New business models in the tourism sector and related challenges
HOTREC at a glance

- Umbrella Association of Hotels, Restaurants and Cafes in Europe
- 43 National Associations
- 30 European countries
- The voice of the hospitality industry at EU level
The role of platforms

- Platforms are shaping the online world and the tourism industry
- Platforms are a key access gate to the market
- Concentration of the online intermediary market visible

Responsibility of platforms as well as the decision makers of how to set the environment for platforms
Emerging business models

- Holiday apartments
  - 2009: ca. 250,000 holiday and other short-stay accommodation (Eurostat)
  - 2016: >= 1,000,000 listings in Europe only on AirBnB (not covered by Eurostat)

- 91% of hospitality enterprises (over 1.5 million) are micro enterprises

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<th>‘Sharing’ economy</th>
<th>Regulated economy</th>
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<td>Offer of tourist accommodation / dinner against payment</td>
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Main problems

- Rising dimension of unregulated offer
- Steady increase of offers 365/365 – clear business cases
- Steady increase of multiple listings
- Parallel economies (regulated vs. ‘sharing’)
- Urbanistic challenges
- Neighbourhoods
- Issue of payment of due taxes
- Consumers’ protection
- Fair competition
Possible first solutions

- The provision of services in exchange of money is a business
- Simple online registration of business activity
- Schengen acquis – registration of guests in tourist accommodation is of utmost importance
- Compliance with any tax obligation

Crucial for security and for a more balanced and fair tourist accommodation market
HOTREC proposal

10 steps towards a sustainable and responsible sharing economy in tourism accommodation

- Policy paper and Chart issued on 5 November 2015
- Supported by UNWTO
- Communicated to several stakeholders
Next months (years)?

Are we arriving to

“Creating a fair and dynamic business environment”? 
Thank you for your attention!

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