



**26-27
June
2023,
Berlin**

Next Level: Measure. Benchmark.

Drive. Lifting Sustainability
from intention to traction.

**Watch
HITT –
the
film!**

**Register
now!**

The HospitalityInside THINK TANK

The Executives' Floating Forum!

Be inspired!

THE FORMAT: HITT, the HospitalityInside Think Tank, is an unconventional, English-speaking networking event on a solar-powered ship launched in 2018.

THE SPIRIT: Casual, but with high-caliber experts from inside and outside the industry. Limited in number, not in quality. Inspiring deep thoughts instead of shallow PR talk. Personal, direct, interactive and off-the-record.

THE PURPOSE: The floating forum is a place to share knowledge, exchange ideas and develop solutions for the industry's most pressing issues: digitalization, sustainability and people.

THE TARGET GROUP: Senior executives and experts from hotel operation, hotel real estate, finance, sustainability, digital transformation, legal and social are most welcome.



HITT History: Everything in flux

The series of think tanks reflects the dynamic 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.

HITT - The Film





UNIQUE: 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 is solar power.

USING NEW TECHNOLOGIES.

The 36m long and 8m wide seminar ship is itself a symbol of a new beginning: In summer, it runs almost entirely on solar energy, in winter, bio-diesel from old vegetable oils powers the ship. The heat from the motor also serves as heating on deck. Its new technology allows it to serve as location for meetings, without the diesel motor noise in the background. The Orca ten Broke is equipped with special hydraulic anchor posts to stand quietly on the water for the participants to have lunch with a special view.



PROGRAMME 2023 (in progress...)

Next level: Measure. Benchmark. Drive.

Lifting sustainability from intention to traction.

Day 1, Monday 26 June

Start in the early afternoon on board of the restaurant ship PATIO,
in Berlin junction Kirchstraße and Helgoländer Ufer 13 a

14.00 Register

14.45 Welcome on board

Tim Davis, Managing Director, Pace Dimensions / HITT Moderator and Facilitator

Maria Pütz-Willems, Editor-in-Chief, [hospitalityInside.com](https://hospitalityinside.com)

15.00 Key note / Impulse 1: The impreative for change

Better travel, hospitality and tourism

Expert of [systemiq.earth](https://systemiq.com)

16.00 Coffee Break

16.30 Impulse 2: The case for sustainability

The rise of values driven buying decisions by consumers and corporate buyers

Dr Crispian Tarrant, CEO, BVA-BDRC Consumer Research

More speakers tba

18.00 Relax! Get-Together at the same venue, the restaurant ship PATIO



PROGRAMME 2023 (in progress...)

Day 2, Tuesday 27 June

HITT ON THE SHIP floating Berlin's waterways

8.30 Boarding the event ship Orca Ten Broke in Berlin, Alt Moabit 91

9.00 (sharp!) Departure of the floating think tank. **Welcome on Board!**

9.00 Wrap-up

By Tim Davis, Managing Director, Pace Dimensions / HITT Moderator and Facilitator

9.30 Impulse 3: Giving back more than you take out

Why bio-diversity is such a critical driver for net positive hospitality

Zaneta Sedilekova, Director, Climate Law Lab and Biodiversity Risk Advisor
Commonwealth Climate and Law Initiative

10.00 Coffee Break

10.30 Impulse 4: Practicalities of measurement, management, and control

How to ensure purpose and traction

Florian Huber, Co-Founder and Lead EYCarbon, EY
More speakers tba

12.30 Lunch on board



PROGRAMME 2023 (in progress...)

Day 2, Tuesday 27 June

13.30 Impulse 5:

Key enablers to building a pathway

Platforms and tools to increase the likelihood of success

Xenia zu Hohenlohe, Founding Partner,
Considerate Group

Anthony Williams, Program Director Tourism &
Sustainability Development, Buro Happold

More speakers tba

14.30 Coffee Break

15.00 Impulse 6:

Teamwork – the only route to success

How the industry can better collaborate

Glenn Mandziuk, CEO,
Sustainable Hospitality Alliance

More speakers tba

16.30 Coffee Break

17:00 What's next...

Turning insights into actions

17:30 HITT Closing

Tim Davis, Managing Director, Pace Dimensions /
HITT Moderator and Facilitator

Maria Pütz-Willems, Editor-in-Chief,
hospitalityInside.com

Followed by a **Farewell dinner** nearby. Relax!



Join the HITT community!

PARTICIPATION FEES 2023

Ticket Price net plus VAT 1,400 €

Reductions

Early Booking until 31 March 2023 100 €

Former Participants 50 €

hospitalityInside Subscribers* 100 €

* Personal subscription required

The discounts can be combined.

Participation Tickets include:

- ❖ HITT Think Tank participation in Berlin on June 26-27
- ❖ Coffee breaks and Lunch including drinks
- ❖ Dinner including drinks at PATIO
- ❖ Farewell Dinner including drinks at a restaurant nearby
- ❖ Think Thank documentation & post-event communication for 1 year

The number of participants is limited due to the capacity of the ship.

Register on <https://hitt.world/#registration>





THE MODERATOR & FACILITATOR

TIM DAVIS MBE

FOUNDER AND MANAGING DIRECTOR, PACE DIMENSIONS



“I can't think of a more appropriate forum of leaders to help uncover the insights and identify the value for our industry.”

Tim Davis established PACE Dimensions in 2010 as a new breed of advisory and research consultancy for the travel, leisure and hospitality sectors. In an age of changing patterns of demand, digital revolution and need for businesses and humanity to become more sustainable, he saw an opportunity to guide businesses through intense change and develop the resilience to overcome future disruption. Today, PACE Dimensions' investment in research supports clients in addressing the new challenges and opportunities facing the travel and hospitality industry, which have only become compounded by the impact of the COVID crisis creating a more dynamic and less predictable world.

At PACE Dimensions, Davis helps global companies improve their performance and competitive edge by developing winning insight-based strategies and transforming business processes in order to build distinctive and valuable brands. An expert in strategic change management, business architecture, strategy and brand development, Davis also leads comprehensive research programmes using proprietary studies exclusive to PACE Dimensions. The consultancy also boasts partnerships with several of the travel and hospitality industry's leading data specialists to further inform advisory work.

Key achievements of the PACE Dimensions business under Davis' leadership include the development of a corporate growth strategy to create a top five global hotel group; redesigning global distribution and property management systems to boost profitability to record levels; and operating as a lead advisor on multiple successful mergers and acquisitions.

With over 20 years of international management experience, Davis has worked with a number of high-profile brands including spending 12 years as senior executive and member of the management board at Hilton. He was responsible for the creation and delivery of Hilton's eCommerce capabilities across their major markets, taking online sales to US\$3.5bn worldwide in five years. Prior to Hilton, Davis has held senior management roles with Hughes Olivetti Telecom and Galileo.

Davis has a wealth of experience as a keynote speaker and moderator at global industry events such as ITB Berlin, HITT, Hotelschool The Hague Research Symposium, The Hotel Revenue Forum and Eye for Travel.



SPONSOR PARTNERS - SHARING THEIR KNOWLEDGE

GOLD SPONSOR



PATRICK MENDES
CEO EUROPE & NORTH AFRICA



About Accor

Accor is a world leading hospitality group consisting of more than 5,200 properties and 10,000 food and beverage venues throughout 110 countries. The group has one of the industry's most diverse and fully-integrated hospitality ecosystems encompassing more than 40 luxury, premium, midscale and economy hotel brands, entertainment and nightlife venues, restaurants and bars, branded private residences, shared accommodation properties, concierge services, co-working spaces and more.

Accor's unmatched position in lifestyle hospitality – one of the fastest growing categories in the industry – is led by Ennismore, a joint venture, which Accor holds a majority shareholding. Ennismore is a creative hospitality company with a global collective of entrepreneurial and founder-built brands with purpose at their heart. Accor boasts an unrivalled portfolio of distinctive brands and approximately 260,000 team members worldwide. 68 million members benefit from the company's comprehensive loyalty program – ALL – Accor Live Limitless – a daily lifestyle companion that provides access to a wide variety of rewards, services and experiences.

Through its Planet 21 – Acting Here, Accor Solidarity, RiiSE and ALL Heartist Fund initiatives, the Group is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity and inclusivity. Founded in 1967, Accor SA is headquartered in France.

<https://group.accor.com/en>

SPONSOR PARTNERS - SHARING THEIR KNOWLEDGE

SILVER SPONSOR



KARL-HEINZ PAWLIZKI
CEO



"The sustainable operation of our hotels in Germany, Austria and Switzerland as well as our hotels and golf courses on Mallorca is very high on the list of priorities at Arabella Hospitality SE. We do have a responsibility towards our guests, employees, customers and partners to handle our resources in a sustainable way.

And therefore we very much value the fact that the HITT offers us a platform to engage in an open and interdisciplinary discourse with investors, operators and industry-related partners around ESG. We are convinced that a shared commitment to environmental sustainability and social responsibility strengthens our industry as a whole. For this reason, we joined the Sustainable Hospitality Alliance last year to take an active role there too."

About Arabella Hospitality

As the central holding company for the Hotels division, **Arabella Hospitality** assumes responsibility for the 15 hotels in Germany, Austria, Switzerland and on the Balearic island of Mallorca, nine of them are owned by the Schörghuber Group. The existing hotel portfolio is managed by Marriott International.

The hotels are operated under the renowned brand names St. Regis, The Luxury Collection, Westin, Sheraton, Four Points by Sheraton, Aloft and Autograph Collection. The hotel portfolio is supplemented by two Arabella hotels and by Arabella Golf.

Arabella Hospitality is part of the Schörghuber Group, which in addition to the Hotels division operates three other business divisions, Construction & Real Estate, Beverages and Seafood.

www.arabella.com/en

SPONSOR PARTNERS - SHARING THEIR KNOWLEDGE

BRONZE SPONSOR



GESA ROHWEDDTER
HEAD OF HOSPITALITY

DREES & SOMMER

"Sustainability criteria are increasingly seen by ESG as an entrepreneurial duty and not just as a freestyle.

An ESG strategy with clear objectives ensures long-term value creation for all stakeholders in the hospitality industry.

It is important for owners and operators to define a comprehensive sustainability strategy with specific ecological, economic and social standards at both company and hotel level."

About DREES & SOMMER

Drees & Sommer is a leading innovative European consulting, planning and project management enterprise, which has supported private and public clients and investors for over 50 years in all aspects of real estate and infrastructure – both analog and digital. The result is cost-effective and sustainable buildings, profitable real estate portfolios, people-oriented working environments, and visionary mobility concepts. The company's over 4,500 employees in 51 locations around the world work in interdisciplinary teams to provide support for clients from a wide variety of sectors. All the services provided by the partner-run company take into consideration both economic and ecological concerns. Drees & Sommer calls this holistic approach 'the blue way'. The Drees & Sommer Hospitality expert team operates with a national focus and international reach in the fast-moving hotel market and supports hotel projects in all phases of project development.

Being involved in various hotel and touristic developments projects throughout the world, we experience the industry facing continuous changes, increasing stakeholder demands and technical transformation. We strongly believe that successful business models in this industry have to consider smart concepts, connected buildings and have to be integrated in a smart and sustainable community. The benefits of applying digital technologies will be essential and provide value not only to the customer journey but also for the hotel teams at all levels, the owner and the local community and will stimulate the efficiency of a hotel. With this in mind, we are eager to lead, support and follow our clients on their journey and to guide industry stakeholders in developing sustainable and connected concepts.

www.dreeso.com/de/en/sectors/hospitality

SPONSOR PARTNERS - SHARING THEIR KNOWLEDGE

BRONZE SPONSOR



JOHANNES BUTZ
HEAD OF FIELD SERVICES

HÄFELE

"As a salesperson in the hospitality industry, it is particularly important to me to promote the responsible and sustainable use of resources.

Digitalisation is playing an increasingly important role here, as it enables us to make processes more efficient, conserve resources and increase customer satisfaction at the same time.

We are convinced that sustainability and digitalisation are no longer options in the hospitality industry, but must be essential components of our day-to-day doing in order to be successful in the long term."

About HÄFELE

Häfele is an internationally organized corporate group with headquarters in Nagold, Germany. The family owned and operated business was founded in 1923 and today serves the furniture industry, architects, planners, joiners/cabinet makers as well as dealers in over 150 countries around the world with furniture fittings and architectural hardware, electronic access control systems and LED light. Häfele develops and produces in Germany and Hungary. In the 2021 financial year the Häfele Group achieved exports of 79% with 8000 employees in 38 subsidiaries and numerous additional dealerships around the world and revenue of over 1.7 billion Euros.

Project Business

The comprehensive 360° comprehensive project solutions and product-independent advice make Häfele a popular partner in construction projects. Häfele supports architects, builders, operators, specialist planners, general contractors and fabricators with its expertise and wide range of products in all aspects of doors and furniture, from initial planning, through tendering and execution, right up to ongoing operation. Everything from a single source and the same specialist contacts throughout

www.haefele.de/de

SPONSOR PARTNERS - SHARING THEIR KNOWLEDGE

PARTNERS



EXPO REAL is Europe's largest trade show for property and investment and a central hub for market players from all around the world. Besides focusing on digitalization and associated innovation, the trade fair covers both the different real estate segments—office, retail, hotel, logistics and residential—and the entire life cycle of buildings, ranging from project development and investment to finance, marketing and operation. The next edition will take place from October 4 to 6, 2023.

www.exporeal.net/en/



HOTELSCHOOL THE HAGUE was founded in 1929, making it one of the oldest independent hotel schools in the world. Since 1929, Hotelschool The Hague has been renowned for its education and innovative research and is ranked among the Top 5 Hospitality Management Schools in the World. It offers a four year Bachelor of Business Administration in Hospitality Management and a 13-month Master of Business Administration (MBA) in International Hospitality Management. In September, a new master programme will be launched, Master in Leading Hotel Innovation (MA), focussing on digital and circular transformation within the industry. You are welcome in the school's hotels & restaurants in The Hague and Amsterdam to experience their passion for hospitality.

www.hotelschool.nl

THE HITT ADVISORY COMMITTEE

We thank our advisors for their inspiration and support

**Tim Davis &
Louise Burns**



**Wolfgang
M. Neumann**



**Xenia
zu Hohenlohe**



**Anthony
Williams**



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 – Considerate Group – Deutsche Hospitality – Dorchester Collection – Dorint Hotels – Drees & Sommer – Duetto – ECE Real Estate – Engel & Völkers – Expo Real – Gambino Hotels – Global F&B Heroes – Guestline – Häfele – Hilton Worldwide – Hotelschool The Hague – Hyatt Hotels – IDEaS – IHG – Invesco – JLL London – Kohl & Partner – LHC Int. Recruitment Consulting – MRP Hotels – Novum Hospitality – Pace Dimensions – Place Value – Prantner & Cie – Premier Inn Germany – Primestar Hospitality – Ruby Hotels – Snøhetta – Soravia – Soulmade – Sustainable Hospitality Alliance – Uniper – Wyndham Hotels - Zoku



HITT TESTIMONIALS

"No bullshit bingo, but a deep, forward-looking exchange of ideas." (2019)

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." (2021)

Dr Michael Hartung, Premier Inn

"Great Event. Great exchange with industry peers and partners...

very well-structured program and line-up of great speaker providing the impulse for exchange and knowledge sharing." (2021)

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." (2018)

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." (2022)

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." (2022)

Johannes Butz, Häfele



WHO IS HOSPITALITYINSIDE?

The magazine www.hospitalityInside.com is an opinion leader among the leading hotel trade publications in Europe and the heart of HospitalityInside GmbH, based in Augsburg (near Munich), a specialised information provider for the international hotel industry launched in March 2005. Its USPs:

- ❖ a purely editorial (no ads) online magazine, bilingual (German/English), publishing weekly
- ❖ a journalistic magazine that is committed to quality, transparency and fairness, with editors and experts delivering articles based on own research and backgrounds
- ❖ readers in the top management of the hotel industry and related branches (investment, real estate, financing, consulting, suppliers) in more than 20 countries
- ❖ a geographic focus on Continental Europe but also global coverage of chains, trends and developments
- ❖ a strong online and offline communication with its hospitalityInsiders and partners



The publishing company **HospitalityInside GmbH** has been shaping its own profile as a professional initiator of interactive networking events, the exclusive think tank HITT and the industry-wide accepted joint stand „World of Hospitality“ at Europe’s largest real estate trade fair Expo Real, Munich, in addition to its classic publishing activities.

For the hospitalityInside story see www.hitt.world/about-us



hospitality
INSIDE

WORLD OF HOSPITALITY INFORMATION.

Organiser 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