



## **HOTREC applauds European Commission's firm action vis-à-vis Airbnb**

**Brussels, 20 September 2018 – The European hospitality industry welcomes today's announcement of Commissioner Jourová on the commitment of Airbnb to comply with the Commission's and the EU consumer authorities' demands. The measures to be implemented by Airbnb shall contribute to a fairer tourism market in Europe benefitting especially consumers. HOTREC has been calling for a long time to distinguish traders from peers in the so-called collaborative economy to foster fair competition.**

The so-called collaborative economy has been evolving rapidly over the past years. Beyond the individuals, who rent their properties occasionally to tourists (the start of the so-called 'sharing economy'), more and more tourist accommodation is rented regularly on a professional basis. Thus it is the time to allow consumers to benefit of their established European consumer rights, by being able to distinguish traders from peers across Europe. HOTREC fully supports the Commission's decision for more transparency and reliable information on the market.

*"The European hospitality industry has always been advocating that activities of the so-called collaborative economy may widen the choice of travellers, however strongly stressing that this should happen in a fair and sustainable manner. Today's announcement of the Commission marks a big step towards this aim"* said Ramón Estalella, Chair of HOTREC's Collaborative Economy Task Force.

*"We look forward to the implementation of Airbnb's commitments which will soon bring more clarity and transparency to the European tourism market, therefore ensuring a fairer market environment for both consumers and the hotel industry"* concluded Christian de Barrin, CEO of HOTREC.

**PRESS CONTACT:** Guillaume Brouillet +32(0)2 513 63 23, [guillaume.brouillet@hotrec.eu](mailto:guillaume.brouillet@hotrec.eu)

### ***What is HOTREC?***

HOTREC represents the hotel, restaurant and café industry at European level. The sector counts in total around 1.9 million businesses, being 99,5% small and medium sized enterprises (90% are micro enterprises, i.e. employing less than 10 people). These businesses make up some 60% of value added. The industry provides some 11.1 million jobs in the EU alone. Together with the other tourism industries, the sector is the 3rd largest industry in Europe. HOTREC brings together 43 national associations representing the interest of this industry in 30 different European countries.