

PRESS RELEASE

Washington DC hosted the second General Assembly of Global Reformbnb

The international meeting facilitated the creation of a joint document that brings together the best practices in the field of digital distribution

Attendees committed to working together to eradicate the unfair terms that large OTAs imposed on the hotel sector.

An update of the “Case Study” was presented including the specific situation of STRs in 47 destinations around the world.



Link to the photo gallery: <https://www.ahla.com/gallery/global-reformbnb-general-assembly-2023>

Washington DC, November 17th. 2023.

Between November 15th and 17th, the city of Washington DC (USA) hosted the **second General Assembly of Global Reformbnb**. The meeting was **attended by representatives of hotel associations from all over the world** to discuss key issues in tourism.

At the meeting, worldwide representatives of **the hotel industry finalized a document that brought together the best practices in the field of digital distribution and committed to working together to eradicate aspects that of special concern to the sector**, such as the unfair terms that the large OTAs impose on the hotel sector.

The meeting also served **to continue addressing the global situation regarding Short Term Rentals, STR**, and its specific impact on each destination. In this sense, **an update of the “Case Study” was presented including the specific situation in 47 destinations around the world.**

Finally, **attendees made the commitment to remain attentive to new challenges and opportunities that the hotel industry is likely to face in the future at a global level**, such as, for example, in the field of Artificial Intelligence.

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 Colombia in November 2024.

More information available at - www.globalreformbnb.com