

Hospitality Leaders Gather in Cyprus for HOTREC's 91st General Assembly

Hospitality leaders from across Europe convene today in Paphos, Cyprus, for HOTREC's 91st General Assembly, co-hosted by the Cyprus Hotel Association (CHA).

The Assembly comes at a decisive moment for Europe's 2 million hospitality businesses, as they confront persistent labour shortages, escalating costs and geopolitical uncertainty affecting travel and tourism flows.

His Excellency, Nikos Christodoulides, President of the Republic of Cyprus, stated:

"As Cyprus prepares to assume the Presidency of the Council of the European Union in January 2026, we are determined to seize the opportunity, with ambition and confidence, to build on the European Agenda for Tourism 2030 but also explore new frontiers in tourism.

In this regard, we are particularly pleased that it is during the Cyprus Presidency that the new European Tourism Strategy will be presented, discussed and translated into concrete action.

And it will be an indispensable component both of our focus as Presidency on bolstering EU competitiveness, including through simplification and cutting red tape, and also on the very difficult negotiations for the new Multiannual Financial Framework of the EU."

Alexandros Vassilikos, HOTREC President, added:

"Our sector is resilient, but it is not invulnerable. To remain competitive, we need European solutions to European challenges: fair rules in the digital economy, better financing conditions businesses and policies that help rather than hinder job creation. Unity and solidarity are our strongest assets."

Marie Audren, HOTREC Director General, commented:

"Europe's hospitality SMEs need tangible solutions to the labour, high energy costs and regulatory pressures they face. HOTREC calls on the future EU Presidency to live up to the EU competitiveness agenda, to create regulatory breathing space for companies."

Members will reconvene for HOTREC's 92nd General Assembly in Cork, Ireland, in April 2026.