

## 5<sup>TH</sup> GENERAL ASSEMBLY GLOBAL REFORMBNB BARCELONA 2026

**2<sup>nd</sup> – 4<sup>th</sup> December de 2026**  
**[H10 Cubik](#) - Via Laietana, 69 Barcelona**

### Draft Agenda

- **Wednesday, 2<sup>nd</sup> December**

**18:45h to 20:00h** — Welcome cocktail  
Rooftop H10 Cubik

- **Thursday, 3<sup>th</sup> December**

**Sessions 9:00h to 13:00h – 14:00h to 16:00h**

**8:30h to 9:00h** – Participants accreditation

**9:00h to 9:30h** – Opening ceremony

**9:30h to 10:30h** – Session 1 | Overlook on Short term rentals

**10:30h to 11:15h** – Session 2 | Industry Challenges – Reputation

11:15h to 11:30h Break

**11:30h to 12:15h** – Session 3 | Speaker corner – Industry Best Practices

**12:15h to 13:00h** – Session 4 | Digital Distribution Platforms

**13:00h to 14:00h Lunch**

**14:00h to 15:00h** Session 5 | Keynote | IA

**15:00h to 15:45h** Neighboring rights in the hospitality industry

**15:45h to 16:00h** Conclusions of the day

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**20:00h Dinner at [Can Rectoret](#)**

Transfer hotel to restaurant – meeting point at 19:00h – finish 22:30h.

- **Friday, 4<sup>th</sup> December**

**Sessions 9:00h to 14:00h**

**9:00h to 9:45h** Global Reformbnb internal issues (*MEMBERS ONLY*)

**10:00h to 11:00h** – Session 6 | Round table - Reputation

11:00h to 11:15h Break

**11:15h to 12:00h** – Session 7 – Update STR guidelines

**12:05h to 12:50h** – Session 8 – The future of the Digital Distribution

**13:00h to 13:40h** – Session 9 – The challenges of the agentic AI

**13:40h to 14:00h** Conclusions and Farewell words

**Lunch**

Excom members lunch

Other participants – lunch at leisure – restaurant proposals by Global Reformbnb

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**16:30h** Afternoon social program – Cultural activity

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20:00h Dinner

Self-at your leisure dinner – dinner proposals by Global Reformbnb

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