



# European perspective

## Carlos Villaro Lassen



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# EHHA members

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- **+4 million units**
- **+20 million beds**
- **600 billion £ worth**
- **1 billion bednights yearly**
- **140 mio. people yearly**
- **80 billion £ turnover yearly**

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# EHHA members

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- **House owners – Property managers – Platforms – Serviced apartments**
- **National Trade Associations: Scotland, Spain, Italy, France, Germany +10**
- **Wyndham - Interhome - @Leisure**
- **HomeAway – Airbnb – TripAdvisor**



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# Short-term rental accommodation

- Growth
- Equality
- Sustainability



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## EU Roundtables



# EU Roundtables main areas

- **Market access requirements** for accommodation providers
- **Peers** (private individuals offering services on an occasional basis) and regular / **professional** accommodation providers
- Requirements for **platforms**
- **Taxation** aspects
- **Consumer** aspects
- **Employment** aspects



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# EU Roundtables possible outcome

## Charter with guidelines – no new EU-laws

- Notification schemes
- Day-limits, income thresholds, peer vs. professional
- Platform requirements
- Statistics
- Taxation
- Consumer protection
- Community influence

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# EU Roundtables main areas

- **We are here to stay**
- Fair regulation
- Fair taxation
- Fair share



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# Best Holiday Home in Europe Award 2017

*The Best European Holiday Home 2017 was awarded in 8 categories:*

- *Best Accessible Holiday Home*
- *Best Family Friendly Holiday Home*
- *Best Green Holiday Home*
- *Best Health and Wellness Holiday Home*
- *Best Holiday Home Beach House*
- *Best Holiday Home in European Capital (regional or national capitals)*
- *Best Pet Holiday Home*
- *Best Unique Spot Holiday Home*



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# Holiday Home Awards 2017 - Finalists

## Categories:

- **Best Accessible Holiday Home**
- Best Family Friendly Holiday Home
- Best Green Holiday Home
- Best Health and Wellness Holiday Home
- Best Holiday Home Beach House
- Best Holiday Home in European Capital (regional or national capitals)
- Best Pet Holiday Home
- Best Unique Spot Holiday Home



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# AODANN

United Kingdom



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# Steading Cottage

United Kingdom



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# Craigengar Lodge

United Kingdom



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# Little Briar Cottage

United Kingdom



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# Runie Lodge

United Kingdom

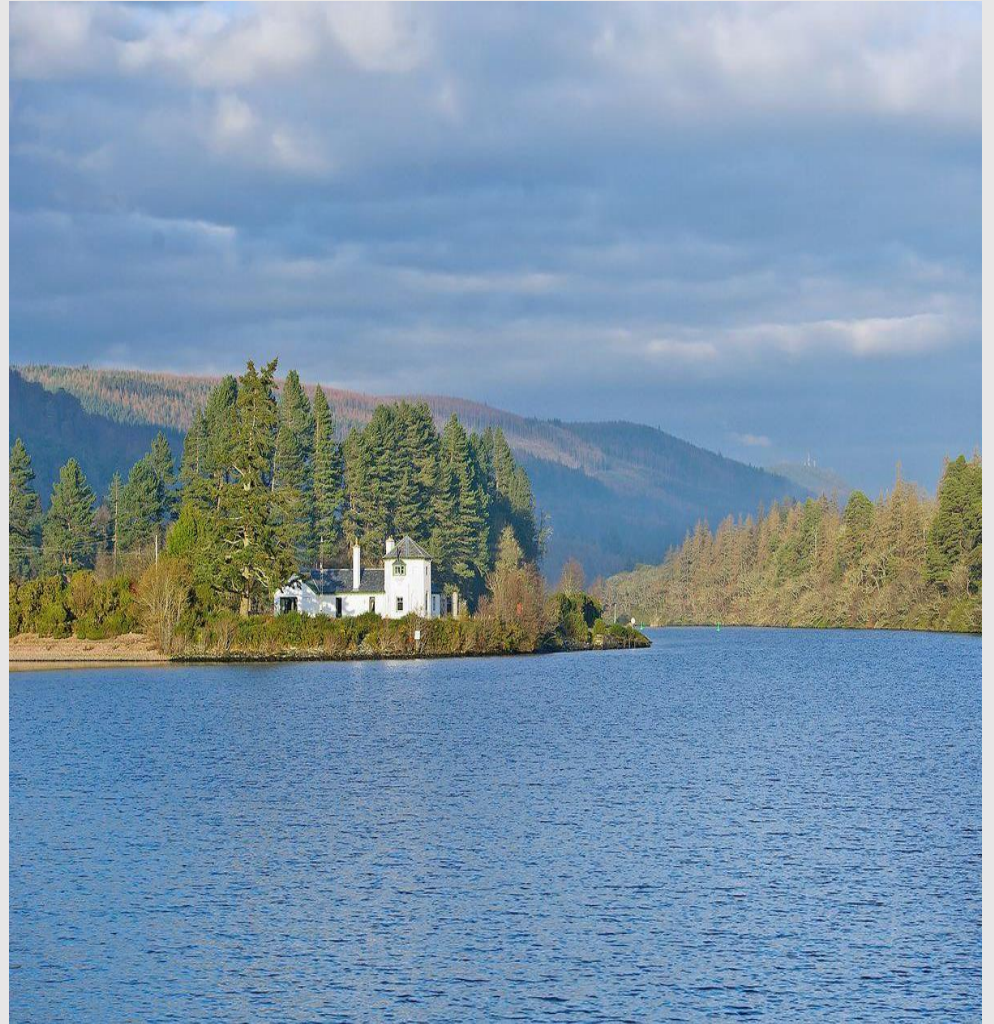


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# Bona Lighthouse

United Kingdom



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# Coquet View at Warkworth

United Kingdom



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# Holiday Home Awards 2017 - Summary

- **430 nominated houses from 18 countries**
- **640 nominations in total**
- **64 finalists in 8 categories**
- **12 winners from 7 countries**
- **Diploma for winners and finalists!**
- **Next year**
  - **Better/earlier time table**
  - **More categories**



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# Holiday Home Awards 2018 - goals

- **More nominated houses from more countries**
- **Broader outreach**
- **New categories**
  - **Best Serviced Apartment**
  - **Best Unique House**
  - **Best Winter Holiday Home**
  - **Architecture & Design**
  - **Close to Nature**
  - **Romantic Escape**
- **A public award?**



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# EUROPEAN HOLIDAY HOME AWARDS 2017

CONGRATULATIONS TO ALL WINNERS – AND THANKS TO ALL WHO NOMINATED



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Interhome



NOVASOL



supercontrol  
Booking & Management System



DanCenter



# Best Pet Holiday Home

**Coquet View in Warkworth**  
*United Kingdom*



5 Star luxury Georgian village house full of historical features on the banks of the beautiful Coquet River in the pretty village of Warkworth, with a 5 mile long sandy beach, this beautiful dog-friendly holiday home welcomes up to 3 dogs with luxury beds & a welcome hamper-it's their holiday too!

☀ **Winner** ☀

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# Coquet View in Warkworth *United Kingdom*



Coquet View covered in autumnal Virginia Creeper ivy with Warkworth Castle in the background



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Thank you !



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