

Press release

Successful dialogue between hotel review sites and the European hospitality industry

Brussels, 4 March 2009

In November 2007, HOTREC*, Hotels, Restaurants & Cafés in Europe, initiated a dialogue with hotel review sites proposing 10 principles relating to their functioning. For the hotel industry, advantages of review sites outweigh the risks involved. Review sites add new dimensions to the transparency of the offer and allow for a more comprehensive hotel search, according to the individual needs of the traveller. On occasion, however, hotels have difficulties with their treatment on such sites. This is why HOTREC endeavoured to collaborate with review sites. The interests of both partners go in the same direction: the provision of true and comprehensive information for travellers.

The dialogue launched in 2007 was pursued in a seminar held in November 2008, further to which HOTREC proposed a refinement of the 10 principles.

The President of HOTREC, Mr. Kent Nyström, expressed satisfaction with progress so far: *“HOTREC is pleased that review sites are reacting positively to the refined 10 principles and that some have accepted to complete a self-assessment of their compliance with these principles. We hope that more will join in the effort soon.”* The first self-assessments, together with the revised HOTREC position paper, including the 10 principles, can be found on the HOTREC website under http://www.hotrec.eu/pages/policy_areas/hotel_review_sites/.

* HOTREC represents the hotel, restaurant and café industry at European level. It counts 1.6 million businesses, with 92% of them being micro enterprises employing less than 10 people. The micro and small enterprises (having less than 50 employees) in the hospitality industry representing 99% of businesses make up some 64% of value added. The industry provides some 9 million jobs in the EU alone. HOTREC brings together 40 National Associations representing the interest of the industry in 25 different European countries.