Press Release

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MEP Daniel Attard in talks with Booking.com CEO on Europe's tourism future

MEP Daniel Attard held talks with Booking.com CEO Glenn Fogel in Brussels on strengthening European hospitality, advancing tourism skills and opportunities for closer cooperation with Malta.

The meeting took place alongside Booking.com's "Hotel Europe: The Future of Travel & Technology" programme, held on 16–19 November, bringing together European policymakers and industry leaders.

Discussions covered Booking.com's presence in Malta and its pivotal role in European and global hospitality. According to figures presented by the company, travel supported by its platform generates €3.2 billion in economic output in Malta, contributes €1.4 billion to GDP and supports 21,000 jobs.

As the European Parliament's lead negotiator on the proposed Multimodal Booking Regulation, Attard also discussed his priorities for clearer travel information, easier comparison of transport options and stronger passenger protection.

He underlined the importance of a level playing field between hotels and short-term rentals, with fair and proportionate rules that support quality, responsible businesses and local communities.

Skills were a central focus, including Booking.com's planned skills academy. Attard highlighted the shared direction with his tourism report, adopted by Parliament earlier this year, which calls for a European tourism skills card. The Commission's new Sustainable Tourism Strategy also provides for an EU Tourism Academy.

Both sides committed to working closely on the academy's development and towards holding an event in Malta in 2027, helping translate European cooperation into practical opportunities for tourism businesses and workers.

“Europe cannot remain the world’s leading destination on reputation alone. We need to invest in the people who make hospitality work, help businesses compete and give visitors a reason to return,” Attard said.

“For Malta and Gozo, this means helping shape Europe’s tourism agenda and turning that influence into opportunities at home.”