



HospitalityInside Think Tank, edition 7



Adapt and Transform: Mastering Hospitality ESG and Innovate with Hospitality Tech Labs



Premiere in Amsterdam!

17-18 June 2024

hitt.world



The HospitalityInside THINK TANK

Be inspired - Act Now!

THE PURPOSE: HITT, the HospitalityInside Think Tank, is an unconventional, English-speaking networking event to productively support the transformation process in the hotel industry; a format to share knowledge, exchange ideas and develop solutions for digitalisation, sustainability and people.

THE ATMOSPHERE: casual and relaxed to boost creative and inspiring thoughts and enable discussions and interaction, face-2-face and off-the-record.

ATTENDEES: Limited in number, not in quality. High-caliber experts from inside and outside the industry meet senior executives and experts from hotel operation, hotel real estate, finance, sustainability, digital transformation, legal and social are most welcome.



Restaurant at the event location Mediamatic

Added value - A special format

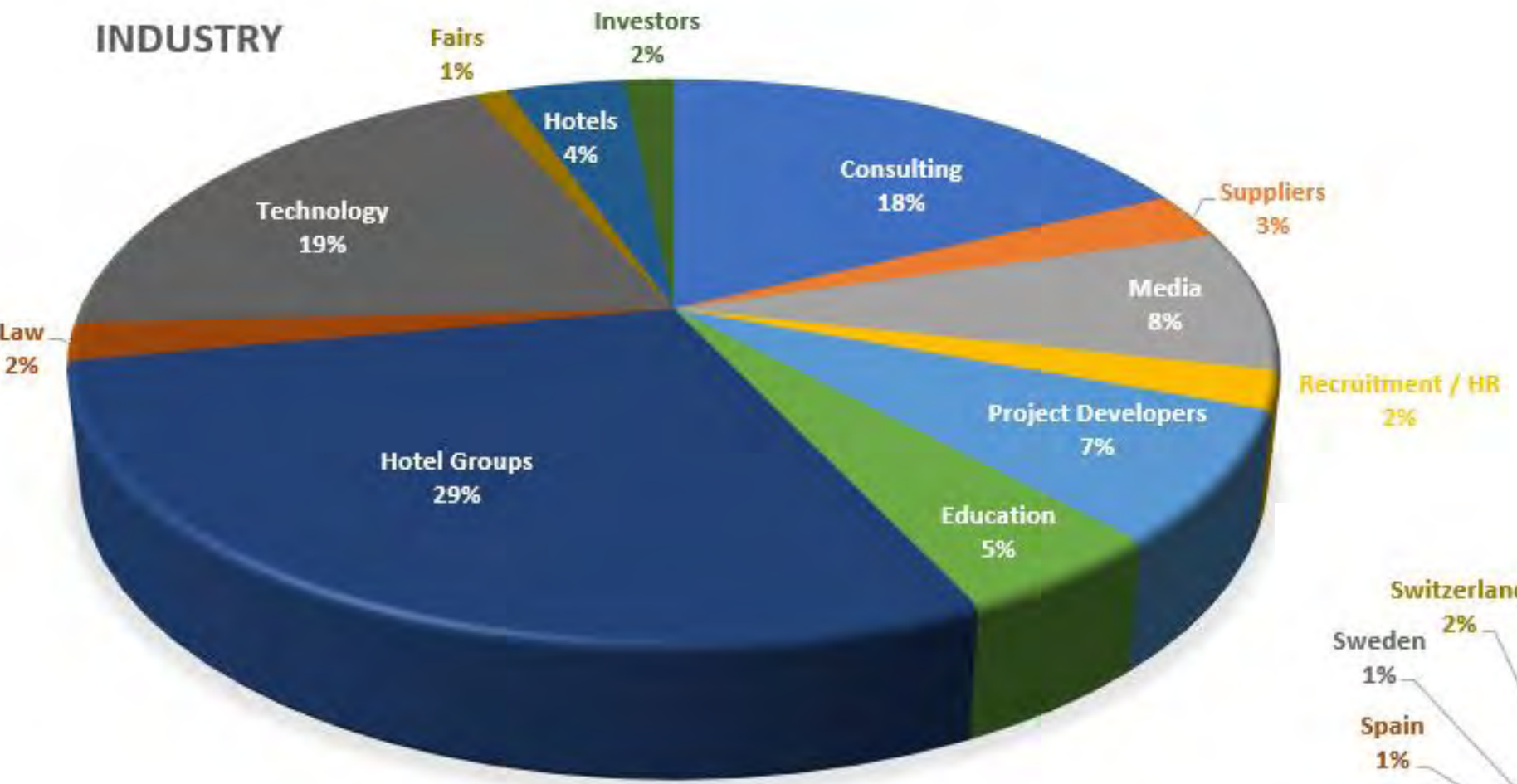
- A physical event, well-orchestrated, relaxed & professional - no conference!
- Cross-industry discussions, **off-the-record**
- Small, **selected audience** on executive level
- Strong **focus on content**, in-depth facts & figures
- High-quality and **informal** networking
- Face2Face talks, **debates** with leading experts
- Hoteliers and Non-hoteliers as Impulse Generators
- Forward-looking solutions
- Call-to-Action
- Best Practice
- Implementation and reflection of sustainable progress
- Post-event documentation for all participants
- Links to recorded think tank sessions



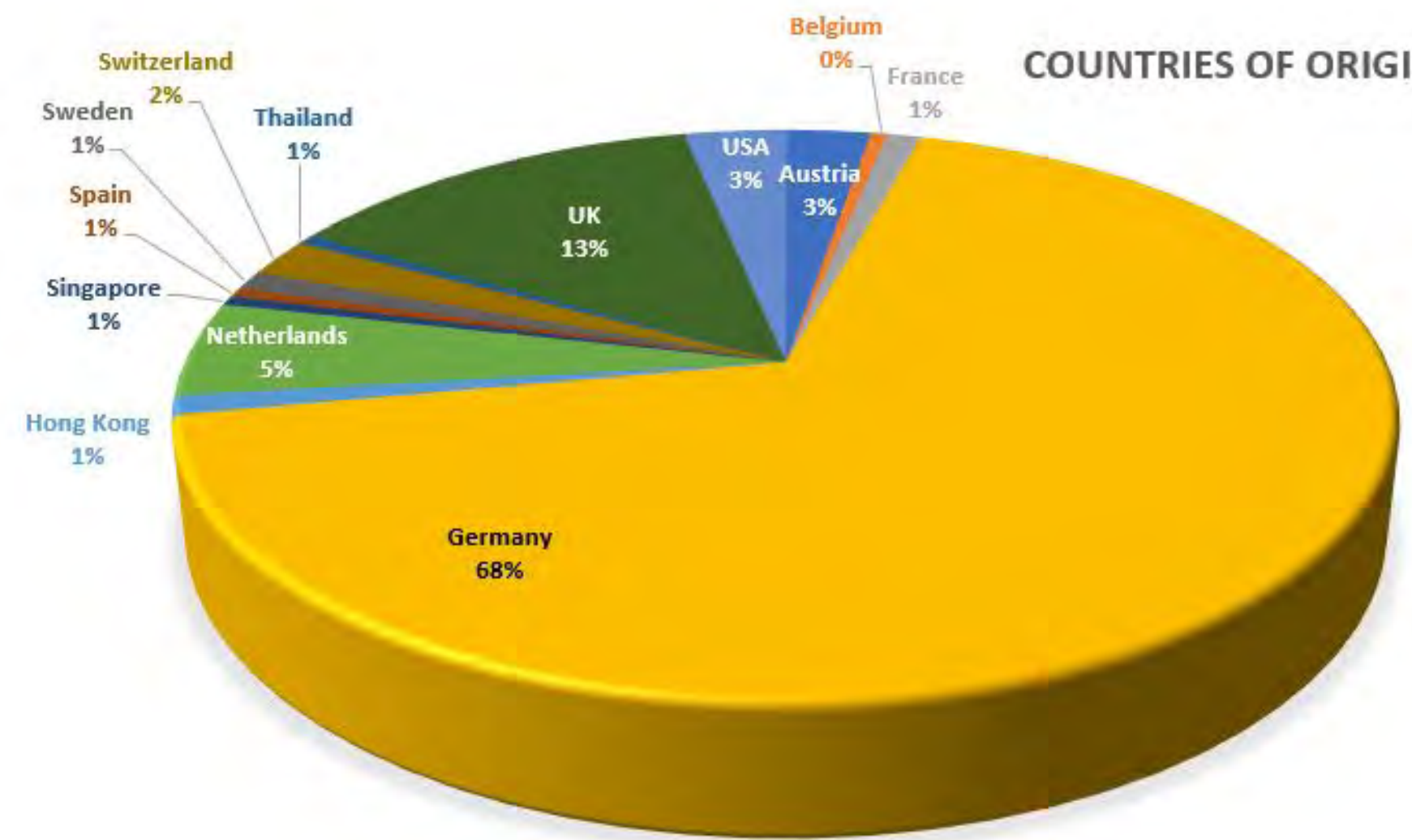
The HITT Event Location

Profile HITT participants

INDUSTRY



COUNTRIES OF ORIGIN



The HITT participants

- On average, 55% of all participants belong to the C-level.
- 33% have participated more than once.
- High satisfaction rate among all participants: on average, 63% rated HITT with the highest score “very good”, 37% “good”.
- Proof of commitment & high quality: In 2023, 12 out of 14 speakers stayed both days to learn and share their expertise.

More than a thousand words

Please click here for the HITT Film





HITT - A series of think tanks about the changes & challenges of the industry

2018, edition 1: Emerging Technologies: Friend or Foe?

2019, edition 2: Learn from others: Digitalisation - The new Value Creator.

2020, edition 3: Boost your Service Delivery.

Bring your Hotels to Life in a Digital World.

2021, edition 4: Sustainability & Digitalisation: The Change Drivers.

2022, edition 5: Embrace ESG for people, planet and prosperity.

2023, edition 6: Next level: Measure. Benchmark. Drive.

Lifting sustainability from intention to traction.

2024, edition 7: Adapt and Transform:

Mastering Hospitality ESG and Innovate with Hospitality Tech Lab



Restaurant at Mediamatic with view
to the NEMO Science Museum



HITT - Attending Companies (selection)

Accor - Adina Apartment Hotels - Apartmentservice - Arabella Hospitality - Arbireo Hospitality - Association of German Pfandbrief Banks - Baker McKenzie - Baur au Lac - Bette - Buro Happold - BVA-BDRC - Choice Hotels - Climate Law Lab - Considerate Group – Deutsche Hospitality – Deutsche Seereederei - Dorchester Collection - Dorint Hotels - Drees & Sommer - Duetto - ECE Real Estate - Engel & Völkers - EY - EYCarbon - Expo Real - foundry.ai - Gambino Hotels - Global F&B Heroes - Green Sign - Guestline - Häfele - Hilton Worldwide - Hotelschool The Hague - HRS Group - Hyatt Hotels - IBM Watson - IDeaS - IHG - Invesco Real Estate - JLL London - Kohl & Partner - Langham Hospitality - LHC Int. Recruitment Consulting - MRP Hotels - Novum Hospitality - Online Birds - Pace Dimensions - Pandox - Place Value - Poly Hohwacht - Prantner & Cie - Premier Inn Germany - Primestar Hospitality - prizeotel - PwC - Radisson Hotel Group - Rubus Development - Ruby Hotels - Sabre - Siemens - Snøhetta - Soravia - Soulmade - Sustainable Hospitality Alliance - University of Kaiserslautern - Uniper - Value One - Wyndham Hotels - Zoku



HITT Testimonials

"No bullshit bingo, but a deep, forward-looking exchange of ideas."
Martin Kemmer, Place Value Management

"All in all, extremely interesting and stimulating, especially with regard to ESG - I don't want to be driven by politics."
Dr Michael Hartung, Premier Inn

"Great Event. Great exchange with industry peers and partners... very well-structured program and line-up of great speakers providing the impulse for exchange and knowledge sharing."
Andreas Lackner, Hilton

"For those who want to know which conference would be a useful investment of time: for me, the HITT is definitely one of them. Important topics; presentation with new contents worth knowing; panel discussions on a high contextual level; and a conference location and setting, which is an experience in itself and offers good opportunities for establishing new contacts."
Michael Struck, Ruby Hotels

"I was most impressed by the format of HITT, which really worked as a think tank by encouraging participation from all those present, who did so with thought and candour."
Dr Crispian Tarrant, BVA-BDRC

"I am still flashed by the event. I'm actually a person you can't easily catch, but the topics, the speakers, the participants totally caught me. A big round of applause."
Johannes Butz, Häfele