

## ‘Book Direct’ means first-hand information

Brussels, Bratislava – 29 April 2016 – In December 2015 HOTREC, the European umbrella association of hotels, restaurants and cafés successfully launched its ‘Book Direct’ campaign. All hoteliers, restaurateurs or other entrepreneurs in the tourism sector can join the campaign voluntarily. With the upcoming summer season many travellers are planning shorter or longer trips and of course business guests are looking for the best options for their trips. They are considering different ways of organising their travel, all of which definitely having their advantages enriching consumers’ choice and businesses’ opportunities.

The choice to **BOOK DIRECT** has its own merits as well.

Only with a direct booking the guests will have from the beginning the instant and direct contact with the service provider, who thus can immediately take care of specific and personal requests in a confidential and efficient manner. The trust between the guest and the service provider is established directly.

Moreover, if someone wants to know about special offers, services or conditions offered directly by the service provider, the direct contact is certainly the best way to learn about, and to make use of them. There are several ways to **BOOK DIRECT**, be it by phone, e-mail, through the providers own website or in the case of a last minute decision face to face at the reception or 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](http://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](http://www.hotrec.eu)

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