



The European hospitality industry launches a campaign: 'Book Direct'



Brussels – 15 December 2015 – HOTREC, the European umbrella association of hotels, restaurants and cafés launched today a campaign 'Book Direct'. It is a campaign to which any hotelier, restaurateur or other entrepreneur in the tourism sector may join voluntarily. The European hospitality industry recognises, that there are several ways to organise and book accommodation or other services when travelling. The different distribution and booking channels all have their advantages and benefits for both the consumers and the providers, therefore their diversity is enriching consumers' choice and businesses' opportunities.

The way to establish direct contact and to BOOK DIRECT has definitely its own merits as well.

If someone decides to BOOK DIRECT, he/she always has an immediate and direct contact with the service provider. Thanks to this direct contact all specific and personal requests can be discussed and responded to directly in a confidential, and efficient manner. The direct relationship, like everywhere else in life, helps making the supplier – guest connection closer and more familiar.

The direct contact also allows guests to receive first-hand information, when it comes to e.g. availability, specific requests, possibly available special offers or services and conditions.

There are several ways to BOOK DIRECT. The different contact possibilities are available on the providers' own websites and other communication materials. Thus, anyone can choose the most suitable way for his/her purposes, be it the direct verbal communication over the phone, the direct contact by e-mail or through the establishment's website, as well as the direct face to face contact over the 'counter'.

All hoteliers, restaurateurs and other interested entrepreneurs wishing to participate in the campaign, can download the logo of the campaign for free through the site www.hotrec.eu/bookdirect. With the help of an online shop additional merchandising articles, like stickers, flyers, etc. are available to order.

What is HOTREC?

HOTREC represents the hotel, restaurant and café industry at European level. This industry includes around 1,8 million businesses, of which 99% are small and medium sized enterprises (91% of them micro enterprises, i.e. employing fewer than 10 people). These businesses make up some 59% of industry value added. The hospitality industry provides some 10.2 million jobs in the EU alone. Together with the other tourism industries, the sector is one of the largest industries in Europe. HOTREC brings together 43 national associations representing the sector in 29 different European countries.

For further information: www.hotrec.eu

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