



HOTREC's 90th General Assembly:

Calling for Concrete EU Action to Boost Competitiveness and Support SMEs

Hospitality leaders from across Europe gathered in Oslo for HOTREC's 90th General Assembly, hosted by NHO Reiseliv, the Norwegian Hospitality Association. As the sector faces mounting pressure, from soaring costs to complex regulatory obligations, the General Assembly serves as a key moment to unite and reflect around practical solutions that support Europe's 2 million hospitality SMEs.

Alexandros Vassilikos, President of HOTREC, stated:

"The 90th General Assembly in Oslo is more than a milestone – it's a rallying call for concrete action. Europe's hospitality sector is built on micro-enterprises and family businesses. To remain resilient and competitive, we need EU policies that reduce the regulatory burden, cut red tape, and lower costs. These are not abstract concerns; they are daily realities for millions of entrepreneurs and workers."

The Assembly addressed evolving consumer trends shared by CGA by NielsenIQ, revealing a shift toward quality-driven and experience-focused visits. Sustainability, digitalisation and authenticity are top priorities for today's guests – but operators cannot deliver on these without the right policy framework.

Marie Audren, Director General of HOTREC, added:

"Europe's hospitality SMEs are innovating fast, but the pace of regulatory change risks leaving many behind. Our message from Oslo is clear: the green and digital transitions must be accompanied by practical tools and financial support that lighten the burden for businesses. EU action must translate into real and measurable improvements on the ground."

Participants also discussed the future of EU tourism, the implications of AI in hospitality, upcoming sustainability, digital and labour legislation, and how better regulation can enable, not hinder, sector-wide progress. HOTREC extends its warm thanks to NHO Reiseliv for their hospitality and enduring partnership. Members will reconvene this autumn in Cyprus for HOTREC's 91st General Assembly.