

PRESS RELEASE

Paris hosted the 4th General Assembly of Global Reformbnb

Hospitality organizations and industry leaders from 22 countries across Europe, the Americas, and Asia participated in the meeting.

The next General Assembly will take place in Barcelona from 2 to 4 December 2026.

Paris, December 2025

Global Reformbnb successfully concluded its 4th General Assembly in Paris, bringing together **hospitality organizations and industry leaders from 22 countries across Europe, the Americas, and Asia**. Over two days, delegates engaged in intensive dialogue, collaboration and strategic planning to address the major challenges shaping the future of the hospitality sector.

The Assembly focused on the evolution of short-term rental regulation, emphasizing not only the need to establish fair and coherent legal frameworks, but also to defend and preserve them where they already exist—such as in New York and Barcelona, where balanced regulations are currently under pressure.

For the first time, the event opened a formal space for direct dialogue with digital platforms. The participation of a representative from Booking.com marked an important milestone toward building constructive cooperation and a more transparent and sustainable digital ecosystem.

Delegates also exchanged best practices and country experiences, strengthening international coordination and equipping participants with the knowledge needed to drive real policy improvements for the hospitality industry in their respective nations.

In closing the Assembly, the President of Global Reformbnb, Didac Garcia, highlighted that *“hospitality is not about buildings or regulations—it is about people. The knowledge shared here will empower you to make real change in favour of our sector.”*

The organization also announced that the **next General Assembly will take place in Barcelona from 2 to 4 December 2026** and confirmed that quarterly online Industry Meetings will continue to foster collaboration throughout the year.

About Global Reformbnb

Global Reformbnb is an international organization of hospitality associations dedicated to promoting fair regulation, balanced digital ecosystems, and sustainable development across the global hospitality and tourism sector. The organization has its seat in Barcelona.