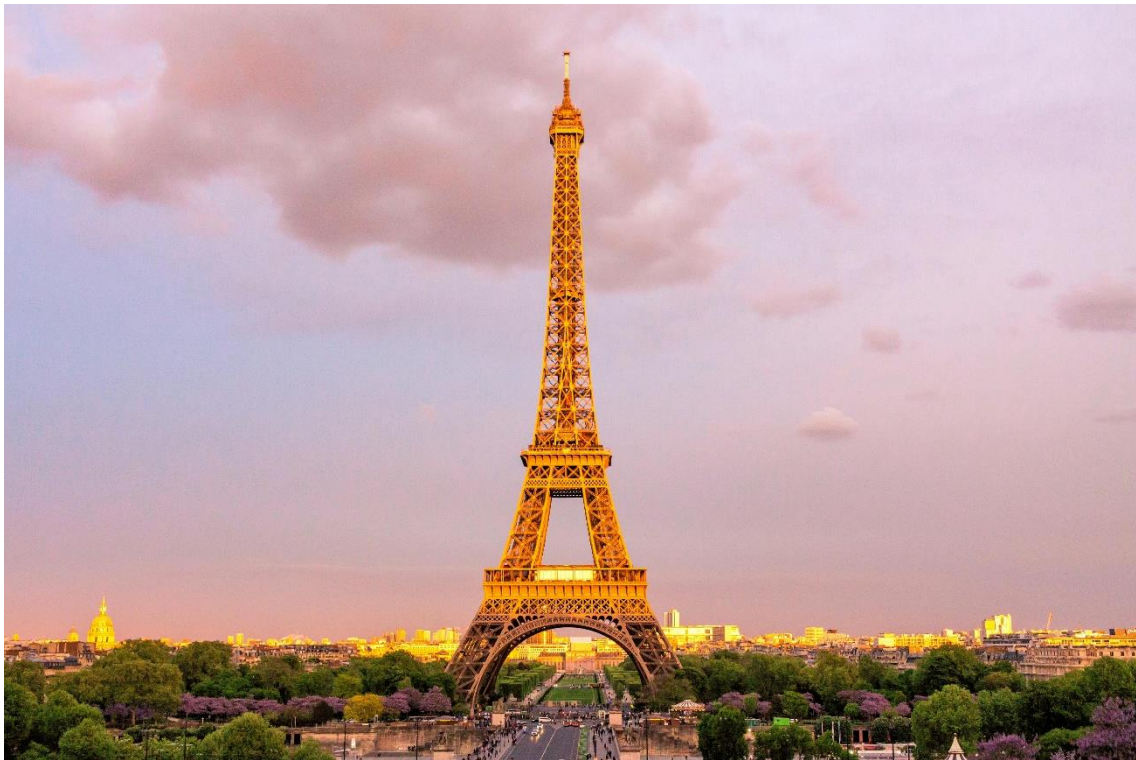


**GENERAL ASSEMBLY
GLOBAL REFORMBNB 3rd – 5th DECEMBER 2025
PARIS, FRANCE**



Draft Agenda

Wednesday, December 3

Addressee: Pernod Ricard, 5 Cour Paul Ricard, PARIS France. | Terrace

Welcome cocktail (17:00h – 19:00h) – Networking

Thursday, December 4

Addressee: Pernod Ricard, 5 Cour Paul Ricard, PARIS France.

Participants accreditation (8:30h - 9:00h)

- **MORNING SESSIONS (9:00H – 13:30H)**

Opening ceremony

9:00h – 9:15h

Industry challenges | Dialogue with the platforms

9:15h – 10:15h

Overlook on Digital distribution

10:15h – 11:00h

Coffee Break – Media / Press

11:00h – 11:30h

Overlook on short-term rentals – Adoption of a Strategy Paper

11:30h – 12:30h

Speakers Corner – Industry Best Practices

12:30h – 13:30h

Lunch

13:30h – 15:00h

- **AFTERNOON SESSIONS (15:00H – 18:00H)**

Round table: Sust Tourism: Hotels versus Short Term Rentals

15:00h – 15:45h

Round table: Challenges and opportunities of the new technologies in the future of our business - Best practices

15:45h – 16:30h

Coffee Break

16:30h – 17:00h

Round table: International Short-term Rentals Solutions

17:00h – 18:00h

Friday, December 5

Addressee: Pernod Ricard, 5 Cour Paul Ricard, PARIS France.

- **MORNING SESSIONS (9:00H – 13:30H)**

Global Reformbnb internal issues (*MEMBERS ONLY*)

9:00h – 9:30h

Presentation: Short term rentals outlook

9:30h – 10:30h

Coffee break

10:30h – 11:00h

Round table: Digital Distribution changes and price parity – The case of Booking.com

11:00h – 12:15h

The next digital challenges – Working Groups

12:15h – 13:15h

Conclusion by Executive President of Global Reformbnb

13:15h – 13:30h