



European
Holiday Home
Association

The European Holiday Home Association appoints Catherine Starkie as its Secretary General

The European Holiday Home Association (EHHA) is delighted to announce the appointment of Catherine Starkie as its Secretary General.



Catherine brings twenty-five years of experience in EU government / public affairs across various sectors, during which time she has advised associations, companies and governments. She has also worked for the European Commission, the College of Europe and qualified as a Solicitor in the UK.

The Chair of EHHA's Board of Directors, Laura Smith (Awaze), said:

“We are delighted to welcome Catherine Starkie as EHHA's Secretary General. Catherine's vast experience is of great value at this crucial time when the short-term rental sector faces further regulation at EU, national and local level.”

Catherine Starkie said:

“Having had so many wonderful travel experiences thanks to the short-term rental sector, I am proud to take on the role of EHHA Secretary General. I look forward to working with all EHHA members, as well as with European policy makers, to help ensure a fair, evidence-based and balanced regulatory environment for our industry.”

About EHHA

The European Holiday Home Association (EHHA) is the collective voice of the short-term rental (STR) industry in Europe.

EHHA represents a diverse network of national and regional associations, online platforms, and STR companies committed to building a fair, evidence-based and balanced regulatory environment for our industry.

For more information, see www.ehha.eu