

PRESS RELEASE

Kyoto hosts the first Assembly of Global Reformbnb as an international association

During the meeting, attendees updated the organisation's guidelines on the short-term rental (STR) industry to incorporate the views of associations from Asia (including first time attendees from China, Hong Kong, South Korea, and Cambodia).

The key novelty was the incorporation of data transparency principles for short term rental platforms. Going forward, the Global Reformbnb Forum will push for data transparency in the STR industry and explain the best way to institute data sharing in national law.

In addition, it was decided to incorporate digital distribution as a key issue for the Forum going forward.

Kyoto, December 2nd. 2022.

Between November 30th and December 2nd, the city of Kyoto (Japan) hosted the **first General Assembly of the "Global Reformbnb"**.

The meeting was attended by **representatives of hotel associations from 20 countries around the world**, with a **strong presence of Asian countries**. In addition, **associations from more than 35 destinations joined the meeting digitally**. Altogether the event brought together **more than 250 people** to discuss key issues in tourism.

During the meeting, attendees **updated their guidelines on the STR issue, with the requirement that platform's share information with governments, including the identity of guests and landlords using their services**.

Digital distribution has also been included in the topics to be discussed by the members of the association, who will produce a common **position document on the subject that they will be able to share with the corresponding governments of their countries**.

Institutional meetings with the Japanese authorities

Within the framework of this meeting the Global Reformbnb Executive Committee, at the invitation of the local host the AJRA (All Japan Ryokan Hotel Association Junior), met with Japanese government authorities, including with the **Vice Minister of Tourism Mr. Takashi Ikemitsu**. They were also happy to be joined by **Mr. Hiroaki Kakinuma, Director of the Japan Tourism Agency, Mr. Takanori Suzuki, Vice Governor of Kyoto, and the Mayor of Kyoto city, Mr. Daisaku Kadokawa** during the event.



About Global Reformbnb

The first Reformbnb event took place in 2018 and was launched by hoteliers from New York, Barcelona, Paris, Buenos Aires and Tokyo with the objective of increasing collaboration between hotel organisations internationally, particularly in the face of the issues created by short-term rentals.

Next Global Reformbnb Assembly will take place in Washington DC in November 2023.

More information available at - www.globalreformbnb.com