

PREMIERE

HITT

HOSPITALITYINSIDE
THINK TANK 2018

JUNE 10-11, 2018 / BERLIN AT
A SOLAR-POWERED SEMINAR SHIP

EMERGING TECHNOLOGIES:

FRIEND OR FOE?



HITT AT A GLANCE

Emerging technologies – Why this topic?

Why a Think Tank?

How is the HITT Think Tank designed?

Who should attend?

Your Moderator & Facilitator

The Impulse Generators: Who will provide expertise?

Sponsor & Cooperation Partners

Unique Event Location: Get-together at 25hours Bikini Berlin

Unique Event Location: The seminar ship

The Programme

Post-event Communication & Activities

Booking

FAQ



Where industry leaders share and engage to improve collective understanding.

- Demystify the terms and definitions.
- Gain insights which technology will be relevant and could create value.



EMERGING TECHNOLOGIES – WHY THIS TOPIC?

FROM CHALLENGE TO RELEVANCE. The challenges in the hotel industry driven by the emerging technologies are huge. But how huge? And what is relevant? Do new strategies require implementing all new technologies right away? Which technologies will drive the company value in future?

THE VISION. Companies have to develop visions about how they will meet their customers and employees in the digital world or how project developments will change according to the new technological opportunities.

FROM VISION TO STRATEGY. For most people, change means pain, uncertainty, a change in their role or identity, possibly the loss of jobs and less safety in their life planning. So it's up to the company leaders to win minds and hearts of their employees, to get their acceptance and active support for the corporate vision and strategy.

WHY A THINK TANK?

SMALL GROUP, HIGH EFFICIENCY. Meanwhile, lots of conferences, workshops and roadshows offer information about digitalization and emerging technologies. Hundreds or thousands of participants in a room or at a campus, marketing or product-driven speakers make it even more challenging for executives to get answers to individual questions and to find an orientation for their own activities.

A FOCUSED PLATFORM. Consequently, HospitalityInside created the HITT Think Tank clearly concentrated on a relaxed but focused platform providing understanding for the challenges and knowledge of hoteliers and solution providers alike. A place that allows face2face meetings, small groups and enough space to ask all individual questions to high-calibre speakers from the non-hotel industry and industry colleagues.

A COMMUNITY TO KEEP IN TOUCH WITH AFTER THE EVENT. The HITT Think Tank is the start of a new collaboration between participants, speakers and sponsors willing to share expertise and questions, to open up for discussing common challenges and to go for solution-based projects for the industry. Different tools and events in the post-event period are an integral part of the Think Tank.





HOW IS THE HITT THINK TANK DESIGNED?

The Think Tank is divided into three parts: kickoff, symposium, post-event.

KICKOFF IN A LIFESTYLE LOUNGE. Participants will get together on the evening before the event. A relaxed atmosphere in the open lounge of the 25hours Hotel Bikini Berlin, with food and drinks and a brief overview of the following day.

SYMPOSIUM ON THE SEMINAR SHIP. By choosing a solar-driven seminar ship in Berlin floating down the Havel River, we are creating an environment for plain talk, answering any questions and stepping into in-depth discussions. From 9.00 a.m. to 6.00 p.m., we will interact, discuss and learn from each other, led by international high-calibre experts and inspired by our own thoughts, personal talks and group work. **THE RELAXED FINISH.** From about 6.00 p.m., the upper deck is open for the cocktail hour and a BBQ on board. Relax and mingle, enjoy the deepening of new and old relations.

POST-EVENT ACTIVITIES. After the event, the HospitalityInside editorial team will draw up a documentation of the symposium on board which will be sent to all participants. In the following months, up to the next Think Tank, we will provide organizational and editorial support to all projects which were set up during the Think Tank.

WHO SHOULD ATTEND?

Managing Directors, Chief Information Officers and all who are involved in the decision-making processes of hotel operating or real estate companies. Emerging technologies will change organizations, operations, distribution and marketing, HR, Safety & Security, and hotel development.





YOUR MODERATOR & FACILITATOR:

TIM DAVIS

MANAGING DIRECTOR OF PACE DIMENSIONS

The Managing Director of PACE Dimensions will moderate and facilitate the challenging topics HITT will discuss. In 2010 Tim founded his UK based research and management consulting firm; PACE Dimensions. Tim served on the management board of Hilton International for 9 years in charge of Commercial Development and Information Technology and has over 25 years' experience leading the Marketing, Commercial and Technology functions for global businesses in Hospitality, Travel, and Technology, such as Hilton, Galileo International and Hughes Olivetti Telecom.



Your Hosts
from the
HospitalityInside
team:

Maria
Puetz-Willems

Michael Willems

Malin Flamm

Anne-Laure Duval

Susanne Stauss

Sarah Douag

THE IMPULSE GENERATORS: WHO WILL PROVIDE EXPERTISE?

We are honoured to welcome high-caliber speakers and experts from leading tech companies, high-profile universities and research companies.

BRYSON KOEHLER



GENERAL MANAGER & CHIEF TECHNOLOGY OFFICER, IBM Watson and Cloud Platform, Atlanta, USA

Bryson is GM and CTO of the IBM Watson and Cloud Platform, and distinguished engineer for IBM. As CTO, Bryson leads the architectural charge bringing together the cognitive and AI computing capabilities of Watson machine learning, a new, true cloud-native IaaS architecture, data and analytics, the Watson Data Platform, Cloud Video and The Weather Company. Before joining IBM, Bryson served as CTO for The Weather Company, where he led the company's transformation by building one of the world's largest IoT/data platforms – an integral factor in IBM's decision to acquire The Weather Company. Bryson has also served as operating partner with Exigen Capital, Senior Vice President of Global Revenue and Guest Technology for InterContinental Hotels Group, and led teams at Vicorp, USWeb and Arthur Andersen Business Consulting. Bryson earned his double bachelor's degrees in Political Science and Interpersonal Communications from the University of North Carolina at Chapel Hill, NC.



PROF DR THOMAS LACHMANN

CHAIR COGNITIVE AND DEVELOPMENTAL PSYCHOLOGY, CENTER FOR COGNITIVE SCIENCE, UNIVERSITY OF KAISERSLAUTERN, GERMANY

Prof Dr Thomas Lachmann studied psychology at the Universities of Rostock and Leipzig. He started his scientific career at the Institute of Cognitive Psychology in Leipzig, where he gained his PhD in 1998. He worked as a visiting scholar at the Center for Human Information Processing at the University of California San Diego, and as a guest scientist at the RIKEN Brain Science Institute in Tokyo.

After his habilitation (Dr. habil.) in 2004, he worked as a Professor of Psychology at the University of Bamberg, before following a call for chair in Cognitive Psychology at the University of Kaiserslautern in 2006, where he currently works as full professor and Head of Department. Since 2014, Thomas Lachmann also holds the positions as Head of the Center for Cognitive Science and Director of the



Graduate School of Cognitive Science. Furthermore, he is an editorial board member for several scientific journals, such as Cognitive Processing and Journal of Cultural Cognitive Science.

THE IMPULSE GENERATORS: WHO WILL PROVIDE EXPERTISE?



PROF DR ANDRIEW LIM

PROFESSOR OF TECHNOPRENEURSHIP AND INNOVATION, HOTELSCHOOL THE HAGUE (HTH), THE NETHERLANDS

Andriew Lim is Professor of Technopreneurship and Innovation in Hospitality at HTH, Hospitality Business School, The Netherlands. He holds the Chair of the research group focusing on entrepreneurship and technology innovation for the hospitality industry, where he focuses on the influence of technology innovation on the development of entrepreneurship and business landscape in the hospitality industry. Next to his research activities, he also teaches Strategic Management course to the final year student, as well as supervises the final graduation projects. To combine his



research and educational responsibilities, he has launched HTH Entrepreneurship Hub, where research and development for new ventures can be further explored.

Andriew holds PhD in Industrial Engineering and Innovation Sciences (Technology Management) from Eindhoven University of Technology.

PROF DR WOLFGANG ARLT

FOUNDER & DIRECTOR, COTRI CHINA OUTBOUND TOURISM RESEARCH INSTITUTE, HAMBURG, GERMANY



Professor Wolfgang Georg Arlt grew up in Berlin (West-Germany) and studied Sinology in Berlin, Taiwan and Hong Kong. He visited Mainland China for the first time in 1978 and more than 150 times since. In the 1990s he was the owner of an inbound tour operator with offices in Berlin and Beijing. Since 2002, he has been a full-time Professor for International

Tourism Management in Germany (2002-2007 at University of Applied Sciences Stralsund, and from 2007 at West Coast University of Applied Sciences in Heide, both in Germany). In 2004, he founded COTRI China Outbound Tourism Research Institute with its head office in Hamburg/Germany and an office in Beijing. COTRI is the world's leading independent research institute for consulting, research, information, training, and quality assessment relating to the Chinese outbound tourism market.

Professor Arlt is one of 500 recognized globally leading tourism experts of UNWTO. He is frequently quoted in major international media, publishes his own blog on Forbes and is also hospitalityInside.com's editorial expert for China.

SPONSOR PARTNERS

SHARING THEIR KNOWLEDGE



PLATINUM SPONSOR:

Sabre Hospitality

The Sabre logo is written in a bold, italicized, red sans-serif font with a registered trademark symbol (®) at the end.

Sabre Hospitality
www.sabre.com

Sabre Innovation Hub
www.sabre.com/insights/innovation-hub

Sabre Lab
www.sabre.com/insights/labs

Sabre Hospitality Solutions is part of Sabre Corporation, leading technology provider to the global travel industry. Sabre's software, data, mobile and distribution solutions are used by hundreds of airlines and thousands of hotel properties to manage critical operations, including passenger and guest reservations, revenue management, flight, network and crew management. Sabre also operates a leading global travel marketplace, which processes more than US\$120 billion of global travel spend annually by connecting travel buyers and suppliers. Headquartered in Southlake, Texas, Sabre employs nearly 10,000 people in approximately 65 countries around the world, and serves customers through cutting-edge technology developed in six facilities located across four continents.

SPONSOR PARTNERS

SHARING THEIR KNOWLEDGE



GOLD SPONSOR:
HSDS Hospitality Software Development Services



www.hsdsuk.com

HSDS builds Software for leading Global Technology Suppliers in the Hospitality Industry: Hotel Management Companies, Hotel Chains, leading Revenue Management & Analytics Companies. HSDS also provides Cloud Solutions under its own branded software company "Next Gen Opti Ltd" with products like rezNG (a modern reservations & distribution platform), bookNG (Internet booking engines, Web, Mobile, Tablet and Facebook versions available) OutPerform RMS (an innovative affordable Price Optimisation application). The company concentrates on developing "added value" Platforms that can easily be connected and integrated to customers' existing PMS and Accountancy applications. The passionate team comprises some of the finest Business Analysts, Architects, Developers, QA's, Customer Support teams in the business, having worked together for the last seventeen years.

BRONZE SPONSOR:
AccorHotels



www.accorhotels.com and www.accorhotels.group/en/innovation/collective-intelligence/open-innovation

AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,200 hotels, resorts and residences, as well as in over 10,000 of the finest private homes around the globe. Benefiting from dual expertise as an investor and operator, AccorHotels operates in 95 countries. Its portfolio comprises internationally acclaimed luxury brands including Raffles, Sofitel, Fairmont, onefinestay, MGallery by Sofitel, Pullman and Swissôtel; the popular mid-scale and boutique brands of 25hours, Novotel, Mercure, Mama Shelter and Adagio; the economy brands including JO&JOE, ibis, and the regional brands Grand Mercure, The Sebel and hotelF1. AccorHotels provides innovative end-to-end services across the entire traveler experience, notably through the recent acquisition of John Paul, the world leader in concierge services. The global team counts more than 250,000 women and men.

SPONSOR PARTNERS

SHARING THEIR KNOWLEDGE



BRONZE SPONSOR:

Drees & Sommer

**DREES &
SOMMER**

www.dreso.com/en

For more than 45 years, Drees & Sommer has supported public- and private-sector owners and investors in all aspects of real estate. The company has 43 offices worldwide. Currently, the company with its approximately 2,400 employees is acting for more than 3,200 construction projects. The focus is always on profitability, whereby Drees & Sommer promotes sustainable building to the greatest possible degree. This approach is called by Drees & Sommer 'the blue way'. The construction and real estate experts always have the goal of producing measurable added value for the client. This could mean, for example, streamlining the implementation of a construction project, making the operation of a property more economical, or cutting energy costs through innovative concepts.

BRONZE SPONSOR:

Expo Real Munich

**EXPO
REAL**

www.exporeal.net

EXPO REAL, the 21st International Trade Fair for Property and Investment, takes place at the Messe München exhibition center from October 8-10, 2018. It is a key networking event for interdisciplinary and international projects, investment and finance. EXPO REAL caters to the full spectrum of the property sector, offering an international networking platform for the important markets of Europe, through to Russia, the Middle East and the US. The trade fair attracted in 2017 record figures with 2,003 exhibitors and 41,775 participants. The show's extensive conference program, featuring some 400 speakers, gives participants valuable insight into the latest trends and innovations in the property, investment and finance market.

COOPERATION PARTNERS

SHARING THEIR KNOWLEDGE



REIN Real Estate Innovation Network

www.real-estate-innovation.net/en

Real Estate Innovation Network is one of the latest platforms incorporated in EXPO REAL. It is the European Open Innovation Platform for the built environment, an initiative of EXPO REAL Munich, Europe's leading trade fair for real estate and investment. The platform enables an experience exchange for innovation and technology between tech startups, established companies, industry experts and investors in the context of the ongoing digital transformation of the industry. Major industry leaders concentrate their activities in innovation and technology in the network to guarantee broad research maximized market transparency. The objectives are the early identification of trends and new technologies to expand leading position in the real estate industry. Europe's biggest startup contest, with more than 1,600 startups, is a joint scouting and screening process for the most promising startups of the industry. The finale of the Real Estate Innovation Contest 2018 will take place at EXPO REAL in October 2018 where the 25 best startups will pitch their product in front of thousands of people as part of the three-day Real Estate Innovation Forum.



Hotelschool The Hague

<https://hotelschool.nl/en>

Hotelschool The Hague (HTH), one of the world's most special universities, is one of the last independent single sector Universities of Applied Sciences in The Netherlands – founded and funded in 1929. It offers a four year Bachelor of Business Administration in Hotel Management and a 13-month Master of Business Administration (MBA) in International Hospitality Management. The school is also home to one of the leading Hospitality Research Centres, where it conducts research into innovations in the hospitality industry. You are welcome in the school's Hotels & Restaurants in The Hague and Amsterdam to experience their passion for hospitality.

UNIQUE EVENT LOCATION: 25HOURS BIKINI

Get-together at 25hours Hotel Bikini Berlin

In Berlin's relaxed living room, lions and giraffes meet city legends and explorers. The listed Bikini building is home to the 25hours Hotel Bikini Berlin with a direct view to the Zoologische Garten to the north and West Berlin's hallmark to the south. The creative team plays with the contrasts and unites them to create a unique urban jungle. The lobby with a reception, a hammock lounge, a kiosk, an in-house bakery and the guest rooms with a view of the Kaiser-Wilhelm memorial church ooze the raw, unpolished charm of the Berlin creative scene. The rooms facing the zoo, as well as the jungle sauna with a view of monkeys and elephants, the restaurant NENI Berlin on the roof, and the Monkey Bar with a spectacular roof terrace all offer an excellent view of the tranquil park at the heart of Berlin.

HITT GUESTS WILL MEET IN THE „BIKINI ISLAND LOUNGE“ ON THE THIRD FLOOR.



Special
guest



UNIQUE EVENT LOCATION: THE SEMINAR SHIP

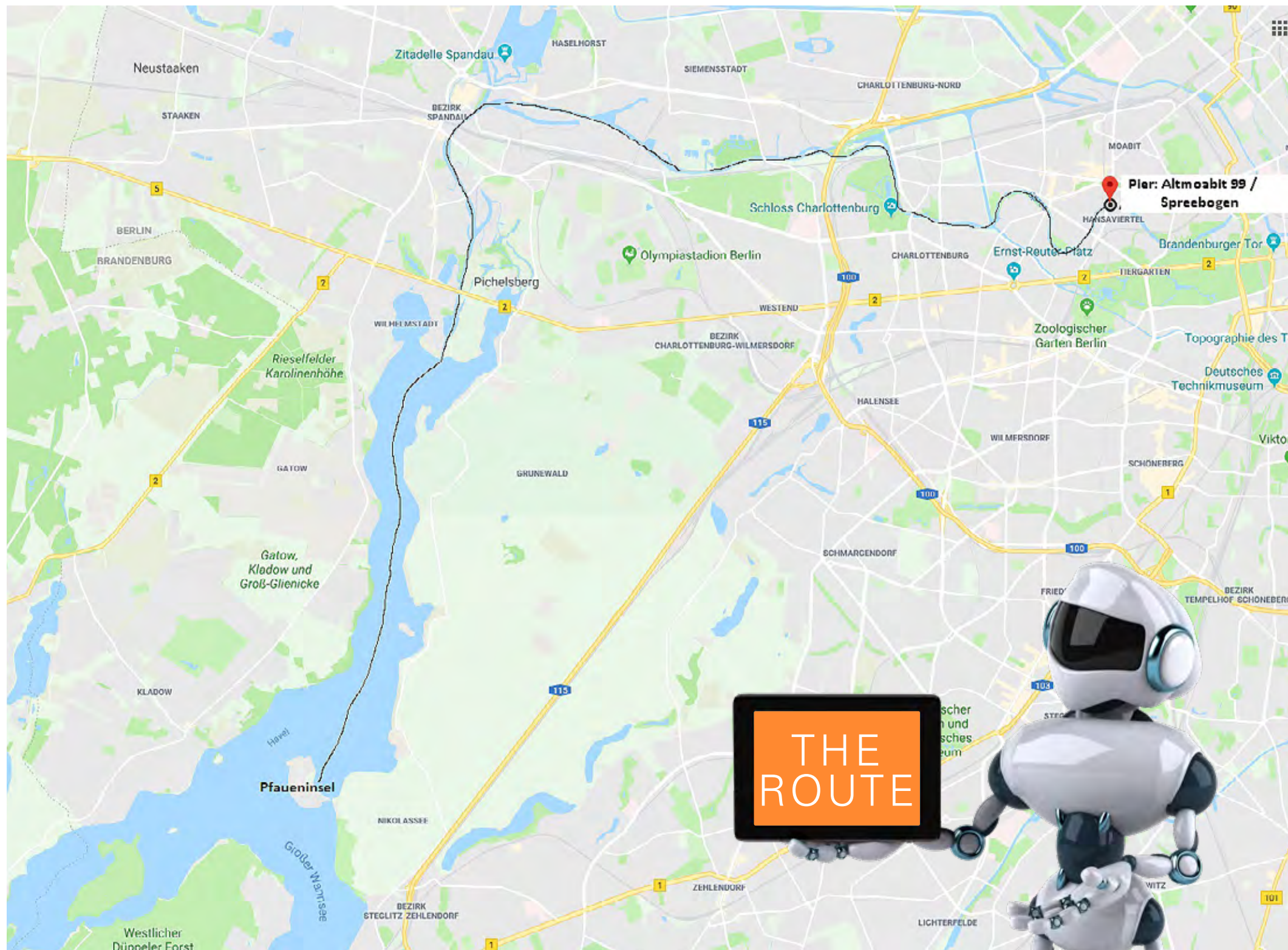
FLOATING ON ORCA TEN BROKE, flirting with a pirate's wife...

Orca ten Broke. This is the name of the wife of the German pirate Klaus Stoertebeker. He was the cause of scandal in the 14th century with his raids on North German waters. It is also the name of our seminar ship. Seven centuries ago, it was wind and muscle power that drove the ships forward, today it's solar power.

USING NEW TECHNOLOGIES. The 36m long and 8m wide seminar ship from the shipyards of Stralsund is itself

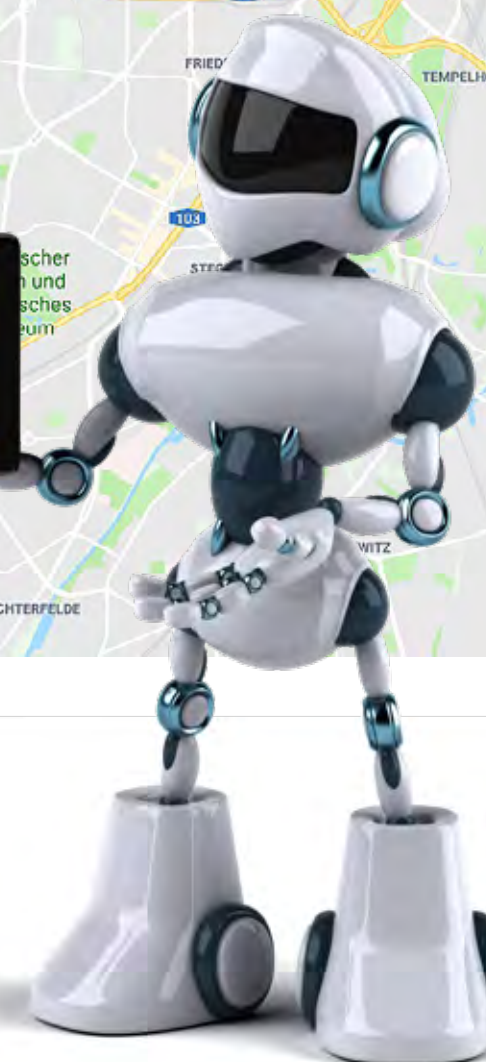
a symbol of a new beginning: In summer, it can be run almost entirely on solar energy, in winter, bio-diesel from old vegetable oils drives the ship forward. The heat from the motor also serves as under-floor heating on deck. Its new technology allows it to serve as location for meetings, without the noise of the standard diesel motor in the background. The Orca ten Broke is also equipped with special hydraulic anchor posts in order to stand quietly on the water. At certain points then, participants arriving late to the HITT can be collected and speakers can depart. It can also „park“ on the water in order to have lunch with a special view.





Orca ten Broke, HospitalityInside's "floating forum," will start in Berlin City (Alt-Moabit 99 / Spreebogen) and float down on Spree and Havel to the famous "Pfaueninsel" (and back).

FOLLOW THE SHIP IN REAL TIME !



THE PROGRAMME



Day 1

Sunday, June 10: Get-together

at 25hours Hotel Bikini Berlin
Bikini Island Lounge

19:00-22:00

Welcome to Berlin and the HITT premiere!

Day 2

Monday, June 11: Seminar Ship

08:00-09:00

Welcome to our floating forum!

Boarding & Business Breakfast at the seminar ship

09:00 Cast off! The journey begins.

The ship will leave.



09:15-09:30 Opening Address.

Defining goals and outcomes.

Listen! Question! Interact!

By Maria Puetz-Willems, Founder & Editor-in-Chief,
hospitalityInside.com & Tim Davis, Founder & Managing
Partner, PACE Dimensions

09:30-10:00 IMPULSE 1: Feel the heartbeat

The landscape of emerging technologies & its relevance for the hotel industry. The big picture.

Which technologies will drive the company value, which ones will be the big disruptors? Perception and facts about the most confusing magic buzz words: Blockchain, AI, IoT, Robots, Voice/Face recognition... How interfaces may connect and eco systems synchronize – to avoid collision between consumer behaviour and hospitality business models.

Impulse generator: Bryson Koehler, General Manager and Chief Technology Officer, IBM Watson and Cloud Platform, Atlanta, USA



10:00-11:00

Discussions, team work, conclusions.

11:00-11:30

Networking and Motivating Coffee at the Upper Deck.

11:30-11:50 IMPULSE 2: Identify the change

The interaction between man & machine.

Threats and benefits of a new relationship.

Impulse generator: Prof Dr Thomas Lachmann, Chair Cognitive and Developmental Psychology, Center for Cognitive Science and Dipl-Psych Jan Spilski, HCI coordinator, Center for Cognitive Science, University of Kaiserslautern, Germany



11:50 -12:30

Discussions, team work, conclusions.



12:30-13:30

**Networking & Relaxing Lunch
at the Upper Deck.**

The ship will stop on river Havel
in front of a famous landmark.

**13:30-13:50 IMPULSE 3: Understand the systems
Artificial Intelligence: The big digitalization shift
influencing the hotel business.**

Why AI, including Machine Learning and Deep Learning, will
fundamentally restructure the relationships between the indus-
try players (operator, service provider, owner/investor, brand,
retailer, media) and makes us rethink the customer journey.



Impulse generator: Prof Dr Andriew Lim, Professor of
Technopreneurship and Innovation, Hotelschool The
Hague (HTH), The Netherlands

13:50-14:30

Discussions, team work, conclusions.

**14:30-14:50 IMPULSE 4: Watching trends
The Chinese perspective. Leading emerging technologies.**

How Asia's mega market pushes digitalization in tourism
and why travellers expect the same digital world around
the globe.



Impulse generator: Prof Dr Wolfgang Arlt, Founder &
Director, COTRI China Outbound Tourism Research
Institute, Hamburg, Germany

14:50-15:00

Discussions, team work, conclusions.

15:00-15.15

**Networking & Refreshing Tea
at the Upper Deck**

And/or group work.

15:15-18:00

DISCUSSION ONLY: Feel the pulse

Focus on the industry challenges in the individual business
fields... in Hotel Development, Distribution & Marketing,
Operations, Organization (HR, Safety & Security).
A dialogue between all experts and the audience.

18:00-18:10 Summary

Today's learnings.

By Tim Davis.



18:10-18:20 The new HITT community

Shaping your future.

Let's discuss the focuses of the next HITT,
post-communication and the next networking activities
in the upcoming months.

18:20 Closing

Drop anchor!

The seminar ship is back to port.

To be followed by
Apero & BBQ at the Upper Deck.



(Programme subject to change)

The website www.hitt.world will be permanently updated.

POST-EVENT COMMUNICATION & ACTIVITIES

WHAT WILL HAPPEN AFTER THE EVENT?

Non-hoteliers provide input and impulses, while we integrate our sponsors via their content not via product PR. Their knowledge makes them content providers as well. The participants determine the discussions and future core themes of this internationally aligned event. Finding answers together therefore includes strong post-event communication for this newly formed "learning community".

DOCUMENTATION: First, HospitalityInside's editorial department will summarise the content of the Think Tank.

CONTRIBUTIONS / ACTIVITIES: Sponsors and experts will contribute content to the documentation for all participants and offer further individual activities, such as workshops, webinars, whitepapers (all to be discussed and confirmed individually and depending on the results of the first HITT), in the months after the event.

COMMUNICATION about the progress of the HITT topics and the new HITT community will be pushed via the hospitalityInside magazine and social media.

BOOKING

PARTICIPATION FEES range from 870 to 980 euros net (special for subscribers and regular fee), incl. the pre-event Get-together, symposium on board (both incl. food and beverages) and the Think Thank documentation & post-event communication for 1 year.

You find the booking form on <https://hitt.world/#registration> and can register for further information.



JOIN
THE
THINK
TANK

HITT – HospitalityInside Think Tank 2018
June 10 – 11, 2018, Berlin/Germany

BOOKING FORM

I want to participate in the HospitalityInside Think Tank according to the conditions below.
I accept the terms for events published at www.hitt.world ->
Please see Registration/Prices.

PARTICIPATION FEES*:

Regular participation fee*	980 euros
hospitalityinside Subscriber** fee	870 euros

*All prices net. **without subscription required

FEE INCLUDES:

- Think Tank Get-together on Sunday, 10 June 2018 incl. food & beverages
- Think Tank on board (seminar ship) on Monday, 11 June 2018 incl. food and beverages during the day (Business Breakfast, Lunch, BBQ)
- Think Thank documentation & post-event communication for 1 year

The fee does not include individual transportation and accommodation to the character of the event. Bookings have to be confirmed by the organizer.

Please note: The event language is English. The number of participants is limited due to the character of the event. Bookings have to be confirmed by the organizer.

Billing Address:

Company: _____
Street: _____
Postcode/City: _____
Country: _____

Participant First Name: _____ VAT-ID-No.: _____
Phone: _____ Name: _____
eMail: _____
Date: _____

Name of the orderer: _____

Please complete this form and send it to:
eMail office@hospitalityinside.com or fax +49 821 88 58 80 02

Send Button:

Company: HospitalityInside GmbH
Berthstr. 200-201a D-10119 Berlin
Tel: +49 821 88 58 80 02
office@hospitalityinside.com

FAQ

What happens at the kickoff on Sunday evening?

We will give you a short overview of the Think Tank and the agenda for the next day; in addition we shall introduce the team, speakers and participants. The Bikini Island Lounge at the 25hours Hotel Bikini Berlin is a unique place in the heart of Berlin, facing the Memorial Church. It is a perfect place to mingle, to build and improve relationships in a relaxed atmosphere.

Where will the ship depart on Monday morning?

We will depart from and return to pier "Alt-Moabit 99, Spreebogen" at Stromstrasse, 10555 Berlin. Business breakfast on board starts at 8.00 a.m.

When will the ship cast off in Berlin?

We plan to leave at 9.00 a.m. on Monday morning of June 11, 2018. We strongly recommend you arriving at the ship shortly before 9.00 a.m. to ensure departure on time.

What happens if I miss the departure of the ship or if I have to leave earlier?

If anyone should miss the departure or have to leave the ship earlier, there will be several options for a short stop on our route. While cruising on the Havel River we can use a dinghy for quick transfers to the next port or pier where a taxi will be available for pick up. If you can already foresee a later arrival in the morning, please inform the organizers (HospitalityInside) AHEAD of the event so that they can provide a quick solution or a pick-up later along the route.

Are food & beverages included in the participant fee?

Yes, F&B is included during the kickoff event at the 25hours Hotel Bikini and for the day on the ship. On June 11 (Monday), we are also offering a business breakfast on board from 8.00 till 8.45 a.m. From 6.00 p.m. we are hosting a cocktail hour and a BBQ for the entire HITT community on board. We expect the event to finish at 10.30 p.m.

What is the dress code for the kickoff and the day on board?

Come as you are! The 25hours Hotels' slogan describes it best. Casual or smart casual, please choose the clothing you feel comfortable in. We hope to enjoy a sunny day on board, nevertheless we recommend shoes with a slip-proof sole. For cloudy/windy/rainy weather: Please bring along a rain coat or windbreaker.

Where can I stay?

There are lots of hotels in the vicinity of our starting point at the Spree River, e.g.
Ameron Abion Spreebogen, 100 m by foot
Motel One Bellevue, 1.2 km – 3 minutes by taxi or a 15-minute walk
Novotel Tiergarten, 1.7 km – 4 minutes by taxi or a 25-minute walk



Organizer of the HITT Think Tank:

HospitalityInside GmbH
Paul-Lincke-Str. 20
86199 Augsburg, Germany
www.hospitalityinside.com



Michael Willems Managing Director

phone +49-821- 88 58 80-20
mobile +49-172- 82 05 916
michael@hospitalityinside.com



Maria Puetz-Willems Editor-in-Chief

phone +49-821-88 58 80-10
mobile +49-173-358 51 69
maria@hospitalityinside.com

PHOTO CREDITS:
25hours/StephanLe,
Motel One, private,
companies mentioned

fotolia:
Sliver, popout, Julien
Tromeur (2), draft2, kras99
(2), zapp2photo, starlineart,
antishock, carloscastilla

www.hitt.world

