



www.hospitality-startup.eu:

HOTREC launches a platform offering for free start-up companies more visibility to reach out to hospitality businesses

Today, HOTREC officially launched [an online platform for start-up companies](#), which are offering their services to hospitality businesses in different fields of operation, like marketing, robotics, human resources. This platform shall allow to facilitate bringing together supply (start-up companies offering services to hospitality businesses) and demand (hospitality businesses looking for ideas and partners to solve their challenges). Start-up companies may indicate their location and territory of activity upon registration, thus allowing hospitality businesses to easily find their business solutions in their proximity.

With this initiative, HOTREC would like to help especially small start-up companies to prove their abilities on the market and for hospitality businesses to easier find solutions and partners for their arising challenges. The participation on the platform is free of charge and is open to all companies offering their products and services to European hospitality businesses and which are not older than 5 years.

“HOTREC hopes that the platform will facilitate European hospitality businesses’ life by bringing the service offers in relation to the various fields of operation closer to them. It is also an opportunity for small start-up companies to have broader access to the market and thus facilitating their development across Europe” explained Markus Luthe, Chair of HOTREC’s Distribution Task Force and project leader.

“Start-up companies are welcome to register themselves on the platform as from now on. Hospitality businesses are encouraged to check the platform regularly for available companies and solutions for their business challenges, which may be in their proximity” added Christian de Barrin, CEO of HOTREC.

“HOTREC is happy to further widen the perspective for the hospitality industry with this new tool, which hopefully will be the perfect digital meeting place to interlink both hospitality businesses and start-ups”, concluded Susanne Kraus-Winkler, President of HOTREC and initiator of the platform.

What is HOTREC?

HOTREC represents the hotel, restaurant and café industry at European level. The sector counts in total around 2 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 11.5 million jobs in the EU alone. Together with the other tourism industries, the sector is the 3rd largest industry in Europe. HOTREC brings together 42 national associations representing the interest of this industry in 30 different European countries.

For further information: www.hotrec.eu

PRESS CONTACT: Guillaume Brouillet, +32 (0)2 513 63 23, Guillaume.Brouillet@hotrec.eu