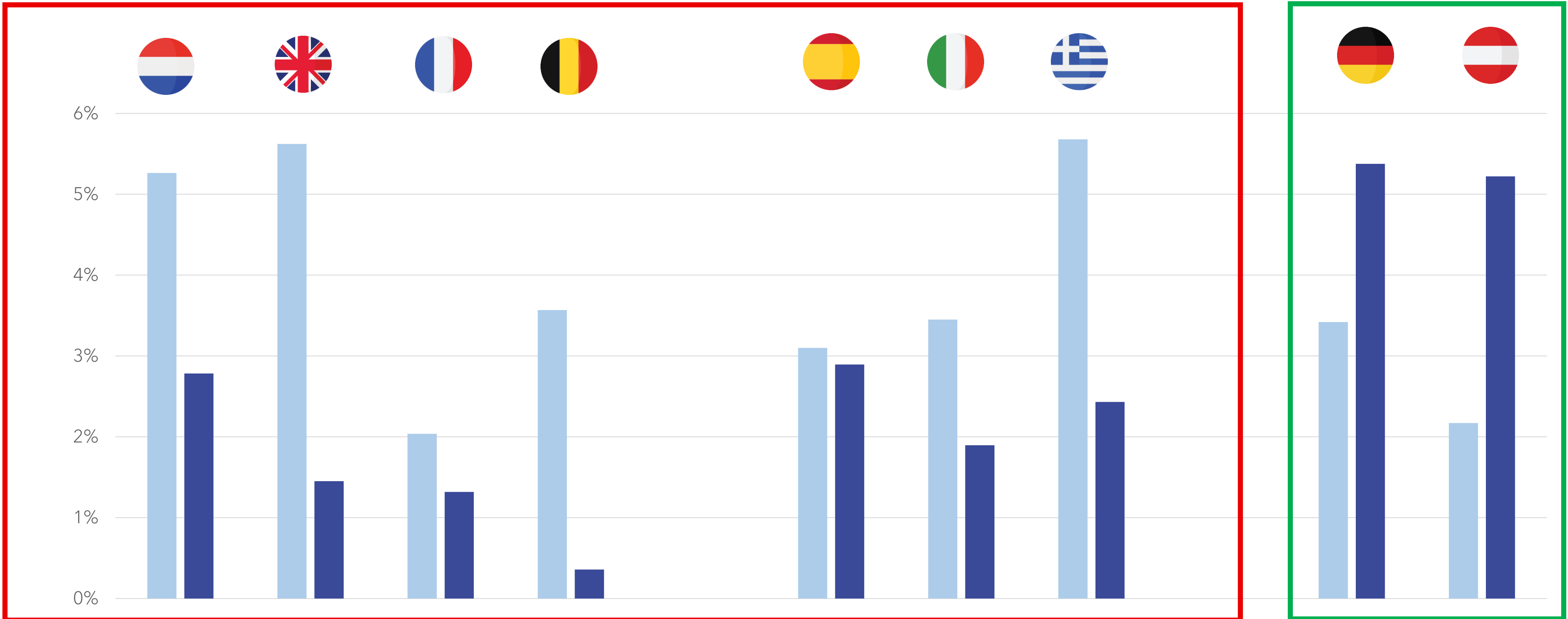
WHAT MACRO FACTORS?



CHANGE /N-1 IN CHAIN HOTEL ROOM SUPPLY BY COUNTRY

(Evolution in % vs n-1)

2013/2012 2023/2022

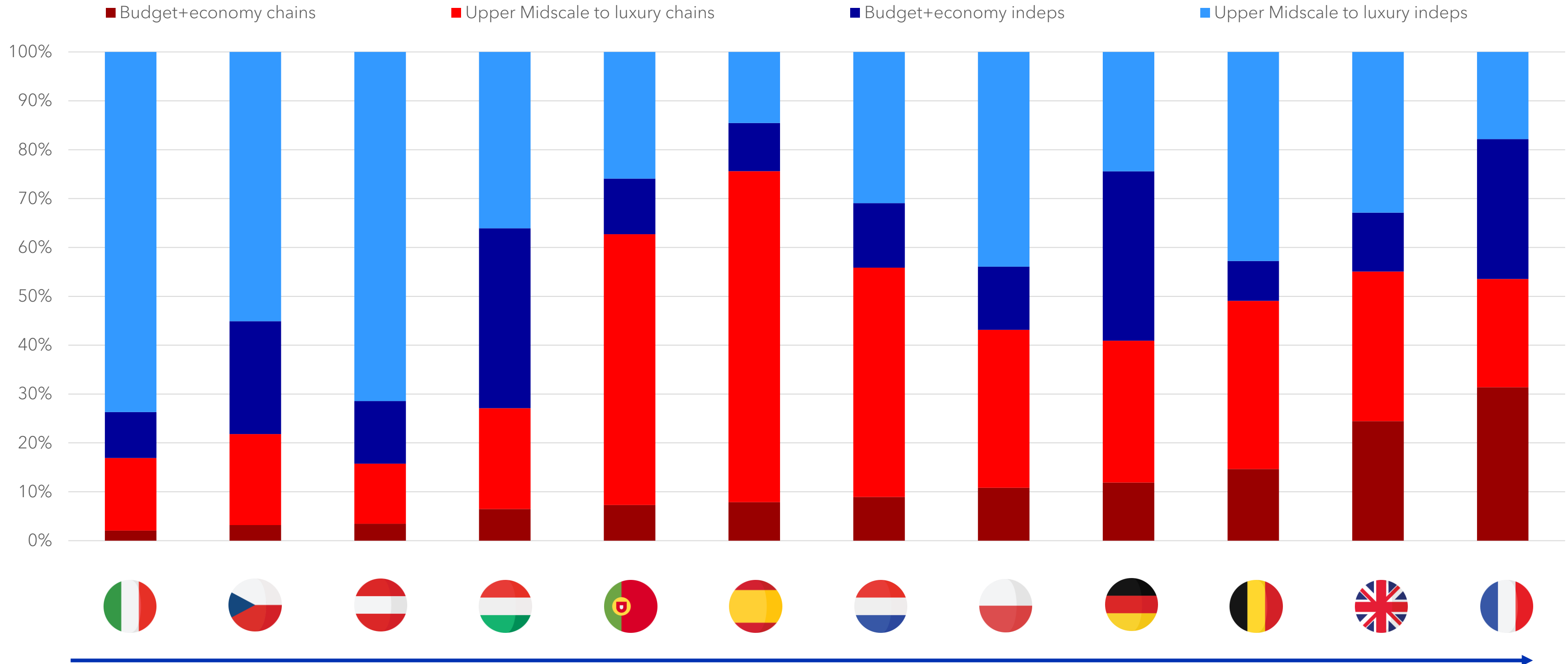


Source: MKG_destination - 04/2024

WHAT MACRO FACTORS?



GLOBAL HOTEL SUPPLY BY COUNTRY - BREAKDOWN BY TYPE & CATEGORY (in % of total hotel supply, in # of rooms, by country)



Structured / Mature markets

Source: MKG_destination - 04/2024

TOMORROW'S CHALLENGES

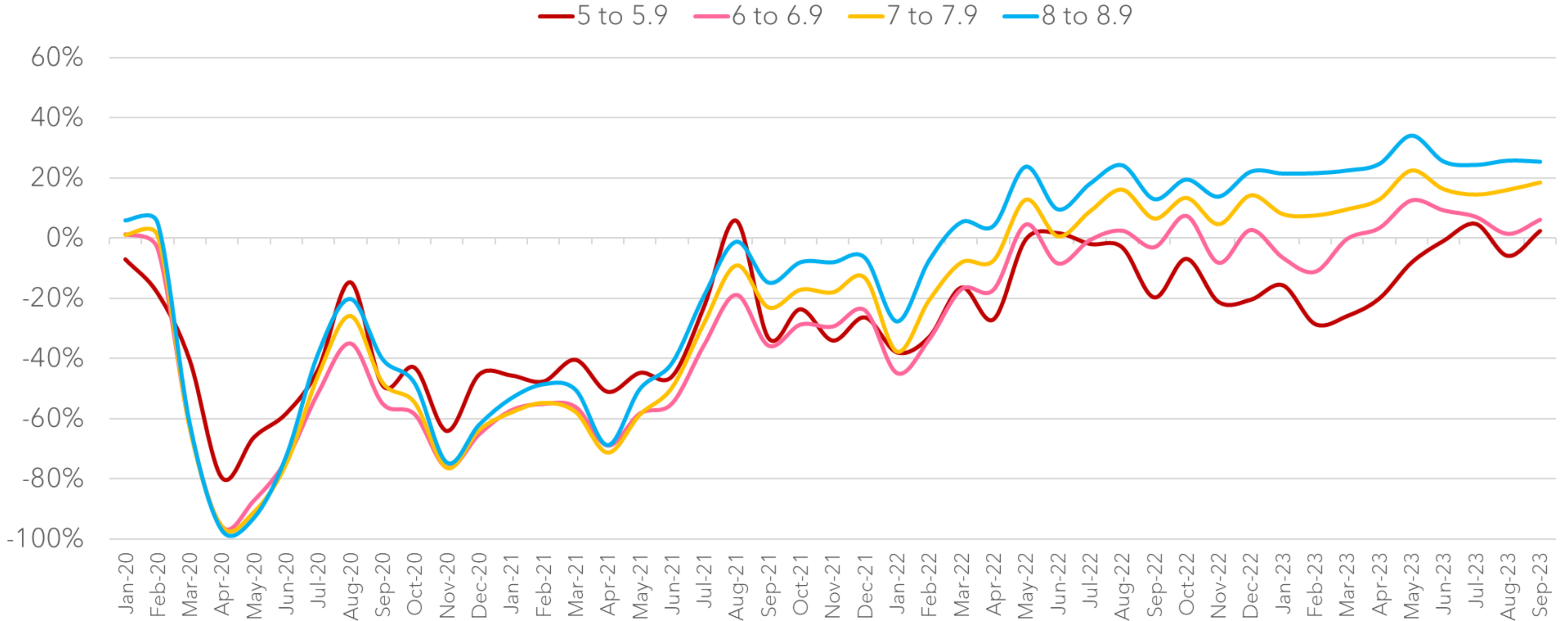


SHIFTING CONSUMER DEMAND LEADING TO CAPEX NEEDS?



MONTHLY CHANGE IN REVPAR IN ECONOMY HOTELS BY BOOKING.COM SCORE

(Evolution *in % vs 2019*)



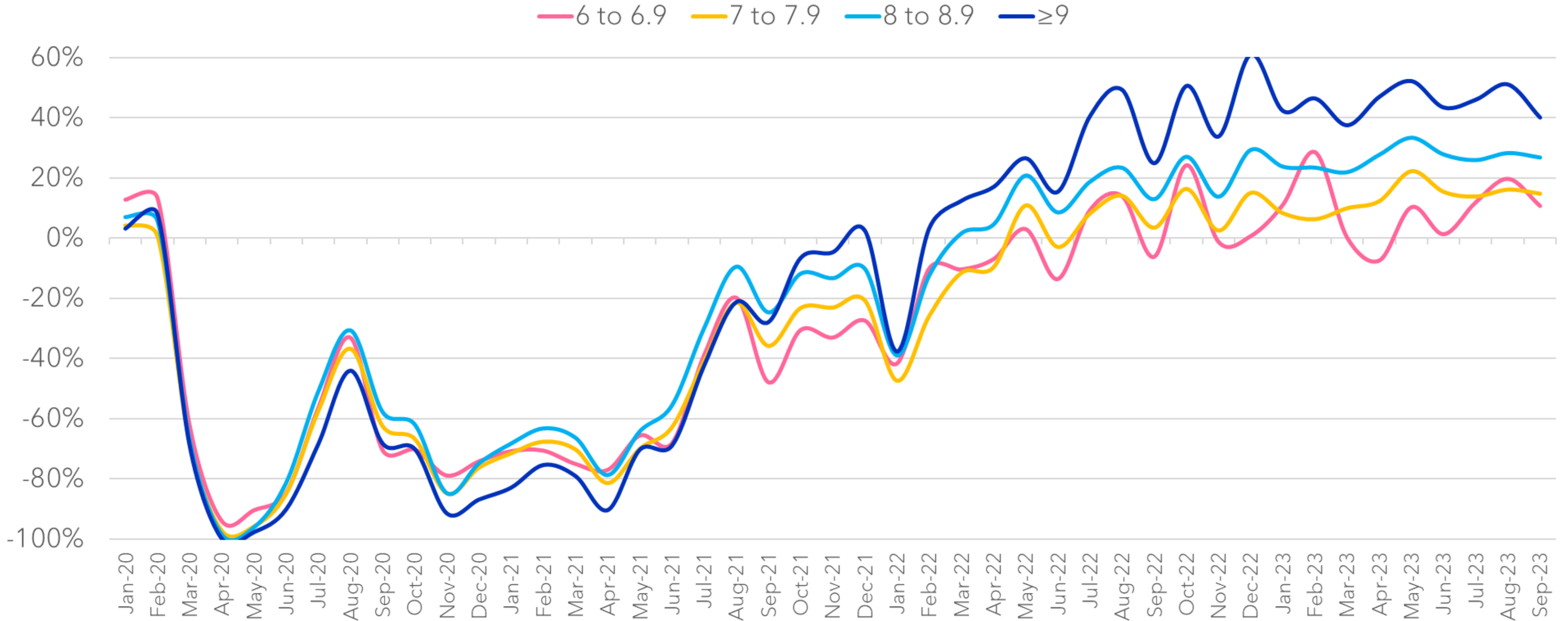
Source: MKG_destination - 04/2024

SHIFTING CONSUMER DEMAND LEADING TO CAPEX NEEDS?



MONTHLY CHANGE IN REVPAR IN MIDSCALE HOTELS BY BOOKING.COM SCORE

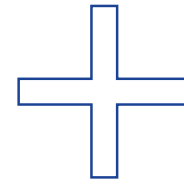
(Evolution *in % vs 2019*)



Source: MKG_destination - 04/2024

ARTIFICIAL INTELLIGENCE, HOSPITALITY'S NEXT CHALLENGE

Analytical AI
for processing
structured data



Generative AI
for processing
unstructured data



Make it human
Design of concept
Marketing

ESG: WHAT IMPACT ON VALUE?



No premium...

... but



Factored in the valuation

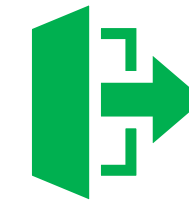


Prerequisite to financing



Asset liquidity at forward exit

*Gross value - CSR CAPEX
= Purchase value 2024*



Revenue impact of negative comments, if non-CSR practices



Operator in charge of technical equipment (not the owner)



AND...


MKG



TAXATION: WHAT CAN WE LEARN FROM EXPERIENCE?

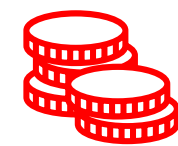


KPIs BY MARKET IN THE NETHERLANDS - Q1 to Q3 2023

	Occupancy rate			Average daily rate			RevPAR			Tourist tax (2023)
	%	Change (pt) /2022	Change (pt) 2019	€	Change (%) 2022	Change (%) 2019	€	Change (%) 2022	Change (%) 2019	
 Den Haag	82.2%	6.2	0.2	131.6	8.6%	21.4%	108.1	17.4%	21.6%	5.35€
Rotterdam	76.7%	-3.0	-6.9	124.7	19.2%	31.5%	95.7	14.7%	20.7%	6.5%
Eindhoven	72.7%	-2.1	-2.2	109.7	8.3%	21.1%	79.8	5.2%	17.6%	3.5€
Amsterdam	79.9%	2.7	-10.1	189.8	4.2%	19.4%	151.6	7.8%	6.0%	3€+7%
Avg. Europe	78.3%	1.6	-2.6	138.1	6.6%	22.6%	108.1	8.9%	18.7%	



TOURIST TAX EVOLUTION, AMSTERDAM

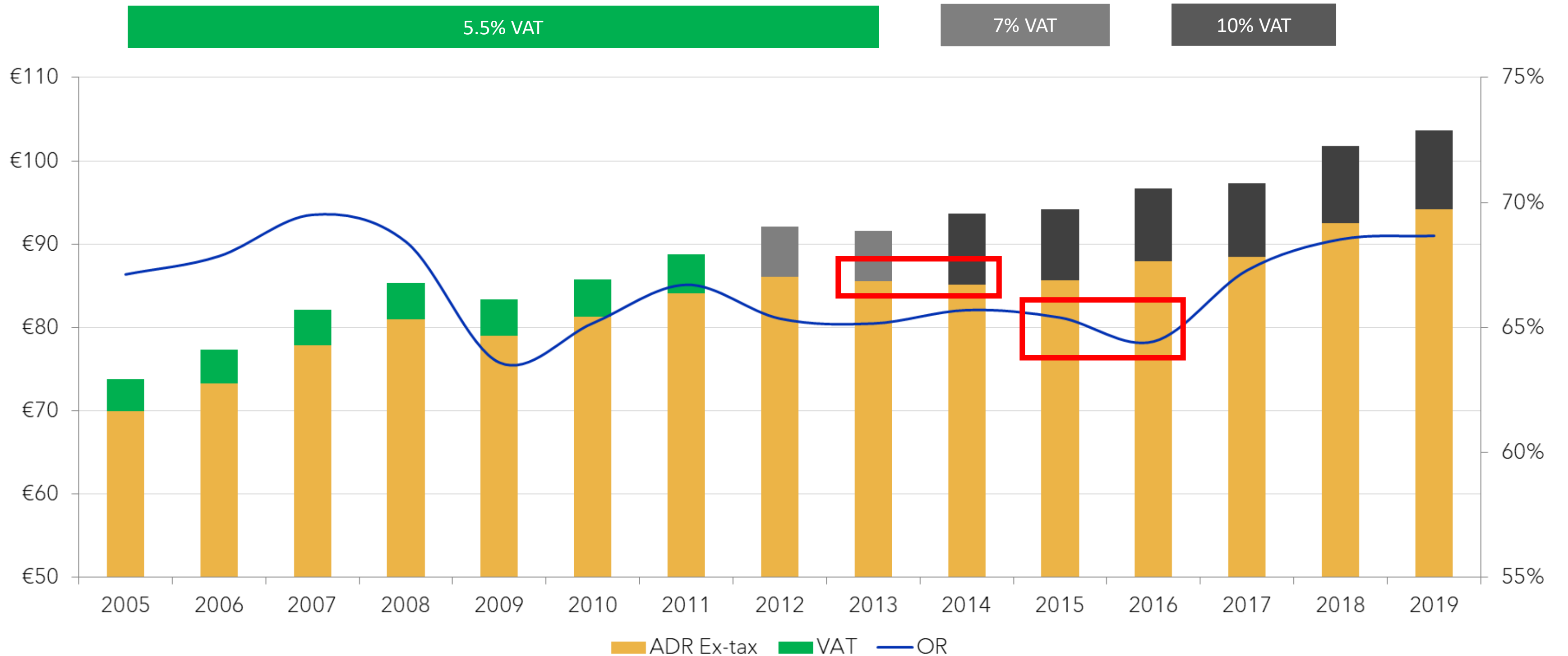


2018	2019	2020
↗ 6%	↗ 7%	↗ 3€+ 7%

TAXATION: WHAT CAN WE LEARN FROM EXPERIENCE?



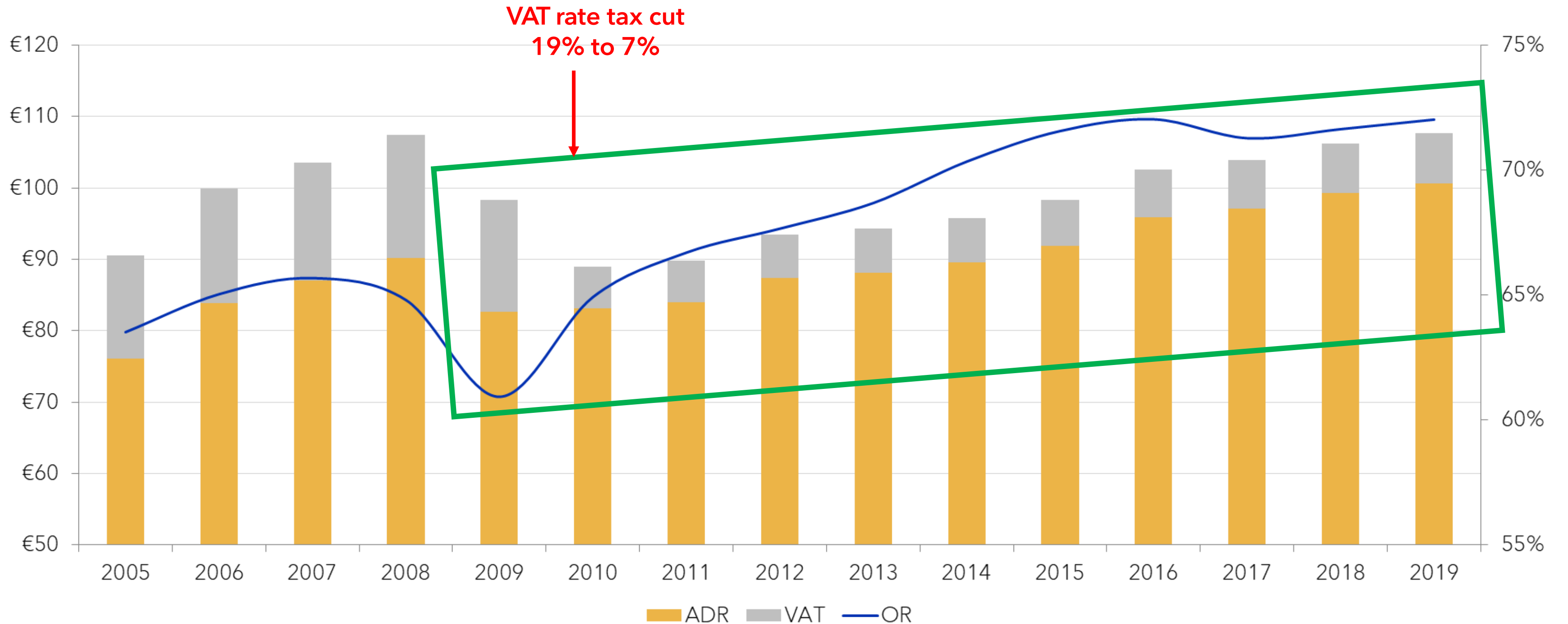
ANNUAL CHANGE IN AVERAGE DAILY RATE (EXCL. VAT) AND OCCUPANCY RATE IN , 2005-2019



VAT: WHAT CAN WE LEARN FROM EXPERIENCE?



ANNUAL CHANGE IN AVERAGE DAILY RATE (EXCL. VAT) AND OCCUPANCY RATE IN , 2005-2019



WHAT DO AMSTELLODEN & FRENCH CASES SHOW?



IMPACT OF AN INCREASE IN THE TOURIST TAX CAP

Scenario 1

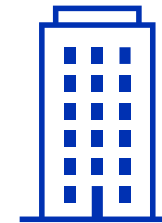


The tax increase is **transferred to customers**



the associated ADR rise yields an **impact on demand**

Scenario 2



Accommodations absorb tax increases



impacting structures' **operational accounts**



THANKS !





The future of travel

Will tech companies take over
the tourism business?



stuck in martech since

1997

Screenshot from 1998



Tryggvi Freyr Elínarson

Marketing Technologist



AI, LLM's & ChatGPT

But what is all this, really?



Artificial Intelligence

is basically an umbrella term used for any computer system that is designed to mimic human behaviour. And most of you here, not just the Datera guys, are already using AI in some capacity in your daily lives and jobs.



AI is already everywhere, here are a few examples

COMMUNICATIONS

- Chat
- Email
- Social Media
- Personalization
- Content Translation

FINANCE

- Auditing
- Real time insights
- Fraud detection
- Risk management
- Reconciliation

MARKETING

- Budgeting
- Forecasting
- Optimising
- Audience discovery
- A/B testing

DATA & ANALYSIS

- Customer Segmentation
- Predictive Analysis
- Sentiment Analysis
- Data Visualization
- Anomaly Detection

WEBSITES

- Navigation
- Personalization
- User Journey Analysis
- Conversion Rate Optim.
- Technical solves

SERVICE & SUPPORT

- Recommendation engines
- Customer support
- User Interface Optim.
- Predictive Assistance
- Sentiment Analysis

SEARCH ENGINES

- SEO Audits
- Link building
- Topic cluster creation
- SERP Analysis
- Voice Search Optim.

THE LIST IS ENDLESS



AI is nothing new

The new generation however, the Large Language Models, are about to turn everything upside down



But it's not intelligent... right?

Intelligence is a very general mental capability that, among other things, involves the ability to:

Mainstream Science on Intelligence: An Editorial With 52 Signatories, History, and Bibliography

LINDA S. GOTTFREDSON
University of Delaware

The following statement was first published in the *Wall Street Journal*, December 13, 1994.

Mainstream Science on Intelligence

Since the publication of "The Bell Curve," many commentators have offered opinions about human intelligence that misstate current scientific evidence. Some conclusions dismissed in the media as discredited are actually firmly supported.

This statement outlines conclusions regarded as mainstream among researchers on intelligence, in particular, on the nature, origins, and practical consequences of individual differences in intelligence. Its

it reflects a broader and deeper capability for comprehending our surroundings—"catching on," "making sense" of things, or "figuring out" what to do.

2. Intelligence, so defined, can be measured, and intelligence tests measure it well. They are among the most accurate (in technical terms, reliable and valid) of all psychological tests and assessments. They do not measure creativity, character, personality, or other important differences among individuals, nor are they intended to.

- ❓ Reason
- ❓ Plan
- ❓ Solve Problems
- ❓ Think abstractly
- ❓ Comprehend complex ideas
- ❓ Learn quickly and from experience

Shout-out and credit to Sebastien Bubeck at Microsoft



GPT and LLM

New Industrial Revolution



The Internet



Google Search



Mobile & Apps



Social Media



AI & ChatGPT

NEW TECH THAT SIGNIFICANTLY CHANGED SOCIETY



the best comparison to AI's impact
on the world is electricity

Barak Obama

Credit: Getty Images



So what does that mean?



Will the majority of jobs
disappear within a few years?



”

This offers the prospect of not replacing some forms of human labor, but almost all forms of human labor.

*Lawrence Henry Summers
Economist and openAI's board member*



They will disappear,
just not in the "near" future.



How quickly will our tools and tech stacks be outdated?



What do I need to do, to secure my place in the job market, and the future of my company?



OPENAI

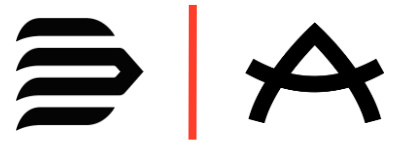
ChatGPT



” Spitting out words, not knowledge

ChatGPT works by attempting to understand your prompt, then spitting out strings of words that it predicts will best answer your question, based on the data it was trained on.

Harry Guinness
Writer and photographer



Munurinn á þessum fjórum helstu tólum

Product	ChatGPT 3.5	Gemini	Copilot	Claude
Source	OpenAI	Google	Microsoft	Anthropic
Free	ChatGPT 3.5	Yes	30 simultaneous chats, [SEP]300 pr day	Yes/No
Language model	GPT 3.5	PaLM 2	ChatGPT 4.0	Claude 3
Dataset(s)	Websites, articles,[SEP]books & the internet	Real-time data[SEP]via Google	Real-time data[SEP]via Microsoft search	Websites, articles,[SEP]books & the internet



AI, LLM, ChatGPT

? Traditional Chatbot

- Designed for well-defined, linear interactions
- Have limited ability to read context and make conversations personal
- Generally feature a simple interface, often with button-based options
- Suitable for simple (and repetitive) interactions
- Good implementation is time-consuming and often expensive

? AI/LLM Assistant

- Capable of solving complex tasks, such as creating extensive plans, providing personal advice, giving real-time information, and specialized services
- Can analyze customer needs, considering previous interactions and other information that is accessed
- Can bring a 'human touch' to interactions
- Easily handle complex communications in multiple stages, across various channels, on different devices, over extended periods
- Cost-effective and quick implementation*



AI and LLM

The market will be flooded with Virtual Assistants



Customer Support
& Real Time Assistance

Personalized
Recommendations

Virtual
Finance / Tax / Bookkeeping
Legal / Logistics / Ops / IT
Assistants & Guides

Language Translations
Currency Conversions
Project & Finance Analasys



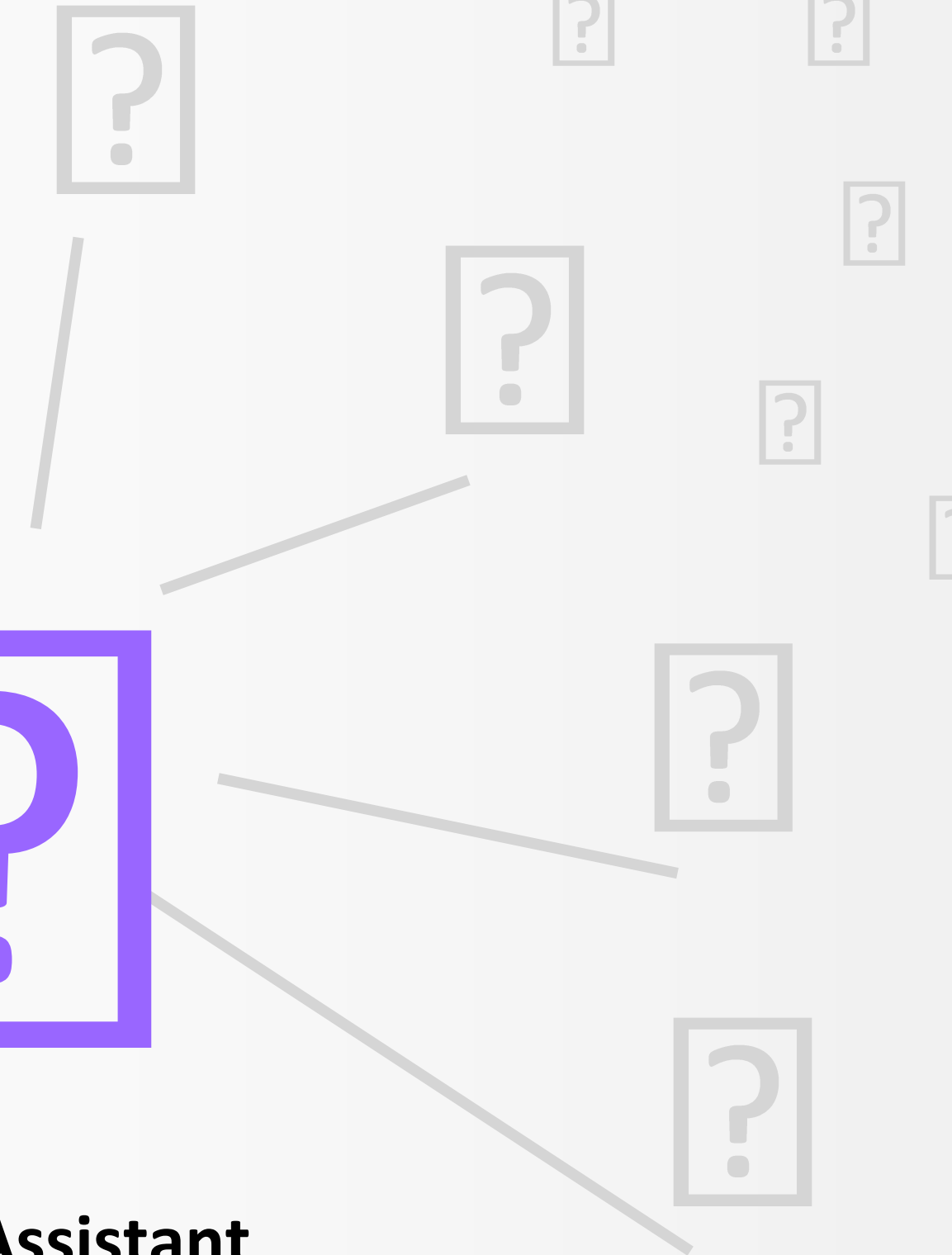
AI and LLM

Shortly we will have Virtual Assistants for just about everything

- Travel planning & Trip recommendations
- Real-time updates and adjustments
- Language translation
- Currency calculations and budgeting
- Travel tips and advice
- Concierge services
- Customer support
- Predictive Maintenance
- Revenue management
- and much, much, more...



Virtual Assistant
connected to an army of AI bots
that will tackle any and all tasks





ai pin

Starting at \$699

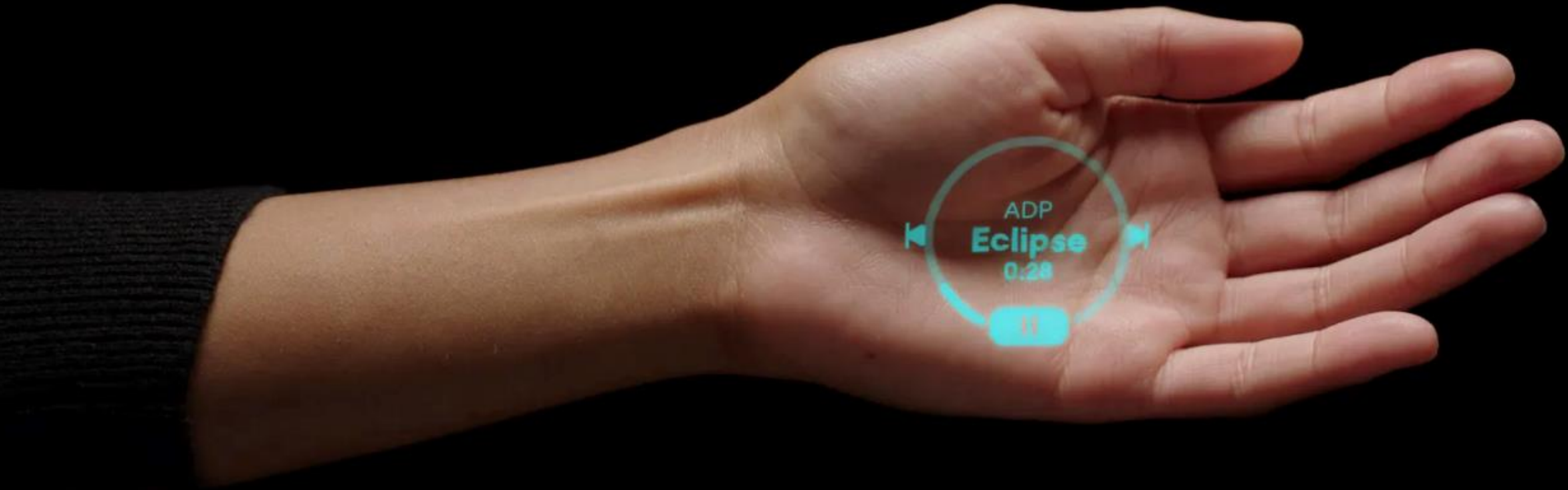
US orders begin 11.16



Touch and hold

Ask your Ai Pin anything anywhere and at anytime—using just your voice while holding the touchpad. Holding down the touchpad with two-fingers enables Interpreter.

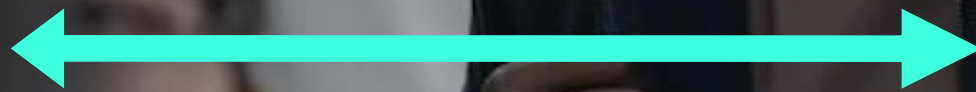




**Beyond touch,
beyond screens.**



Always with you
especially during travel!





But let's talk about real impact



The Obvious Three

- **Customer Experience Personalization**

AI enhances the guest experience by enabling highly personalized service delivery based on guest preferences, past behavior, and predictive analytics

- **Revenue Management Optimization**

Utilizing AI for dynamic pricing and revenue management, helping businesses optimize rates and occupancy based on real-time market data and demand forecasting.

- **Operational Efficiency**

AI streamlines operations by automating routine tasks such as booking, check-in, customer inquiries, and even housekeeping management, allowing staff to focus on enhancing guest services.



The Really Profitable Two

- Predictive Maintenance

AI-driven systems predict maintenance needs in hotel facilities and equipment, minimizing downtime and repair costs by addressing issues before they escalate.

- Inventory and Supply Chain Management

AI and predictive analytics help manage inventory levels more effectively, from food and beverages to room supplies, ensuring optimal stock levels while reducing waste and costs.



Smart Data

A leading Icelandic software company



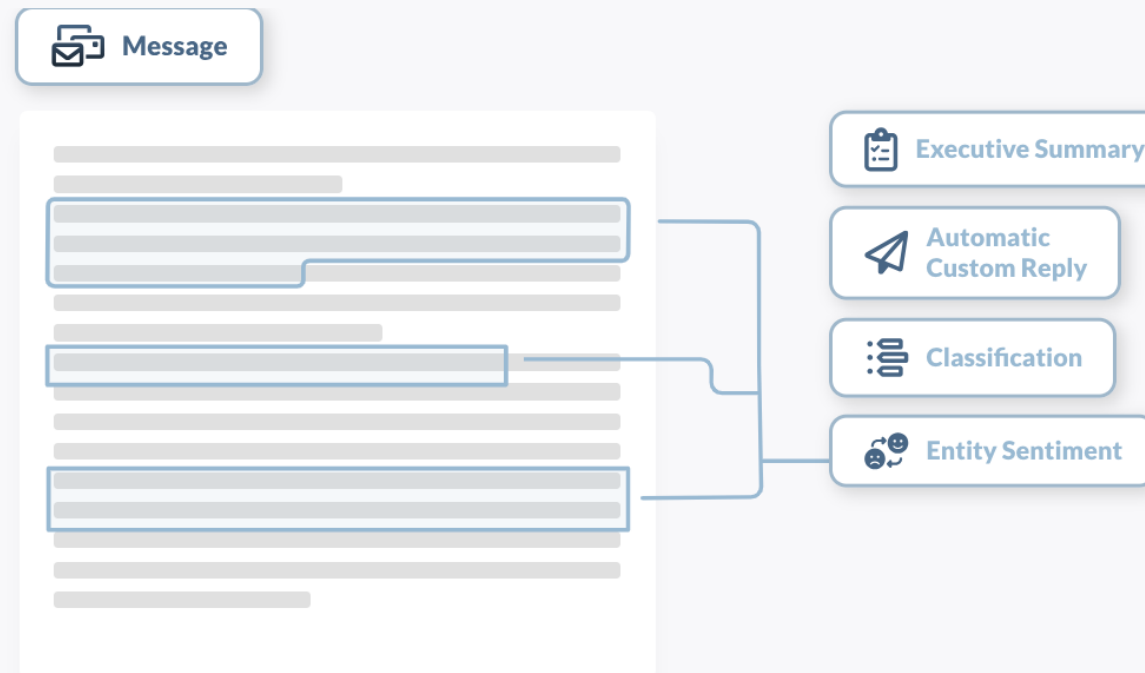
Products ▾

The Company ▾

contact us

Respond Faster and
Resolve More

Automate Analysis & Response



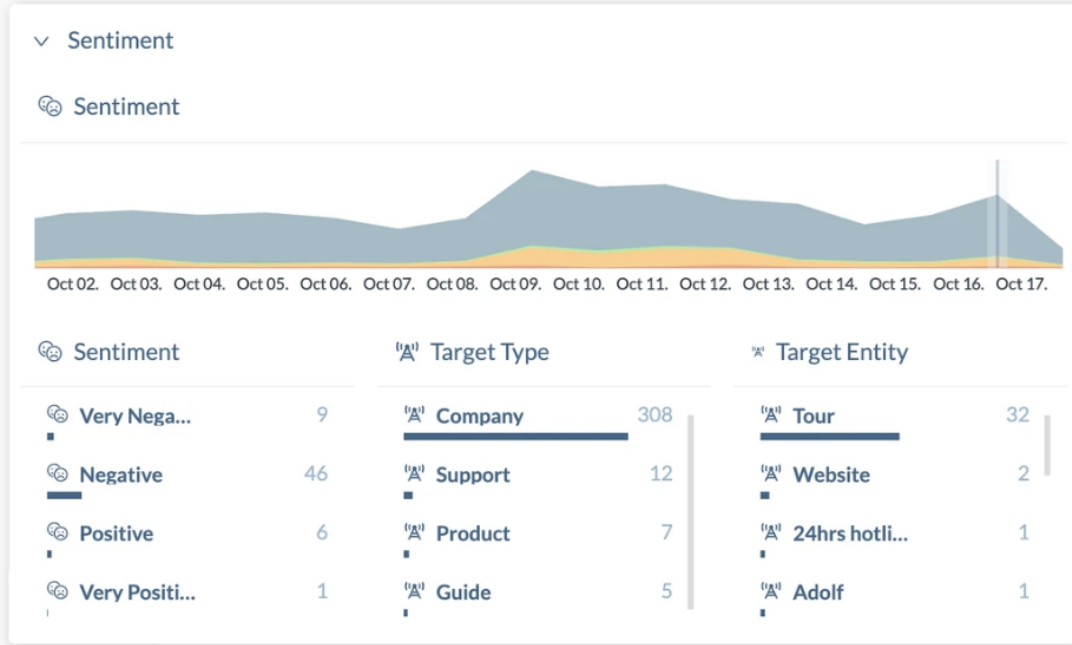
As a stand-alone or fully integrated with your help desk software like Freshdesk™, Zendesk™, or Jira™, our carefully curated stack of AI-powered technology is designed to help your team clear the ticket backlog - fast.

Our comprehensive issue analysis, based on the highest-quality natural language processing models, pinpoints your customers' intent and sentiment while easily automating prioritization/urgency assignments.

Your customers benefit from reduced first response time/average resolution time and increased first contact resolutions while you decrease your investment in support operations.

The robust Context Suite Dashboards provide unique analytical features for both your operation as a whole and a single issue while contextually aware automation features create an issue summary, ready-to-send auto-reply, assign inboxes, and automate alert escalation.

contextsuite.com



Comprehensive Case Analysis

Intent & Sentiment Mapping

Near-instant AI-assisted evaluation and even customer intent and sentiment mapping. Automated prioritization, urgency evaluation, rule-based reaction, summary, and ready-to-use reply. Seamlessly integrates with our Natural Conversation AI Assistant.

[Read more](#)

Dynamic Dashboards

Case Inspection

When going beyond mere numerical data and starting to understand the emotions, desires, and needs of customers, you gain valuable insights to help refine services and enhance customer satisfaction. Our dashboards are built to focus on both "how much" and "what" is happening.

[Read more](#)





Common misconceptions related to AI and ChatGPT



Statement: ChatGPT and AI will have limited impact on our sector, at least for now...

All lists of the 'biggest impact of AI and LLMs' include some or all of the following

Marketing (significant impact on many different aspects)

Customer service and communications

Data analysis and interpretation for decision-making

Documentation, bookkeeping, finance, and administration

Inventory and sales management + more accurate forecasting models that update in real-time

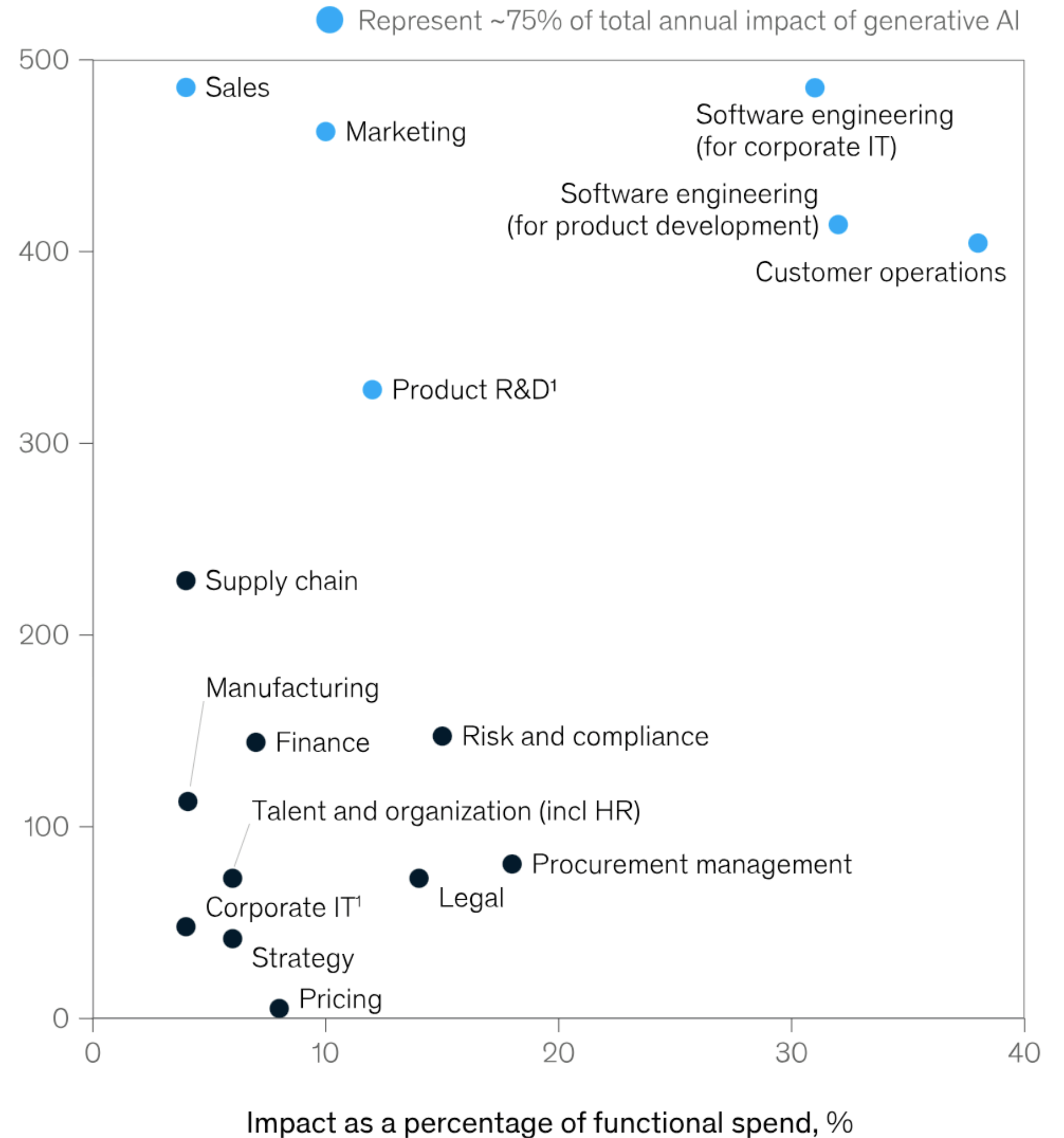
Logistics (including much better risk and deviation models)



CURRENT REALITY

Impacting every company,
in every sector,
everywhere!

Impact, \$ billion



Source: Comparative Industry Service (CIS), IHS Markit; Oxford Economics; McKinsey Corporate and Business Functions database; McKinsey Manufacturing and Supply Chain 360; McKinsey Sales Navigator; Ignite, a McKinsey database; McKinsey analysis



Statement: Experience and personal touch plays a key role in our industry, and AI simply can't replace that

Based on a lack of awareness of what AI can already do, and on younger demographics

A Virtual Assistant running on a robust LLM model can answer queries faster and better than a person in a service center, is quicker at looking up databases and laws, and 'remembers' all previous conversations without needing to look them up, and in most cases, the user does not even realize that he is conversing with an AI and not a person




AI and LLM

Recent study aimed to see if we can actually distinguish between ChatGPT/AI and human

Research Methods in Applied Linguistics 2 (2023) 100068

Contents lists available at [ScienceDirect](https://www.sciencedirect.com)



Research Methods in Applied Linguistics

journal homepage: www.elsevier.com/locate/rmal

Can linguists distinguish between ChatGPT/AI and human writing?: A study of research ethics and academic publishing

J. Elliott Casal^{a,*}, Matt Kessler^b

^a Department of English (Institute for Intelligent Systems Affiliate), The University of Memphis, Memphis, TN, USA

^b Department of World Languages, University of South Florida, Tampa, FL, USA

RMAL
Research Methods in
Applied Linguistics



AI and LLM

“In fact, none of our 72 participants were able to correctly identify all four abstracts they viewed. Of the reviewers, only 18.1% correctly identified 3/4 abstracts, 34.7% identified 2/4, 34.7% identified 1/4, and 12.5% misidentified all four.”



AI and LLM

In short...

Experts are already having difficulty distinguishing between artificial intelligence and real individuals, and the technology is just starting to come out of its infancy!



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New AI services are generally more adept at managing large and complex tasks and grasping the bigger picture, compared to well-trained staff.



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New AI services are generally more adept at managing large and complex tasks and grasping the bigger picture, compared to well-trained staff.

Younger consumers prefer to handle all matters without having to speak to someone, i.e., without having to talk to a person. Even when something goes wrong!



Consumer Behaviour is Changing

Increasing Preference for Self-Service

“Younger generations, particularly Gen Z and Millennials, are increasingly favoring self-service options, with 38% likely to abandon a customer service issue if it can't be resolved through self-service methods, indicating a growing reluctance to engage with human customer service representatives.”

- Gartner 2023

38%

don't want to solve issues
if there is no
self-service



Consumer Behaviour is Changing

Rise of Chatbots and AI Agents

“There is a noticeable trend towards using digital solutions like chatbots and AI agents, with 69% of customers open to interacting with bots for simple issues, and 58% using chatbots for customer service in 2022, a significant increase from previous years.”

- Zendesk and Salesforce 2022

58%

using chatbots for
customer support



Breytt neytendahegðun

Decline in Traditional Phone Support Usage

“Gen Z shows a marked preference for digital channels over traditional phone support, with only 24% using phone support and a strong inclination towards AI-automated agents (85%) and chatbots (78%).”

- itel 2023

85%

prefer AI Virtual Assistant
over traditional
phone support



Few other misconceptions

Here are a few more that we have heard and want to correct

AI is only for large corporations or companies with strong tech infrastructure.

That used to be the case, but with the advent of ChatGPT and marketplaces built on top of it, this has completely changed.

AI is expected to significantly reduce jobs in most sectors.

Artificial intelligence isn't going to take your job, but an individual with better knowledge and understanding of how to utilize AI will take your job.

AI opens up all sorts of risks regarding data protection and hacking.

It's true, but it's important to remember that the risk is generally no greater than with current technological solutions.

AI implementation is expensive, complex, and time-consuming.

The answer here is the same as in the first point. With the advent of ChatGPT and other LLM solutions, this is changing dramatically.



Don't bury your head in the sand
— it's not a good strategy





”

Strategy without Tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.

Sun Tzu - The Art of War



Tech-revolution...
...or death?



Quickly adapt,
or be left behind



The near future

Artificial intelligence will introduce new solutions and revolutionize aspects of the tourism industry that focus on the traveler themselves.

What we'll likely see first...

Hyper-personalized travel experiences

AI-enabled dynamic pricing and revenue management

AI-enabled service centers and virtual assistants

Increased focus on sustainability and greener tourism

Increased diversity in marketing content and communications



Myriad of new AI tools



Example: invideo AI

Create videos with text prompts

Enter any topic, and invideo AI gets to work. It generates a script, creates scenes, adds voiceovers, & tweaks the video at your command. With invideo AI as your co-pilot, engaging your audience is effortlessly simple!

[Try invideo AI](#)

No credit card required



Example: invideo AI

Lava Show: The Hottest Attraction in Iceland

Audience

Tourists

Adventure Seekers

Education Enthusiasts

Look and Feel

Epic

Dramatic

Inspiring

Platform

Youtube

Instagram

Facebook

Edit prompt

Continue



Example: invideo AI

Lava Show: The Hottest Attraction in Iceland +

This might take a few minutes.

Queued
⌚ You're #18 in the queue

0%

👍 👍 👎 ↶ ↷ Edit Export ▾

Give me a command to edit the video Generate >







Requires deep thinking



Can also chat in real-time

Even though one should never ever do anything "live" that needs "the internet" on stage,

here goes...



Thank you

Tryggvi Freyr Elínarson
tryggvi@datera.is
+354 787 2900



Hotrec
Hospitality Europe

Coffee break

The conference will resume at 16:00



Increases of VAT rates

Learnings from national level

Importance of reduced VAT rates

Purpose of today's session

- **Presentations from Iceland, Lithuania, Ireland and Germany**
 - National VAT campaigns.
- **Discussion with members**
 - We will also try to understand which arguments are the most successful in convincing governments to keep the rates at a low level.





Macroeconomic models as a weapon in SAF's VAT campaign

HOTREC GA Budapest
25 April 2024

Why We Fight

Proposed VAT increase

11%

Tourism VAT rate

24%

General VAT rate

Who Wants an Increase?

- The PM's Office, Ministry of Finance, Central Bank
- OECD and IMF reports advocating a higher VAT rate on tourism to boost government finances.
- Politicians looking for increased tax revenue to finance public spending.
- Academics, civil servants, general public.

Why?

- MoF's revenue forgone method calculates tourism's „tax subsidies“ as **180 million Euros**.
- Politicians believe this means they will get an extra 180 million Euros in tax revenue increased public spending.
- Others want to „stop tourism growth“ in the short term with no regard to long term negative effects.



Battle Plan: Use government's own tools against them

Why macroeconomic models?

- Central banks use these models for national economic forecasting.
- Government use these economic forecasts made by Central Banks to influence government policy and support decision making.
- Prominent academic economists in Iceland have developed macroeconomic models that specifically take the tourism sector into account.

What did we do?

- We commissioned an **independent report** from the economists that developed these models for the Icelandic Tourist Board.
- The premise: Use the models to forecast what will happen on national economy level if VAT on tourism is raised from 11% to 24%.

What was the main goal?

- The main goal was to use the government's own economic forecasting tools to prove the tourism sector's warnings:
 1. That the increase in tax revenue will be much less than tourism's alleged 180 million Euro „tax subsidies“.
 2. That a VAT increase on tourism would have a wider negative effect on the national economy.



General analysis confirmed by European experience

A general analysis based on accepted macroeconomics suggests that the increase of VAT to 24% will

- Reduce tourism turnover, weaken the sector's competitive position and reduce its future growth
- Reduce Iceland's GDP and reduce future GDP growth
- Increase public tax revenue by much less than the increase in the VAT rate suggests, and perhaps even make public tax revenue lower in the future compared to what otherwise would have been
- Increase the price level and thus inflation in the relevant year

Experience of other European countries confirms negative economic effects of increased VAT rate

- An examination of the experience of other countries (Germany, Italy, Denmark, Spain, Portugal, Estonia, Latvia, Lithuania) with similar VAT increases (and decreases) on tourism **confirms in all main respects** that a higher rate of VAT on the tourism industry reduces activity in tourism and lowers GDP and subsequently public tax revenue, but the reduction of the VAT rate has the opposite effect.



General analysis confirmed by macroeconomic models

Macroeconomic models confirm negative effects

- The DSGE-model indicates that the increase in public tax revenue in the first year is **much smaller** than the increase in the VAT rate suggests, and that its negative effect on gross domestic product is similar to the increase in tax revenue.
- The QMM model with tourism sector confirms that the increase in public tax revenue in the first year is **much smaller** than the increase in VAT rate suggests, and that the decrease in national income is of a similar magnitude or greater than the increase in tax revenue. The QMM model indicates that the increase in the VAT rate will **increase inflation** in the first year.

Simple models confirm long term negative effects

- The DSGE and QMM models are designed for short-term forecasting. Simple economic growth models that can look further into the future show that increased VAT rate will **reduce economic growth in the long term** and that GDP will continue to decrease many years into the future, compared to what would otherwise have happened.
- They also show that the increase in public sector revenue will decrease over time, and within a few years, public tax revenue will be **lower than it would otherwise have been**.



An important victory

Why are the results important?

- The results mean that national level macroeconomic models **confirm sector's arguments against VAT**.
- Negative effects of VAT increase are no longer just an “industry association argument” but an **independent macroeconomic forecast made by government level tools**. The argument can no longer be blown off.
- Government **can't ignore results** from the same kind of formal macroeconomic models they use as basis for policy and decision making.
- The main result is that VAT increase on tourism **will not yield the increase in public tax revenue** that politicians believe. In fact it is much less and might be lower in the future than it otherwise would have been.
- Faced with these results, **government must weigh the decision to raise VAT on tourism** against the economic knowledge that such a decision will **1)** not yield the tax revenue they thought it would and **2)** will additionally cause the state economy more problems, such as reduced GDP, reduced GDP growth and increased inflation.





SAF

FAGMENNSKA Í
FERÐAÞJÓNUSTU

Icelandic Travel Industry Association | www.saf.is | saf@saf.is | [@ferdathjonustan](https://www.instagram.com/ferdathjonustan)

LIETUVOS VIEŠBUČIŲ IR RESTORANŲ ASOCIACIJA



LITHUANIAN ASSOCIATION OF HOTELS AND RESTAURANTS

30

PROTEST FOR VAT REDUCTION TO 9% FOR CATERING LITHUANIA, 19 APRIL 2024



LIETUVOS VIEŠBUČIŲ IR
RESTORANŲ ASOCIACIJA



LITHUANIAN ASSOCIATION OF
HOTELS AND RESTAURANTS

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STANDARD VAT IN LITHUANIA IS 21%
FROM 2021 TO 2024 VAT FOR CATERING WAS REDUCED TO 9%
SINCE 1 JANUARY 2024 VAT WAS BACK TO STANDARD 21%



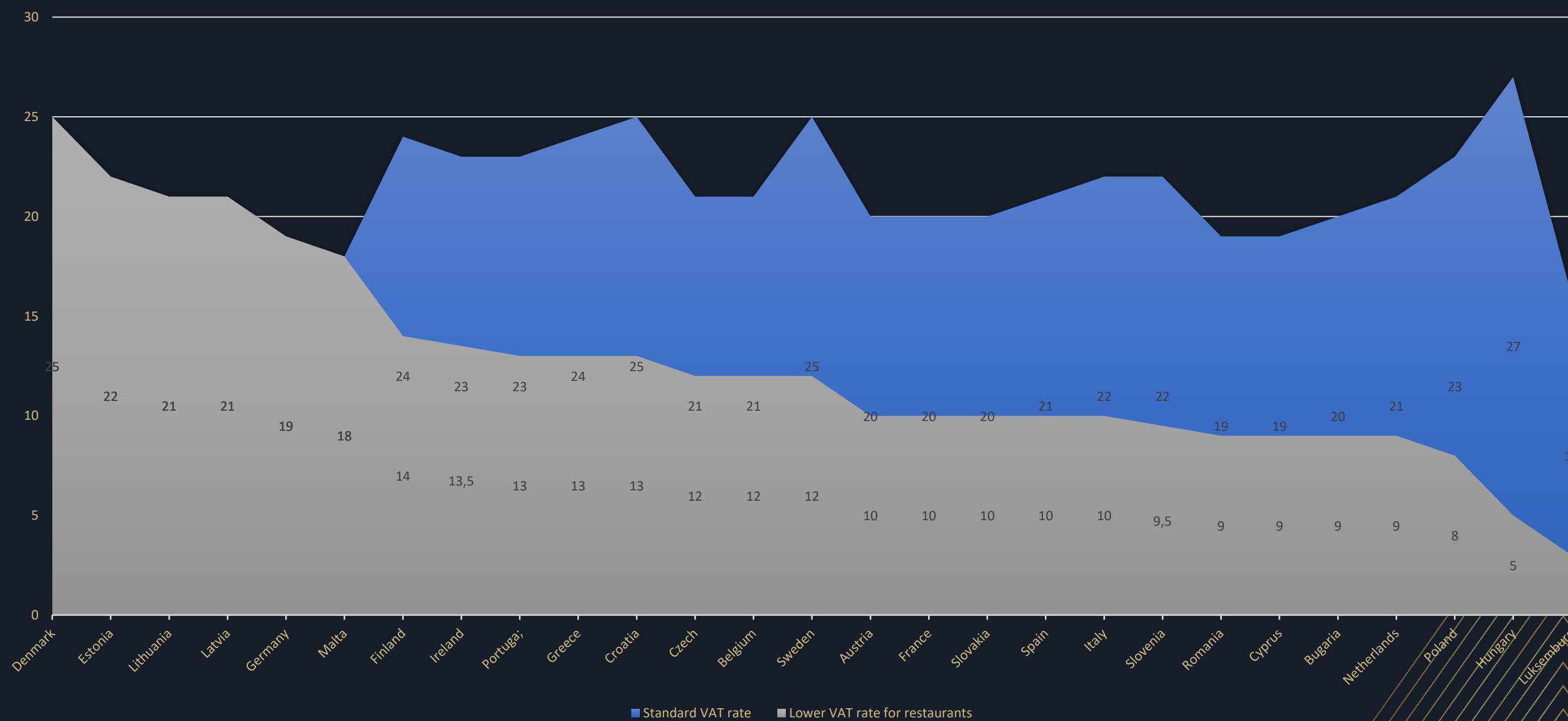
LIETUVOS VIEŠBUČIŲ IR RESTORANŲ ASOCIACIJA



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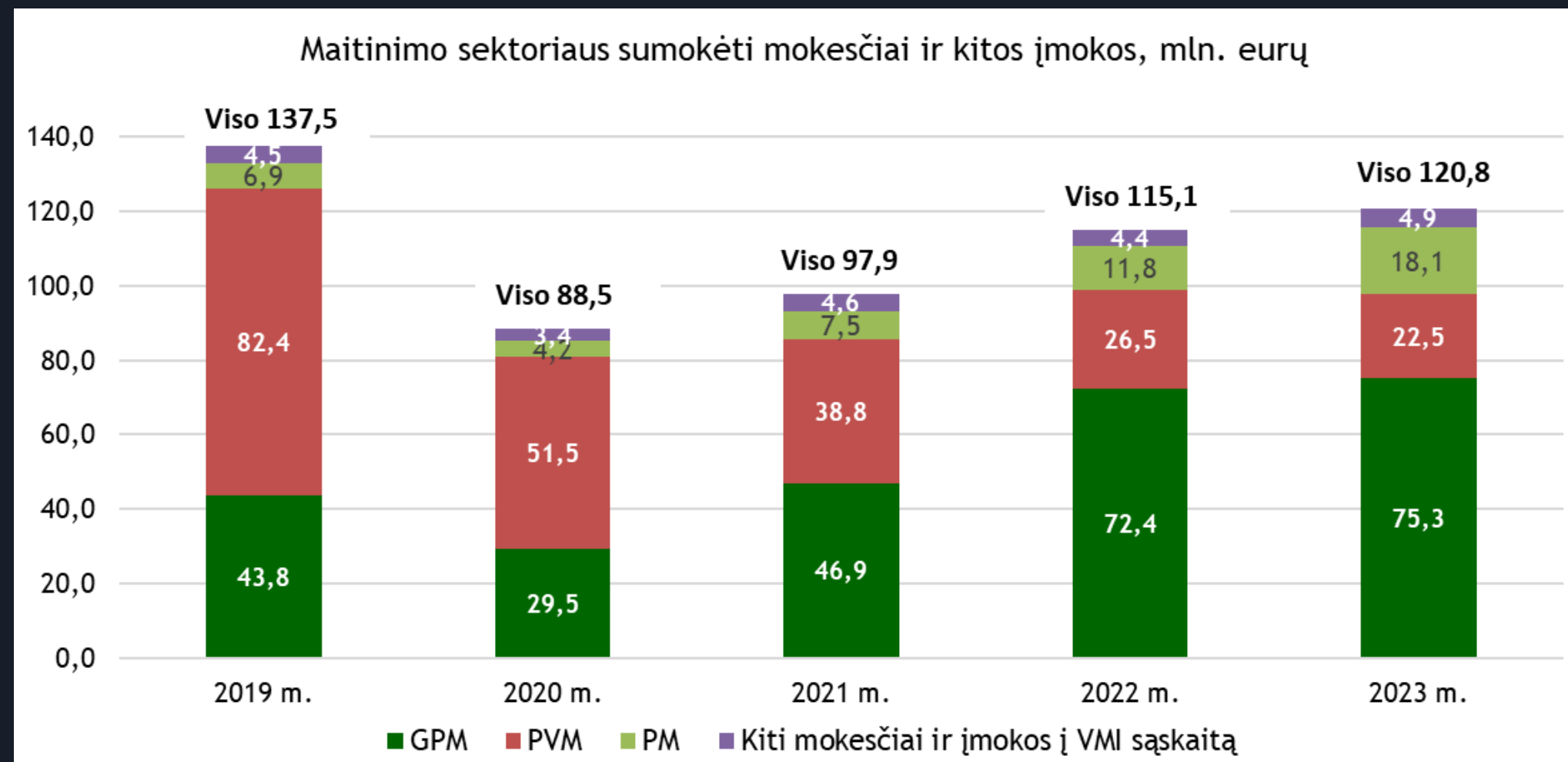
AVERAGE VAT FOR RESTAURANTS IN EU IS 12.5%





Government stated that reduced to 9% VAT will result a loss of €120 million per year to the state budget.

In 2023, only €17 million (6%) less tax has been paid than in 2019. While VAT payments are decreasing, other taxes are increasing. Profit tax increased by 161%. Income tax by 62%.



LIETUVOS VIEŠBUČIŲ IR RESTORANŲ ASOCIACIJA



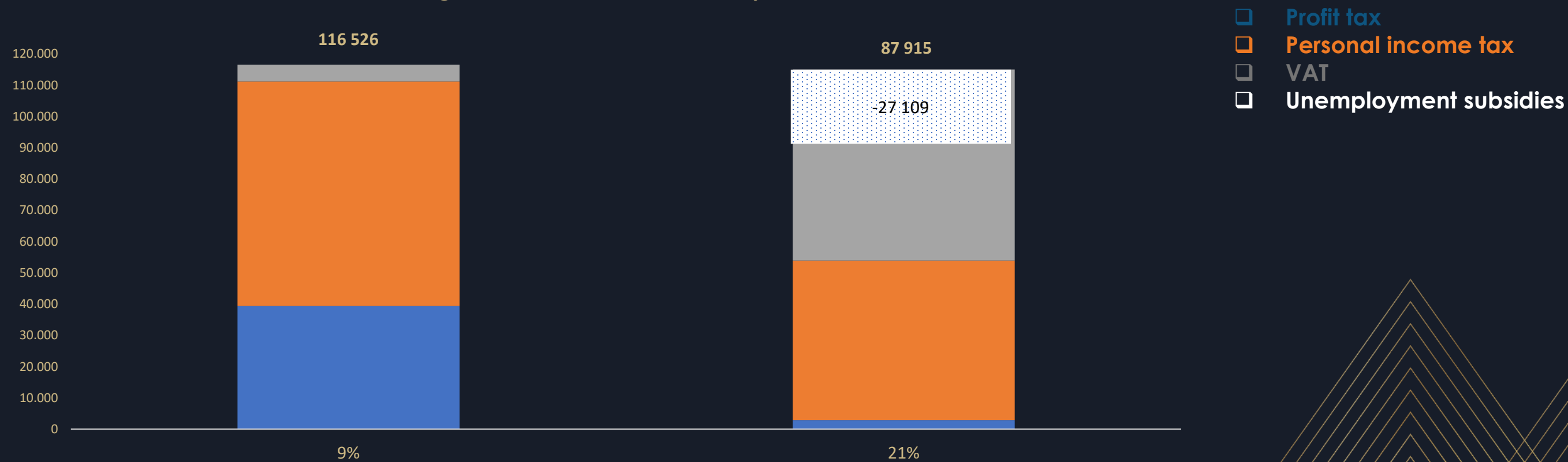
LITHUANIAN ASSOCIATION OF HOTELS AND RESTAURANTS

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VAT TAX 21% VS 9%

The integrated tax assessment in the 2024 forecast shows that it is more cost-effective for the State to maintain the reduced VAT rate.

Structure of the budget revenues and additional expenditure



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RESTORANŲ ASOCIACIJA



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KEY TARGET TO REGAIN 9% VAT FOR CATERING

**NORIME PVM
KAIP
EUROPOJE!**



LIETUVOS VIEŠBUČIŲ IR
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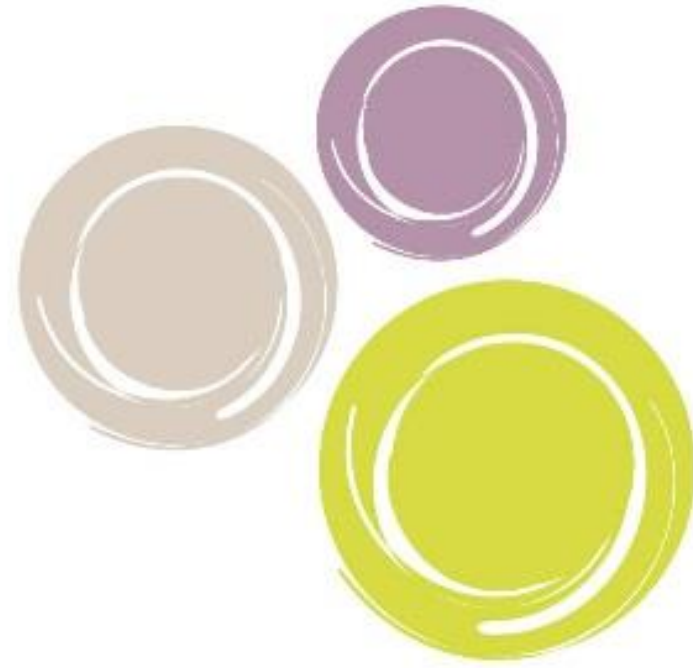


LITHUANIAN ASSOCIATION OF
HOTELS AND RESTAURANTS

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THANK YOU LATVIA & ESTONIA FOR YOUR SUPPORT





RESTAURANTS
ASSOCIATION

OF IRELAND

- Increase in VAT from 9% to 13.5% in Ireland – September 2023
- Reduced in 2011 to 9% from 13.5%
- Increase in 2019
- Reduced in 2020 (Pandemic)



RESTAURANTS
ASSOCIATION
OF IRELAND

The Irish Government's stance

- In September 2023, the Irish Government coalition made up of Fine Gael [*European People's Party*], Fianna Fáil [*Renew Europe*] and the Green Party [*European Green Party*] increased Ireland's hospitality VAT rate by 50% (9 to 13.5%)
- Its reasons for doing so:
 1. 'The **hospitality sector is doing well** and does not require support'
 2. 'Maintaining the reduced VAT rate is **too expensive**'
 3. 'It is **not possible to decouple (separate) the VAT rates of the food and accommodation** elements of the hospitality sector (to allow food to go to 9% and accommodation remain at 13.5%)
- This year, through various reports/campaigns, the Restaurants Association of Ireland has tackled each of these misconceptions directly



Left: Deputy Prime Minister, Michéal Martin (Fianna Fáil/ALDE)

Middle: Prime Minister, Simon Harris (FG/EPP)

Right: Green Party Leader Eamon Ryan (Green Party/ EGP)

'The hospitality sector is doing well and does not require support'



RESTAURANTS
ASSOCIATION
OF IRELAND

- The Restaurants Association of Ireland and others have consistently highlighted that closures in our industry are at an **all-time high**
 - We point out that the increased VAT rate is the number one cause for our sector now being unviable
- We have commissioned a credit ratings firm called Vision Net to send us monthly liquidations data
- In addition to this, we track sole trader closures through media coverage, social media and booking platforms
- The Restaurants Association of Ireland uses public relations to highlight the link between the 13.5% VAT rate and closures (50+ news articles so far, examples to the right ->)
- In Q1 2024 there were 221 closures of food-led businesses (two closures each day)

IT The Irish Times

More than 200 restaurants and cafes have shut this year, RAI report finds

A restaurant closing in Ireland can cost the Exchequer up to €1.36 million and on average involves the loss of 22 direct jobs,...

6 days ago

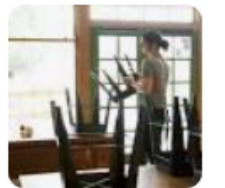


BP Business Post

More than 70 food businesses closed in February - Restaurants Association of Ireland

The industry body said between 20 and 22 jobs were lost with each closure, amounting to about 1500 overall.

1 month ago



BP Business Plus

'Carnage' as 280 restaurants and cafés close in six months

Some 280 restaurants, cafés and gastropubs have closed down since last July, BusinessPlus.ie has learned, writes Colm McGuirk.

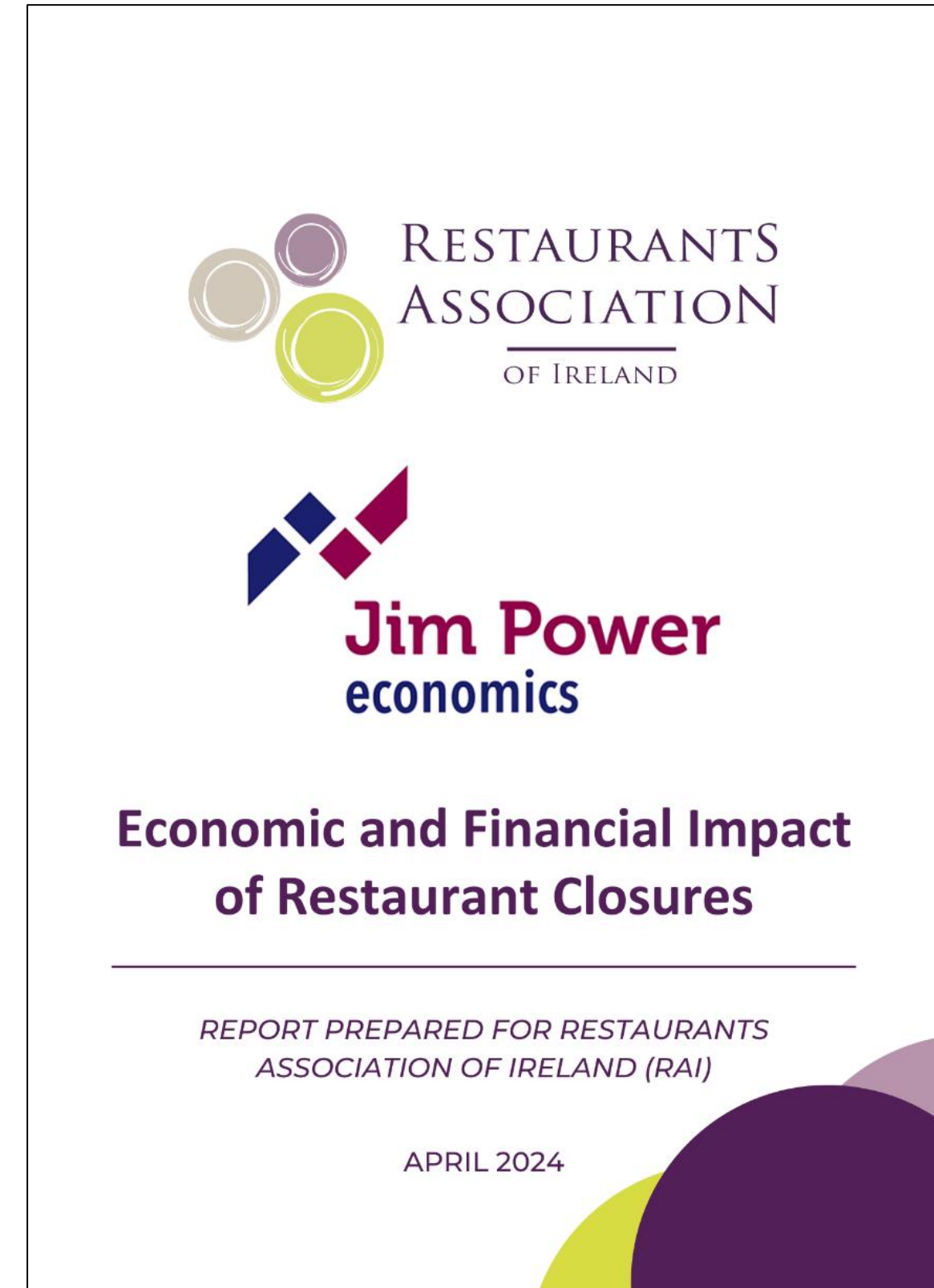
15 Jan 2024





‘Maintaining the reduced VAT rate is too expensive’

- The Restaurants Association of Ireland commissioned a report by leading economist Jim Power to show the economic cost of restaurant closures
- **It found that, for each restaurant that closes in Ireland:**
 - 22 direct jobs are lost
 - A cost of **€1.36 million** to the State/economy is incurred:
 - *Wages*
 - *Payroll taxes*
 - *VAT receipts*
 - *Commercial rates*
 - *Water charges*
 - *Potential social welfare payments*
 - *The knock-on impact on suppliers/local economy*
- We used this report to highlight that, for every **400 restaurants** that close, **the higher VAT rate begins costing the State money**



'It is not possible to decouple the VAT rates of the food and accommodation'



RESTAURANTS
ASSOCIATION
OF IRELAND

- The Department of Finance/Revenue Commissioners in Ireland have rejected the possibility of decoupling the VAT rates of food/accommodation as 'technically challenging'
- The Restaurants Association of Ireland commissioned top tax firm BDO to compile a report into:
 - How a VAT decoupling of accommodation/food can be achieved
 - How it is done in other EU countries
 - The benefit of the 9% rate for the economy/state
- The report has been completed and sent to the Minister for Finance Michael McGrath (Fianna Fáil, Renew Europe) in advance of Budget 2025 discussions



Tel: +353 1 470 0000
Fax: +353 1 437 0654
bdo.ie

Memo

To: Adrian Cummins [Restaurants Association of Ireland]
From: BDO Ireland
CC: Philip Nolan, Amy Byrne



Where does our VAT9 campaign stand?

- The most likely outcome is a return of the 9% VAT rate for food-led businesses in **Budget 2025 in October**
- It is possible that it will return before the Budget, but October is what the Restaurants Association of Ireland is aiming towards
- Where do the parties stand?
 - **Fine Gael [EPP] Ministers** now support VAT9 following our campaign, with a motion passed at the party's annual conference
 - Several **Fianna Fáil [Renew Europe]** politicians also support the immediate return of VAT9, though Michael McGrath - the **Minister for Finance who is in Fianna Fáil** - says it is a 'Budgetary Matter' and must wait until October
 - **In terms of opposition parties: the Regional Independents Group** brought forward a VAT9 motion to the parliament in February and **all opposition parties** supported it

The screenshot shows a news article from Business Post. The headline is "64% say government should have retained lower Vat rate for restaurants". The sub-headline reads "Wave of closures has highlighted difficulties faced by industry and led to division within government on the issue". The author is CÓNAL THOMAS and the date is JANUARY 28, 2024. Below the text is a photograph of a restaurant interior with a waiter serving a table. To the right of the article is a sidebar with "LATEST NEWS" including items like "EU regulation w science investm", "Government spe million on RTE p", "Euro -area inflat 2 per cent with f", "Flutter shares co term hit if share primary listing r", and "Avolon agrees sa of new aircraft t based carrier".

A February 2024 poll found 64% support VAT9 for food businesses, while only 18% support the higher rate

19%
MwSt



Chancellor Olaf Scholz on German TV on 8 September 2021



"We have reduced the VAT on food in restaurants and extended it again, and I would like to assure you of this: I agreed to this extension decision and to its introduction in the certain knowledge that we would never abolish it again: We will never abolish it again. So this is something that should now also apply to the food service industry."

GESENKTE MEHRWERTSTEUER

38 Milliarden Euro für die Gastwirte?

VON MANFRED SCHÄFERS, BERLIN - AKTUALISIERT AM 08.10.2023 - 17:03



Der Ampelkoalition bleiben wenige Wochen, um darüber zu entscheiden, ob der Restaurantbesuch über den Jahreswechsel hinaus unterstützt werden soll. Drei Wissenschaftler warnen davor.

Source: Frankfurter Allgemeine 08.10.2023

Political agreement (13th November 2023)



Posts Antworten Highlights Medien Gefällt mir

↻ Du hast repostet

 **Christoph Meyer** @Meyer_FDP · 17 Std. ...

Verlängerung der reduzierten MwSt. in #Gastronomie wurde auch durch @spdde & @diegruenen gutgeheißen. Finanzierungsvorschlag steht. Je mehr Menschen arbeiten gehen & auf eigenen Füßen stehen, desto weniger muss der Staat für das #Bürgergeld aufwenden. rb.gy/cmjuy7 @fdp



4 7 20 847

Source: Post on X by Christoph Meyer, Vice Chairman of FDP Parliamentary Group on 13 November 2023

15th November 2023



Bundesverfassungsgericht

search term



The Federal Constitutional Court

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Second Supplementary Budget Act 2021 is void

Press Release No. 101/2023 of 15 November 2023

Judgment of 15 November 2023 - 2 BvF 1/22

In a judgment pronounced today, the Second Senate of the Federal Constitutional Court held that the Second Supplementary Budget Act 2021 (*Zweites Nachtragshaushaltsgesetz 2021*) is incompatible with Art. 109(3), Art. 110(2) and Art. 115(2) of the Basic Law (*Grundgesetz – GG*) and is void.

The applicants – 197 members of the *Bundestag's* CDU/CSU parliamentary group – challenge the Second Supplementary Budget Act 2021, which retroactively amended the Budget Act (*Haushaltsgesetz*) and the 2021 federal budget. The Act provided for the transfer of an authorisation to borrow EUR 60 billion, granted in response to the COVID-19 pandemic but not needed in the 2021 fiscal year, to the Energy and Climate Fund (a legally dependent special-purpose fund of the Federation) to be used in subsequent fiscal years. The transfer was carried out retroactively in February 2022 for the then concluded 2021 fiscal year. The Energy and Climate Fund has since been renamed the Climate and Transformation Fund.

Deutsch

English

Press releases available in English

Upcoming events

Accreditation requirements and information

Press office



Chancellor Olaf Scholz with Minister of Economics Robert Habeck (left) and Minister of Finance Christian Lindner (right) in the Federal Chancellery. Photo: Federal Government / Sandra Steins

Europe

German government to raise VAT on food in restaurants back to 19% next year

By Reuters

November 16, 2023 8:35 PM GMT+1 - Updated 5 months ago



People hold a patio umbrella in a strong wind outside a restaurant in Berlin, Germany February 17, 2022. REUTERS/Michele Tantussi/File Photo [Purchase Licensing Rights](#)

BERLIN, Nov 16 (Reuters) - The German government coalition is likely to raise VAT on food in restaurants back to 19% from 7%, after [reducing it](#) during the energy crisis and COVID-19 pandemic, two sources told Reuters on Thursday.

BILD > Politik > Inland > Kanzler wollte niedrige Gastro-Gebühr auf Dauer: Scholz bricht Steuer-Versprechen!

Scholz is breaking his promise



Der damalige SPD-Kanzlerkandidat Olaf Scholz versprach im Wahlkampf: Die Gastro-Steuer bleibt niedrig!

Foto: picture alliance/dpa

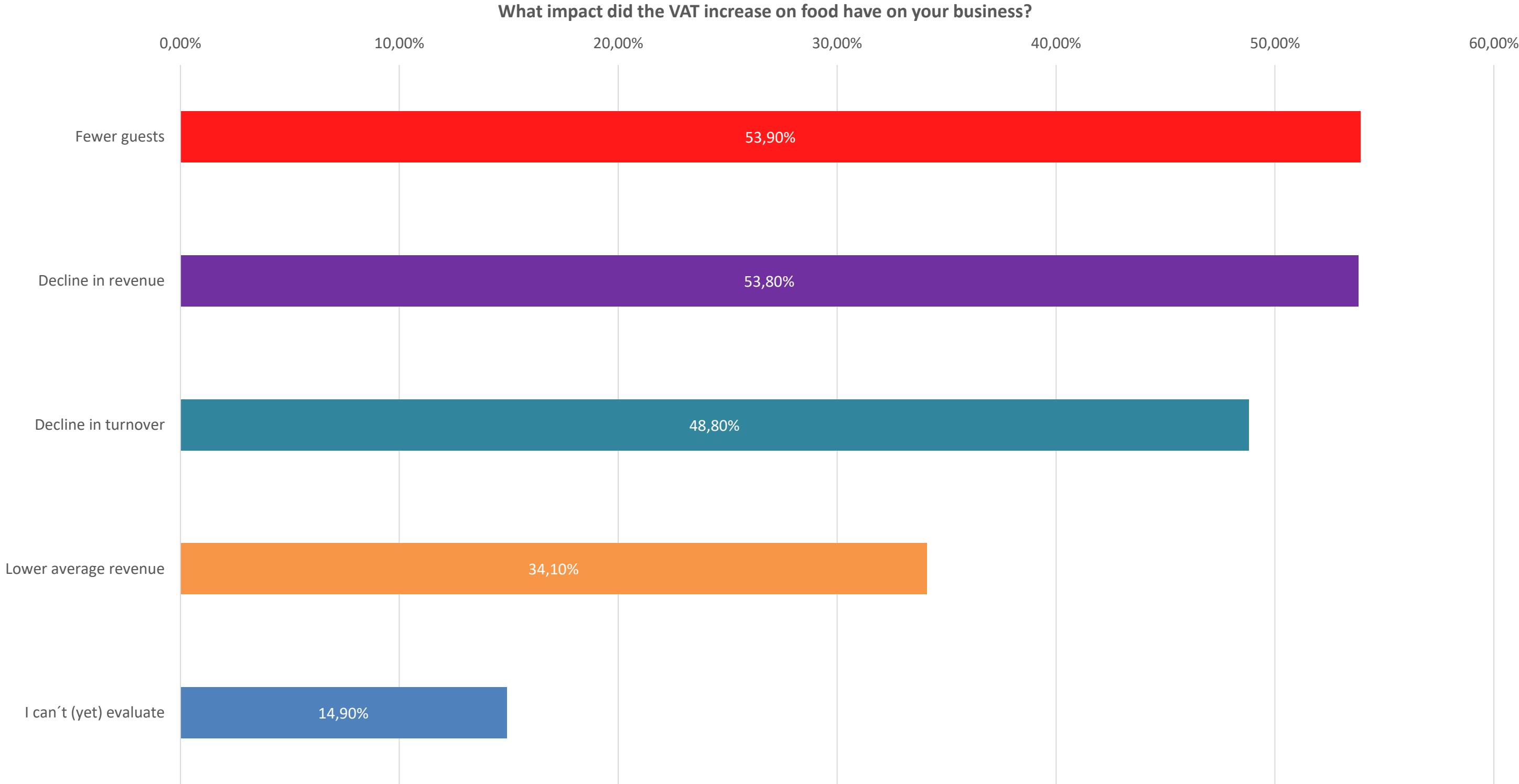
Demonstration “Without us No Food” together with the farmers' association Berlin, 15 January 2024





Sorry WE'RE
CLOSED

DEHOGA survey on the current economic situation in the hospitality industry - April 2024



Source: DEHOGA survey (April 2024); n = 2,749

Turnover in the German hospitality sector

Sector	Febr. 2024 to Febr. 2023		YTD 2024 to YTD 2023	
	real	nominal	real	nominal
Total	1,2	4,0	0,1	2,9
thereof:				
Accommodation	1,6	4,4	2,2	5,3
Gastronomy	0,9	3,8	-1,0	1,7
thereof:				
Catering and Others	4,8	7,5	3,0	5,9

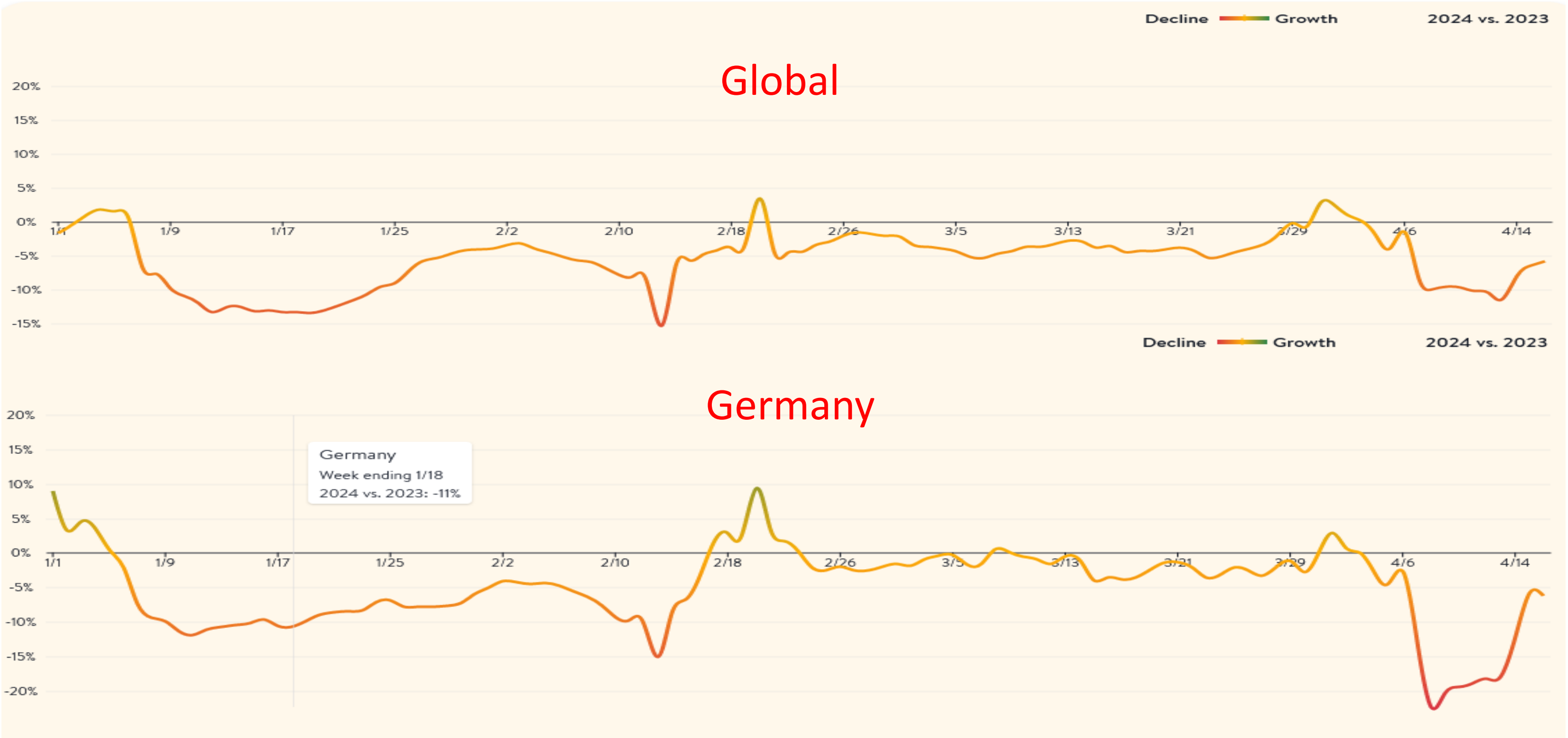
Source: www.destatis.de/DE/Presse/Pressemitteilungen/2024/04/PD24_158_45213.html



State of the Restaurant Industry | OpenTable

Source: www.opentable.com/state-of-industry

Change in seated diners by week, 2024 vs. 2023



Copyright © 2024 OpenTable, Inc.



Thank you

Meet us tonight for the **Gala Dinner!**

Meetup: Reception of Radisson Blu Béke Hotel

Time: 18.30

Venue: Museum of Fine Arts

Meetings on Friday 26 April

Time: 09.30

Venue: Radisson Blu Béke Hotel
Ground Floor



Looking ahead What's next for EU Tourism?

Amaryllis Verhoeven

Acting Director | Tourism | DG GROW |
European Commission



Miguel Sanz

Director General | Spanish Tourism Institute
President | European Travel Commission





Breakout Sessions

- 1. Collective Bargaining** | Britannia 1
- 2. Digital Markets Act** | Britannia 2
- 3. Restaurants' Digital Presence & Reviews** | Britannia 3



Venue: Radisson Blu Béke Hotel
Ground Floor

| Collective Bargaining | Latest developments

EU level:

- To be implemented November 2024:
Directive Minimum Wages
- Issued June 2024:
Council Recommendation to strengthen social dialogue

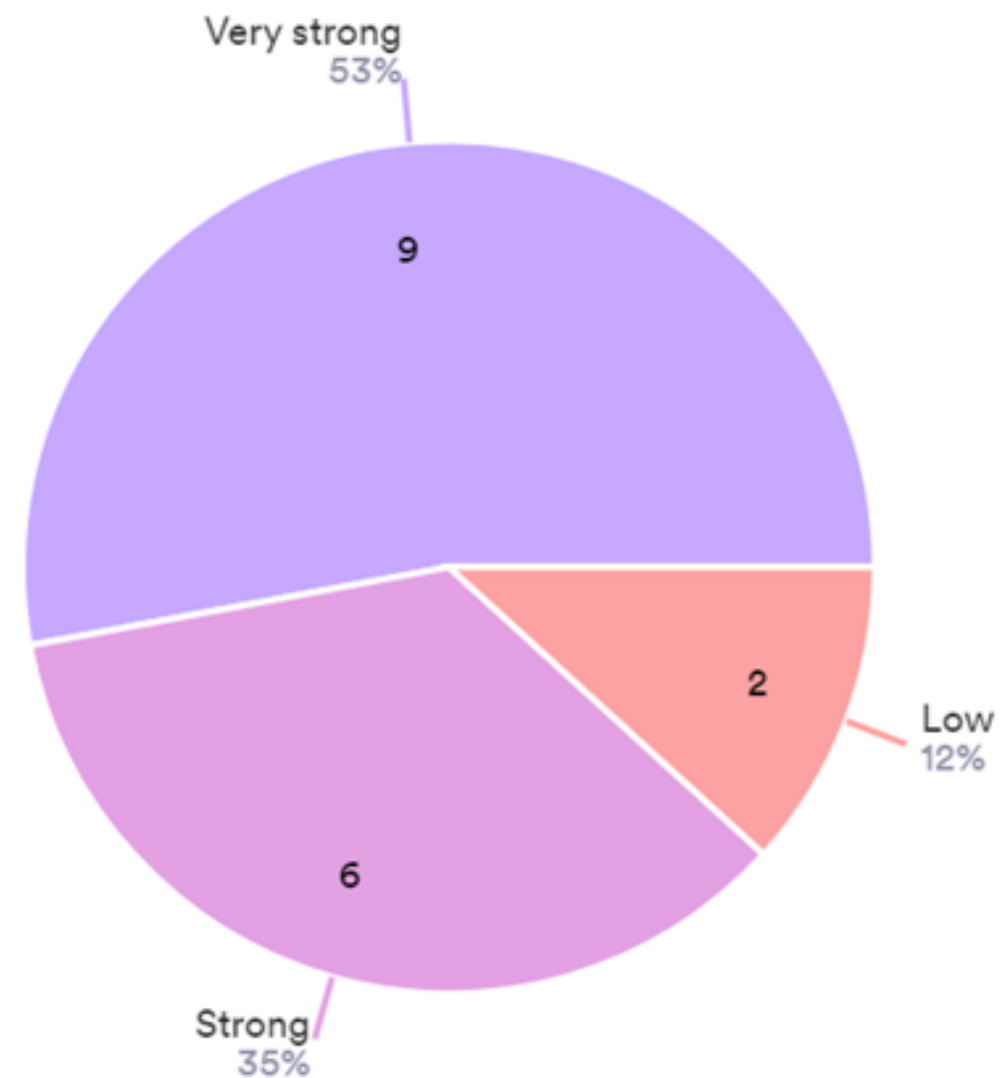
HOTREC survey:

- Feb 2024: HOTREC publishes [survey](#)
- 17 replies (15 countries)

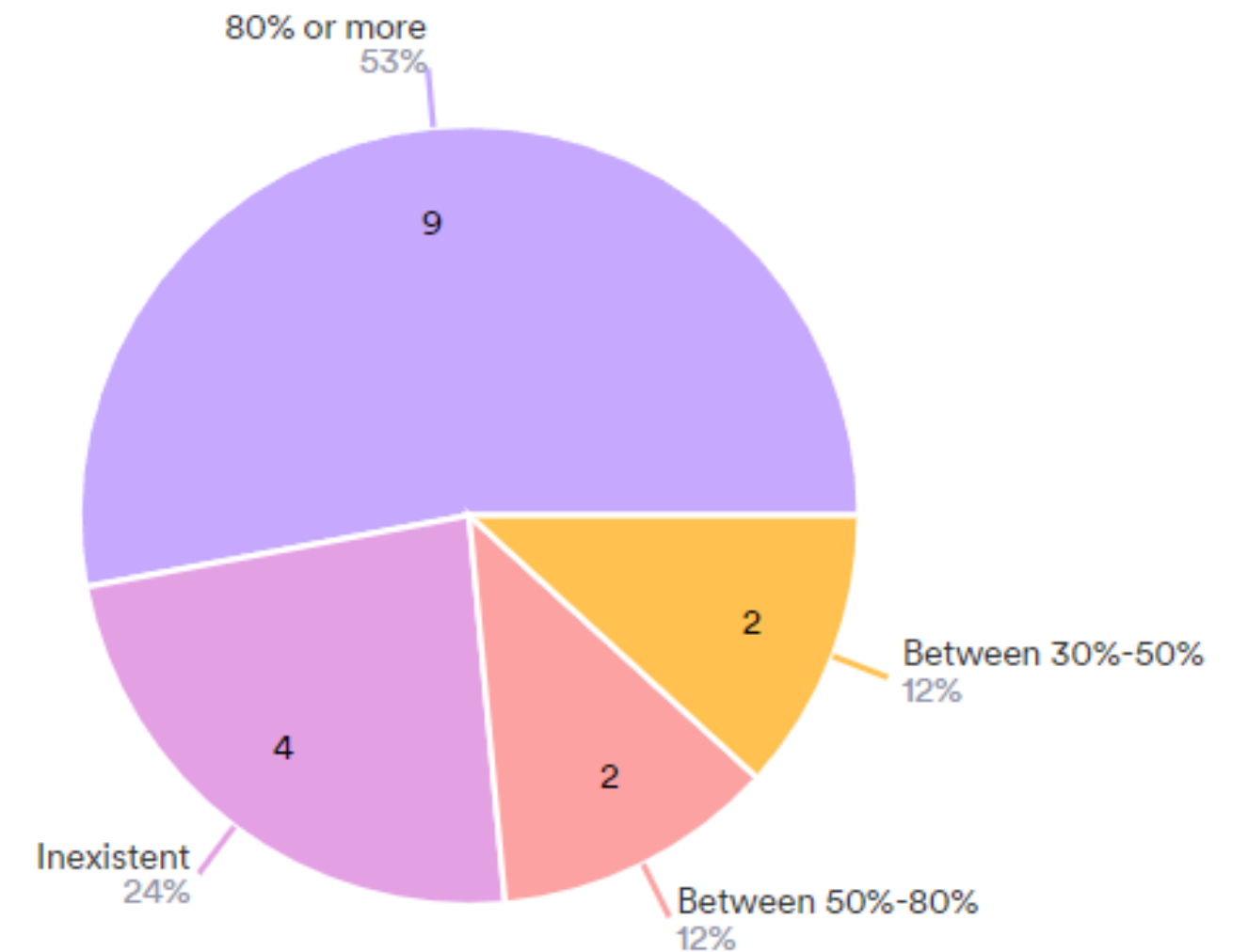


Collective bargaining | HOTREC survey results

Collective bargaining at national level:



Coverage rate of collective bargaining agreements in sector/country:



| Collective bargaining | HOTREC survey results

Main advantages:

- Fair working conditions and fair wages (e.g. including working hours)
- Training and professional development
- Possibility of achieving sectoral agreements
- Reaching a level playing field in the sector
- Avoiding seasonality/adopting flexibility



| Collective bargaining | HOTREC survey results



Main challenges:

- Not easy to find agreements
- Government support needed
- Time consuming
- Compromise amongst employers
→ after trade unions
- Compliance with national legislation
- Low profit margins of companies

| Collective bargaining | HOTREC survey results

Most relevant agreements:

- Revision of the minimum wages
- Access to training
- Assessment of the impact of COVID in the sector
- Measures to make working hours more flexible
- Measures to safeguard employment during the pandemic
- Funding opportunities



| Collective bargaining | Debate

Questions:

- Is collective bargaining well developed in your country?
- What are the advantages/challenges?
- Do you consider it is a way to fight labour shortages?
- What are the most relevant agreements reached?
- If collective bargaining is not yet very much developed in your country, what are your plans for the future?



Thank you for your attention!

