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Press release

“Hotel review sites add value to the hospitality industry”

European hotel industry seeking dialogue with hotel review sites

Brussels, 16 November 2007

HOTREC*, Hotels, Restaurants & Cafés in Europe, recently contacted the major hotel review sites with the view of launching a constructive dialogue over a proposal for 10 principles relating to their functioning (the text of this proposal is attached). For the hotel industry, advantages of review sites outweigh the risks involved. They add new dimensions to the transparency of the offer and allow for a more comprehensive hotel search, according to the individual needs of the traveller. On occasion, however, hotels have difficulties with their treatment on such sites. This is why HOTREC wishes that review sites and the hotel industry collaborate as equal partners on a common approach.

So far, only positive comments have been expressed in relation to this HOTREC initiative. The national hotel associations, members of HOTREC, are looking forward to receiving more reactions before reporting on the replies. A close cooperation between review sites and the industry can only benefit their respective activities, as well as, increase the satisfaction of travellers, which is the ultimate objective of both parties!

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Attachment: HOTREC position paper

* HOTREC represents the hotel, restaurant and café industry at European level. It counts 1.4 million businesses, with 92% of them being micro enterprises employing less than 10 people. The micro and small enterprises (having less than 50 employees) in the hospitality industry representing 99% of businesses make up some 64% of value added. The industry provides some 8 million jobs in the EU alone. HOTREC brings together 40 National Associations representing the interest of the industry in 25 different European countries.