

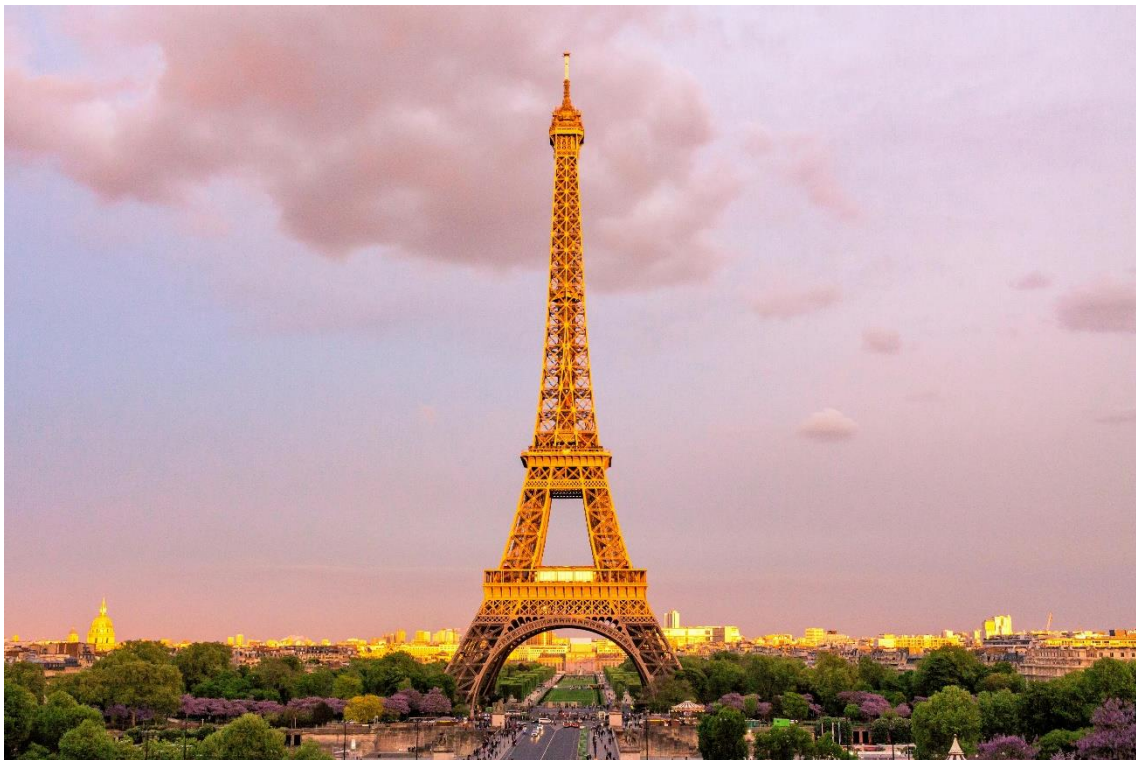


GHR
GROUPEMENT DES HOTELLERIES
& RESTAURATIONS DE FRANCE



Via Laietana, 47, 1-2
08003 Barcelona
T. 933 016 240
info@globalreformbnb.com

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



Sponsored by:



Agenda

Wednesday, December 3

Address: Association des Maîtres Cuisiniers de France, 13 Rue du 4 septembre, 75002 Paris, France.

Welcome cocktail (19:00h – 21:00h) – Networking

- Minister of Tourism France
- Anna Hidalgo, Mayor of Paris
- Catherine Quérard, President GHR
- Franck Trouet, Vice-President Global Reformbnb
- Didac Garcia, Executive President Global Reformbnb
- Vijay Dandapani, Chairman Global Reformbnb

In presence of representants of the French tourisme sector, members of parliament and hoteliers.

Thursday, December 4

Address: Association des Maîtres Cuisiniers de France, 13 Rue du 4 septembre, 75002 Paris, France.

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

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

Opening ceremony

9:00h – 9:15h

- Catherine Quérard, President GHR
- Franck Trouet, Vice-President Global Reformbnb
- Didac Garcia, Executive President Global Reformbnb
- Vijay Dandapani, Chairman Global Reformbnb

Industry challenges | Dialogue with the platforms

9:15h – 11h

Introduced by Franck Trouet, Vice-President Global Reformbnb

Moderated by Didac Garcia, Executive President Global Reformbnb

- Stéphane Marie, Area Manager representant of Booking.com
- Javier Puente, President Asociación de Hoteles de la Ciudad de México
- Isabelle Leganne, President Hotels GHR

Coffee Break – Media / Press

11:00h – 11:30h



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

11:30h – 12:30h

Moderated by Vijay Dandapani, Chairman Global Reformbnb

- Francisca Herrera, Vice-President Asociación Gremial de Empresarios de Hoteleros de Chile
- Shintaro Sugawara, Deputy Director in charge of Legal Policy Public Affairs Committee All Japan Ryokan Hotel Association
- Didac Garcia, Gremi d'Hotels de Barcelona

Speakers Corner – Industry Best Practices

12:30h – 13:30h

Moderated by Roberto Amengual, Secretary Global Reformbnb

- Troy Flanagan, Vice-President American Hotel and Lodging Association
- Franck Trouet, Vice-President Global Reformbnb, Ceo GHR
- Niki Franzitta, VP of Member Relations Hotel Association of New York City

Lunch

13:30h – 15:00h

• AFTERNOON SESSIONS (15:00H – 18:00H)

Round table: Sustainable Tourism: Hotels versus Short Term Rentals

15:00h – 15:45h

Moderated by Vijay Dandapani, President Hotel Association of New York City

- Roberto Amengual, Secretary Asociación de Hoteles de Turismo de la República Argentina
- Jose Duarte, President COTELCO
- Patrick Hayat, President ATOP (To be confirmed)

Round table: Challenges and opportunities. The future of our business - Best practices

15:45h – 16:30h

Moderated by Didac Garcia, Executive President Global Reformbnb

- Vijay Dandapani, President Hotel Association of New York City
- Stéphan Martinez, President RSE GHR and President Moulinot (To be confirmed)

Coffee Break

16:30h – 17:00h

Presentation: “Collective Rights Management (CRM) in the European Hospitality Industry – An Austrian Best Practice”

17:00h – 18:00h

Presentation by Martin Pinczolit, Director Manager *Veranstalterverband Österreich, Austria*

Dinner

20:00h – 22:00h

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Friday, December 5

Address: Association des Maîtres Cuisiniers de France, 13 Rue du 4 septembre, 75002 Paris, France.

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

Global Reformbnb internal issues (MEMBERS ONLY)

9:00h – 9:30h

Presented by Didac Garcia, Executive President Global Reformbnb

Presentation: "The Parity Paradigm: Strategies for Fair Pricing in Hospitality"

9:30h – 10:30h

Presentation by Pau Ferret, Founder of 123compare.me

Coffee break

10:30h – 11:00h

Presentation: "Booking.com and Hospitality Industry"

11:00h – 11:45h

Presentation by Markus Luthe, CEO of *Hotelverband Deutschland*

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

11:45h – 12:45h

Moderated by Vijay Dandapani, Chairman Global Reformbnb

- Markus Luthe, CEO of *Hotelverband Deutschland*
- Javier Puente, President *Asociación de Hoteles de la Ciudad de México*
- François Gauthier, Vice-President GHR
- Roberto Amengual, Secretary *Asociación de Hoteles de Turismo de la República Argentina*

Welcome to EquipHotel 2026: The unmissable Event for the Hospitality Industry in Paris

12:45h – 13:00h

Presentation by Béatrice Gravier, CEO of EquipHotel 2026

The future challenges of the hotel industry – Working Groups

13:00h – 13:45h

Presented by Didac Garcia, Executive President Global Reformbnb

Presentation of Global Reformbnb General Assembly 2026 Barcelona

13:45h – 13:50h

Presented by Didac Garcia, Executive President Global Reformbnb

Farewell words by Catherine Quérard, President GHR and Franck Trouet, Vice-president of Global Reformbnb and Ceo GHR

Conclusion by Didac Garcia, Executive President of Global Reformbnb

13:50h – 14:00h

Buffet Lunch

14:00h – 15:00

Social Programme

Register Here: <https://forms.gle/8ZnmbcYNeoUiAw1E7>

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Friday, December 5

AFTERNOON SOCIAL PROGRAMME (16:00h – 18:00h)

— Montmartre Walking Tour

Meeting point: Place Blanche (in front of the Moulin Rouge)

A two-hour guided walking tour to discover Montmartre, the historic hilltop village of artists. The itinerary includes the Moulin Rouge, the Abbesses district, Rue Lepic and the historic windmills, Place du Tertre, and the panoramic esplanade of the Sacré-Cœur Basilica.

Participants will explore the artistic legacy of Montmartre — from Toulouse-Lautrec and Van Gogh to Picasso and Utrillo — and enjoy one of the most iconic viewpoints over Paris.

Practical information:

- Access by Metro blanche line 2
- Please wear comfortable walking shoes suitable for cobblestones and slopes.
- December weather can be cold and humid in Paris: a warm coat, scarf, gloves, and a compact umbrella are recommended.
- The itinerary includes moderate uphill walking.

CLOSING SIGNATURE DINNER- LE MESTURET (20:00h – 23:00h)

Address: 77 rue de Richelieu, 75002 Paris

The dinner will take place at Le Mesturet, a traditional Parisian bistrot located in the heart of the city between the Opéra and the Palais Brongniart.

Founded in 1883, Le Mesturet is renowned for its authentic yet creative French cuisine, rooted in seasonal ingredients and classic culinary craftsmanship.

Its chef-owner, Alain Fontaine, is also the President of the Association Française des Maîtres Restaurateurs, guaranteeing a dining experience that proudly represents the excellence and savoir-faire of French gastronomy.