



**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...)

## Day 1, Monday 26 June - **HITT ON THE SHIP** anchoring at the Quay Wall

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**

### 15.00 Key note / Impulse 1: The impreative for change

Better travel, hospitality and tourism: How do governments and legislation drive change, how do industry bodies and NGOs shape and investors enable change? Are consumers' voices heard? Where should the industry and companies focus?

**Keynote: Sophie Herrmann, Partner, Systemiq**, A certified B-Corp company and a highly collaborative system designer, developer, and disruptor.

### 16.00 Coffee Break

### 16.30 Impulse 2: The case for sustainability

The growing voice of consumers and corporate buyers is impacting hospitality choices: Both insist on staying in sustainable hotels (only). How strong is the pressure of these clients on the hotels' business, how does it affect the hotel brand appeal and performance?

### Impulse: Dr Crispian Tarrant, CEO, BVA-BDRC Consumer Research

A specialist market research consultancy presenting exclusively the latest research data for hospitality.

**Eric Hofmeister, Head of Global Lodging Procurement, Siemens AG**, A company that introduced its own "Green Stay Initiative" (GSI) as a first global standard for more sustainable accommodation for business travel and meetings.

**Fabio Fornari, Product Manager for Sustainability, HRS Group**, An OTA that is leading in business travel, offering an end-to-end Lodging as a Service platform with sustainability as a core principle.

### 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 - The importance of Biodiversity**

Help reduce carbon and improve quality of life: The richness of animals, plants, fungi and microorganisms, their genetic diversity, and the diversity of ecosystems matters are an underestimated driver for investors and operators. What are the main risks of inaction for companies?

**Impulse: Zaneta Sedilekova**, Director of Climate Biodiversity Risk, Climate Law Lab

### **10.00 Coffee Break**

### **10.30 Impulse 4: Practicalities of measurement, management, and control across ESG**

Ensure purpose and traction: How is legislation and the UN agenda evolving to determine what needs to be measured to evaluate ESG factors, in particular the EU Taxonomy. How do you measure operational and embedded carbon emissions and – new – social factors, the "S" in ESG?

**Impulse: Florian Huber**, Co-Founder and Lead EYCarbon, EY

A companion from strategy to technological and operational transformation.

**Dr Felix Krieglstein**, Partner, Jung & Schleicher, A German real estate law firm with particular expertise in hotel law, advising national and international hotel chains, investors and operators.

**Malin Lindfors Speace**, Founder and CEO, Ethos

A Scandinavian hospitality focused consultancy working on upcoming standards and frameworks such as GRI and SASB, the GHG Protocol, and the EU Taxonomy on sustainable finance.

### **12.30 Lunch on board**



# PROGRAMME 2023 (in progress...)

## Day 2, Tuesday 27 June

### 13.30 Impulse 5: Key enablers to building a pathway

Increase the likelihood of success: Measurement, management and control is best enabled by technology systems that can help hotel companies achieve better governance, improvements to economic and sustainability goals. How does the tech landscape look like today? Who are the leaders and fast-growing disruptors? Best practises, uses cases and examples.

**Impulse: Anthony Williams, Program Director Tourism & Sustainability Development, Buro Happold**, A global engineering company working across different scales, from buildings and districts to city scale.

**Xenia zu Hohenlohe, Founding Partner, Considerate Group**, A certified B-Corp company creating tailor-made strategies and hands-on solutions to hotels' sustainability challenges.

### 15.00 Coffee Break

### 15.30 Impulse 6: Teamwork – the only route to success

How the industry can better collaborate: Act together and speak with one voice to suppliers, industry partners, governments and legislators. This session aims to surface where collaboration is working well, where it needs to improve.

**Glen Mandziuk, CEO, Sustainable Hospitality Alliance**, An organisation uniquely representing the sustainable-committed hospitality industry, including 22 world-leading hotel companies and 35 supply chain and strategic partners, with a combined reach of over 50,000 properties.

**Willem van der Zee, Director of Operations Belgium, Pandox**, A Swedish listed and internationally leading owner-operator with 157 hotels (35,500 rooms) in 15 countries.

### 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

**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.



# THE IMPULSE GENERATORS: WHO WILL PROVIDE EXPERTISE?

## SOPHIE HERRMANN PARTNER SYSTEMIQ



Sophie Herrmann is a Partner at Systemiq, focusing on Circular Materials & Tourism. Her work has involved the development of Systemiq's tourism advisory services, including with multinational hospitality companies and industry bodies, as well as working on Systemiq's flagship tourism report, Better Travel & Tourism, Better World (2022), which was launched at the G20 in Bali.

Beyond tourism, Sophie's work included advisory services on Circular Economy (CE) with FMCGs, retailers, and the Fashion Pact, on digital product passports, particularly for batteries, as well as analytic reports on CE "as a service" business models, CE for plastic packaging in Germany, and a global report on planet positive Chemicals system. She brings experience as a management consultant in the consumer goods industry, in strategy development both in supply and demand management. Before joining Systemiq, she worked as a Director at Integration Management Consulting, advising multinational companies on strategy, organization, and management. She led the Center of Excellence for Sustainability, advising on innovation through sustainability management, sustainable supply chains, and circular economy. Previously, Sophie worked as a Natural Resources Management Specialist and Task Team Leader at the World Bank and as a management consultant at McKinsey & Company, where her projects included work on the microeconomics of water, resources management for agriculture, and adaptation to climate change among others. She holds a MSc in Political Science and Economics and studied at the Free University of Berlin and the Université de Montreal.

## DR CRISPIAN TARRANT FOUNDER & CHIEF EXECUTIVE BVA-BDRC GROUP



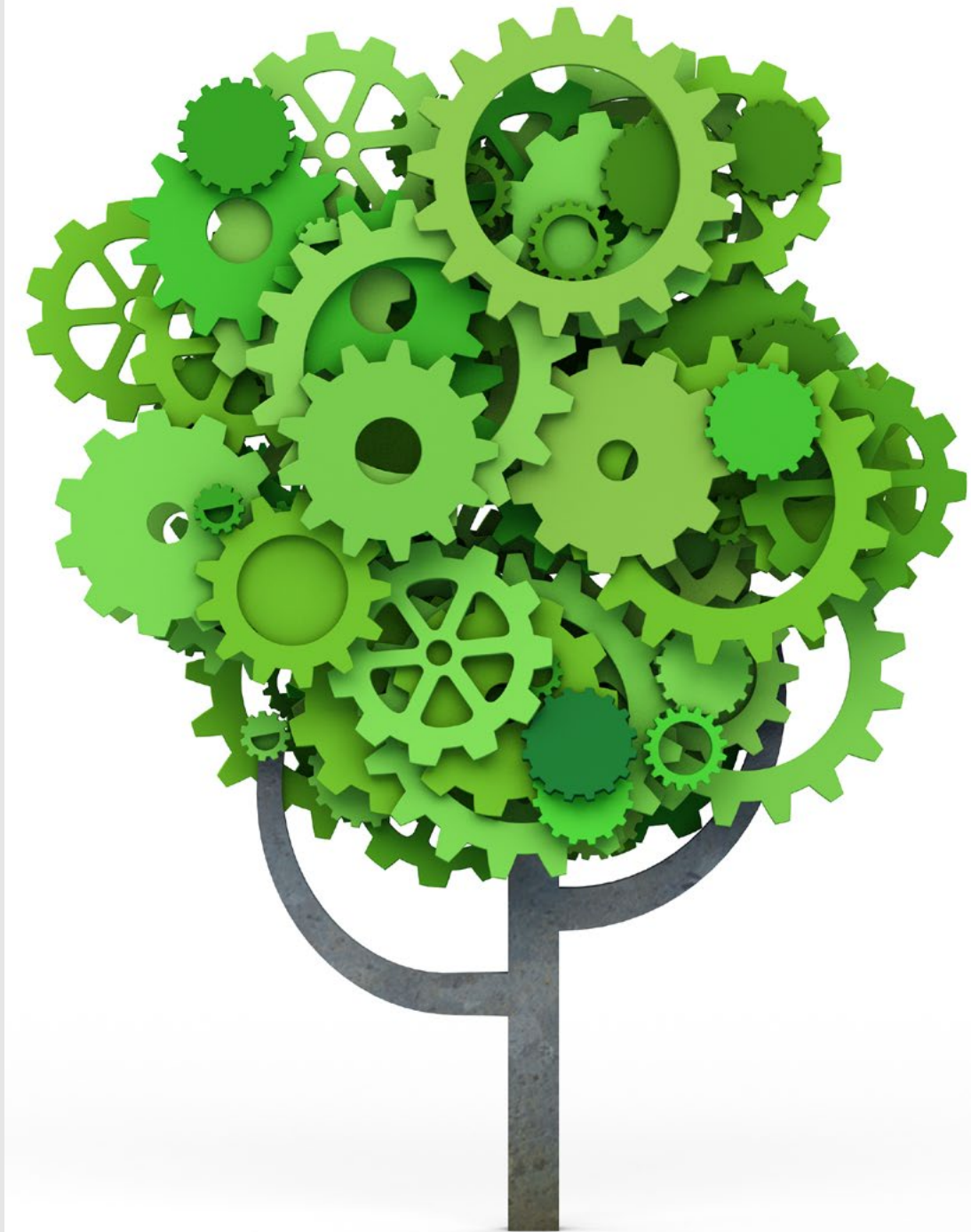
Dr Crispian Tarrant is a highly experienced customer insight professional with a well-established reputation for pinpointing the business implications of research findings. An advocate of evidence-based decision-making, he provides advice that is sought at CEO and Board level by many leading organisations, especially those operating in travel, hotels and hospitality.

Cris founded BDRC, a specialist market research consultancy, in 1991 and the firm has grown to become a highly respected insights provider with a deep level of specialisation in several service industry verticals. Since 2018 the business has been part of the Paris-based BVA Group, a worldwide top 20 research group, which has over 700 staff across more than a dozen global offices.

The BVA-BDRC hotels and hospitality practice produces the Hotel Guest Survey, regarded as the industry bible for the monitoring of hotel brand perceptions in multiple global markets, the Venue Verdict suite of operational performance tools for the MICE sector, and Brand Margin® the unique methodology for determining the perceived added value that a hotel brand delivers. Consumer demand – or expectation – is one of the key drivers of the ESG agenda.

Cris qualified as a social scientist, with a BSc from Durham University and a PhD from Manchester University. He is a Fellow of the UK Market Research Society and twice a winner of MRS national awards for research effectiveness. He is also a Fellow of the UK Tourism Society and the UK Institute of Directors.

An accomplished speaker and panel chairman, Cris has spoken at international conferences in Europe, USA, Asia, Middle East and Africa and he has lectured on service performance measurement at the Warwick University MBA course and been an invited speaker at the School of Hotel Management at Oxford Brookes University.





# THE IMPULSE GENERATORS: WHO WILL PROVIDE EXPERTISE?

**ERIC HOFMEISTER**  
**HEAD OF GLOBAL LODGING PROCUREMENT**  
**SIEMENS AG**



Eric is passionate about making travelers' lives easier and more sustainable.

As an accomplished travel manager, he has extensive experience in both project and procurement management. Since 2018, Eric has been responsible for the

management of global lodging procurement at Siemens AG, including supplier negotiation and management, sustainability, data analytics, innovation, and end-user communication.

Prior to his current role, Eric worked as a Senior Consultant at Siemens AG in Munich from 2012 to 2018. During this time, he focused on global project management in the M&A and travel industries. Before that, he worked for four years at the consulting firm Campana & Schott, where he focused on global project management in the outsourcing and M&A industries.

Eric is also a member of the Global Development Program at Siemens Supply Chain Management. Apart from his professional work, Eric is also socially engaged in the community and serves as honorary CFO of Karl & Liesl e.V. in Munich since September 2022. This organization runs three day care centers for children.

**FABIO FORNARI**  
**PRODUCT MANAGER FOR SUSTAINABILITY**  
**HRS GROUP**



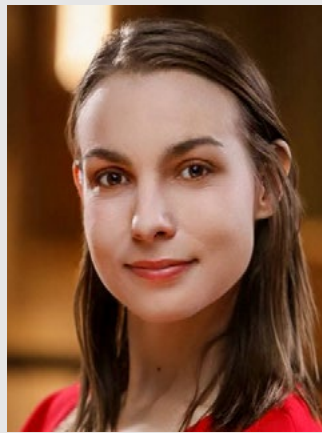
Fabio Fornari is a Product Manager at HRS responsible for the Green Stay Initiative, a proprietary solution that provides transparent information on the sustainability of hotel partners, helping corporates measure, report, reduce and remove emissions of their hotel program.

He joined HRS after completing his research as a German Chancellor Fellow of the Alexander von Humboldt Foundation on sustainable tourism and how the travel industry interacts with the global climate agenda.

# THE IMPULSE GENERATORS: WHO WILL PROVIDE EXPERTISE?

## ZANETA SEDILEKOVA

DIRECTOR, CLIMATE LAW LAB AND BIODIVERSITY RISK  
ADVISOR COMMONWEALTH CLIMATE AND LAW INITIATIVE



Zaneta Sedilekova is a Director of climate and biodiversity risk consultancy firm Climate Law Lab.

She has also been appointed as a Biodiversity Risk Advisor for a global think tank Commonwealth Climate and Law Initiative, where she carries

out research and provides strategic advice on how biodiversity loss can pose a material risk to financial institutions and corporations across multiple sectors.

She is also a practising lawyer with a strong focus on climate and biodiversity liability risk in corporate sector.

Zaneta has co-authored several reports on biodiversity risks, including Addressing biodiversity loss – revolution or evolution of English law? and Biodiversity Risk: Legal Implications for Companies and their Directors. She regularly speaks about climate and biodiversity risk and litigation at conferences, webinars and other events.

## FLORIAN HUBER

CO-FOUNDER AND LEAD EYCARBON  
EY

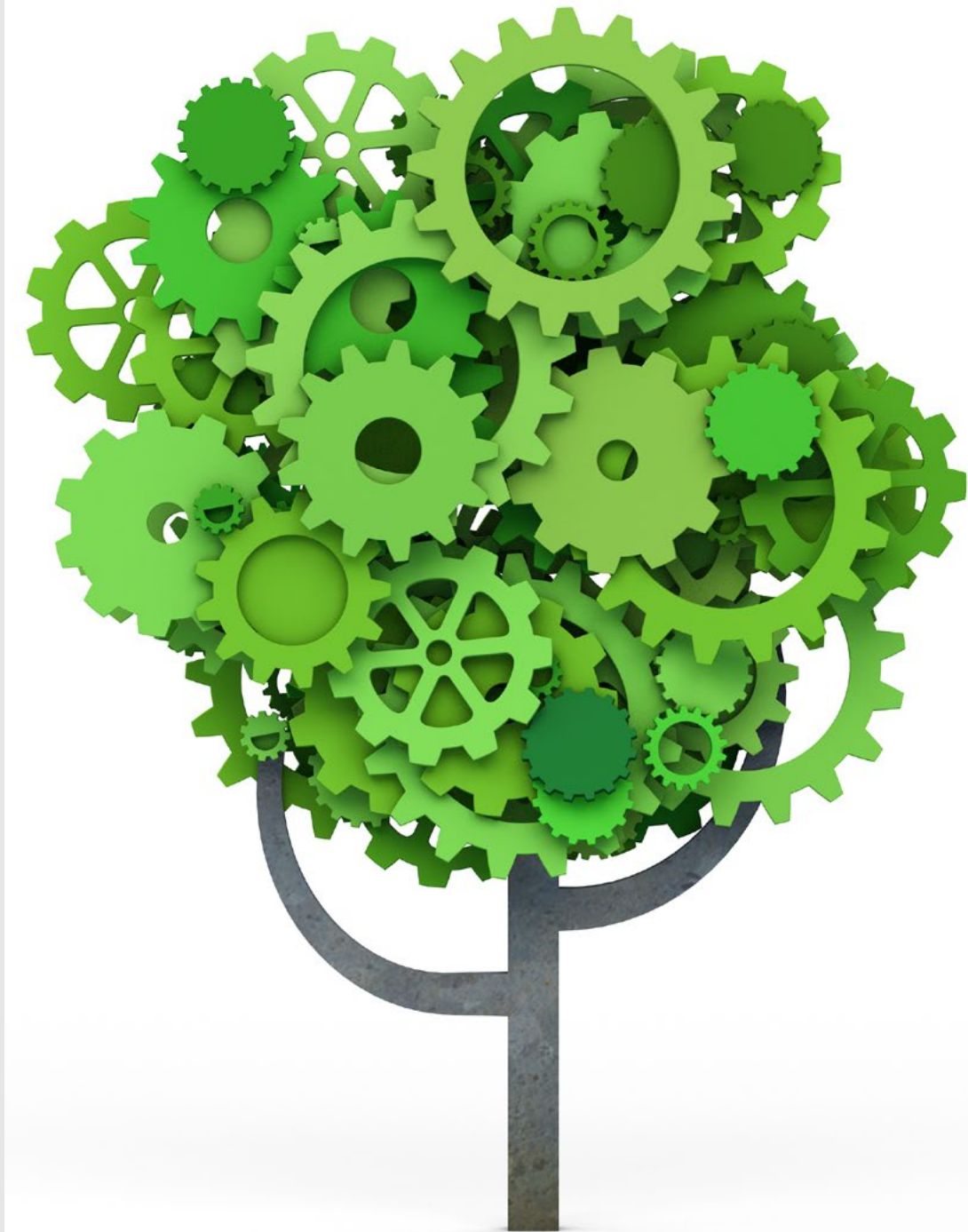


Florian is an experienced transformation professional who helps bring OLD companies into their NEW reality. Over the years, he has done this successfully in various roles as a consultant, CRO, startup entrepreneur, coach and currently Chief Development Officer and quarterback for the EY Parthenon.

He believes in a H2H (human to human) model when working with clients, not a B2B one (business to business). He works to create a culture that is customer-centric, technology-enabled, agile, and based on putting customer-experience first.

Florian is the Co-Founder of EYCarbon and currently driving the European Roll Out with his team. His sector focus is Retail and Consumer Goods, where he is also part of the global sector team. Before EYCarbon he was founding partner of EY-Parthenon Practice in the DACH region. Besides his client facing roles Florian is part of the DACH Leadership Team as CDO. He also has his own corporate experience having launched several EY startups or leading EY's own Alternative Business Model activities.

He joined EY from Roland Berger in 2006 (Restructuring and Corporate Finance Practice) and is working in the EY Munich Office. Florian is a Lawyer and has also a Bachelor in Business Administration.





# THE IMPULSE GENERATORS: WHO WILL PROVIDE EXPERTISE?

**DR FELIX KRIEGLSTEIN**  
**PARTNER**  
**JUNG & SCHLEICHER**



Felix is based in Berlin and has been advising national and international clients on all aspects of hotel and real estate law for more than 20 years. His transaction and financing track record includes hundreds of hotels, commercial and residential properties – both through cross-border portfolio transactions as well as through acquisitions of single

prominent core properties.

When he puts on the operator hat, he is a trusted advisor for all sorts of lease, management, and other operating agreements as well as for any asset management issues.

In all these fields, ESG aspects, taxonomy and regulatory requirements are essential components of the legal big picture and support.

**MALIN LINDFORS SPEACE**  
**FOUNDER AND CEO**  
**ETHOS**

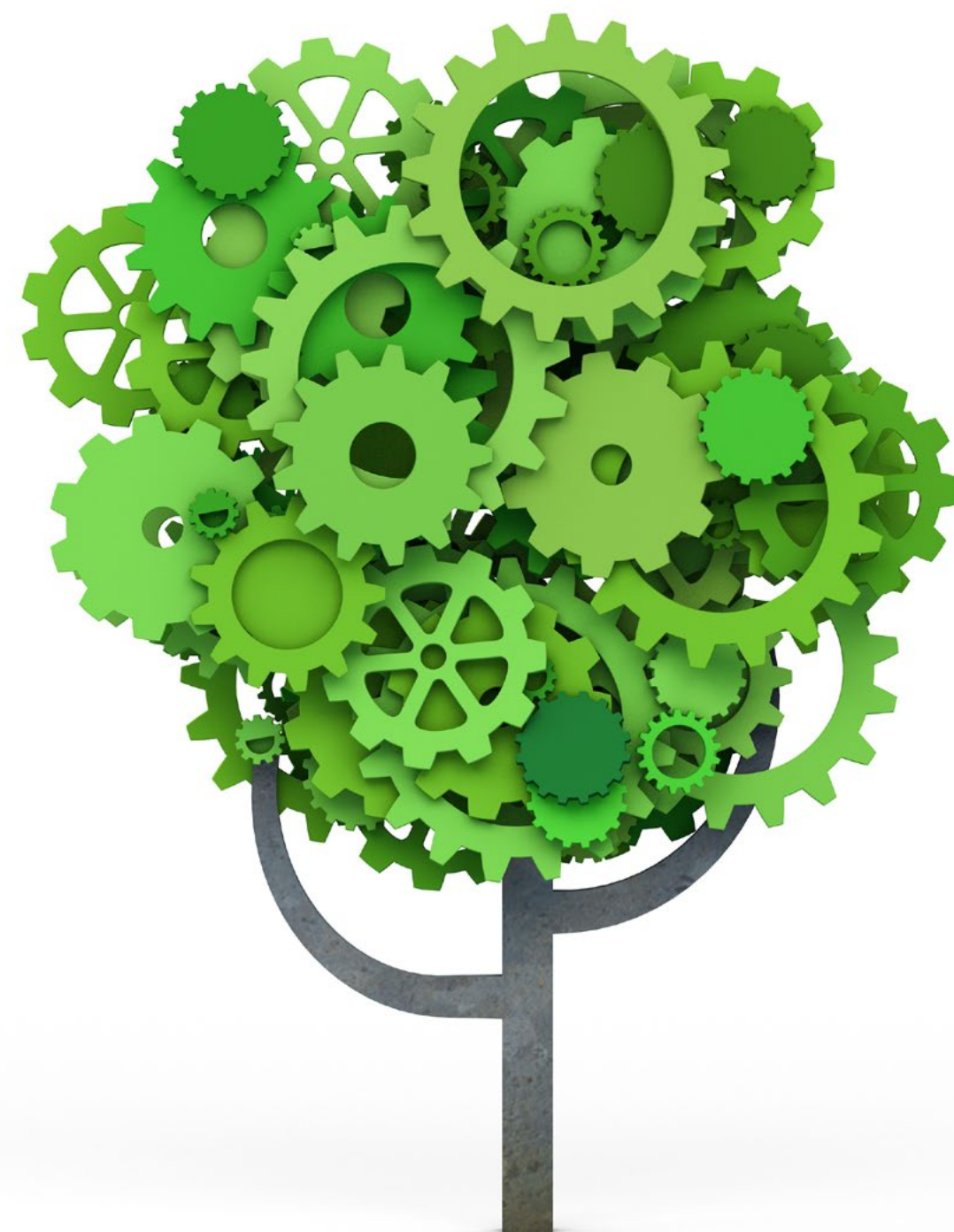


Malin Lindfors Speace is the founder and CEO of Ethos – Nordic’s leading management consultancy specialising in sustainability. As a senior advisor in sustainability, she holds more than 25 years of experience in the field with expertise in sustainable business development and sustainable finance. Since founding Ethos in 2007, Malin and her team of +35 experts have worked

closely with some of the largest listed companies and financial market participants on the market. Malin holds a deep and profound understanding of the necessary interplay between sustainability and long-term business success. She has conducted over 200 inspections in all ranges of businesses, sectors and countries to ensure companies respect human rights, labour rights, and environmental matters.

At age 21, she founded Situation Sthlm, a street paper and social project with a circulation of 30,000 issues per month employing 300 homeless vendors. Recognised for her advocacy of social sustainability and human rights, she has been awarded the UN Chapter’s Rights Award, the Respect Foundation’s Grass Roots Work Award and the Non-violence Foundation’s Work against Violence. Malin is an experienced lecturer, keynote speaker and trainer of sustainability-related topics and has been awarded several prizes for her accomplishments.

Skilled in established and new EU regulations and reporting standards, Malin is a member of the GRI stakeholder council and advises the board on strategic issues relevant to global reporting standards.



# THE IMPULSE GENERATORS: WHO WILL PROVIDE EXPERTISE?

## XENIA ZU HOHENLOHE

CSO/MANAGING PARTNER  
CONSIDERATE GROUP



Xenia zu Hohenlohe is a Founding Partner/Director with the Considerate Group, a change-making company that helps hospitality businesses operate responsibly.

Xenia began her career in the hotel industry 24 years ago, speaks 6 languages and worked

for international hotel groups such as Mandarin Oriental Hotels, Oberoi Hotels and spent various years within sales as well as operations with Aman across the globe.

She joined forces with her business partner Benedetta Cassinelli to create Considerate Hoteliers Ltd in 2012 in order to offer the hospitality sector a platform with hands-on services and innovative technologies for responsible business solutions.

Now in 2021 Considerate Group is at the forefront of creating tailor-made methodologies for the successful integration of sustainability strategies for hotels and tourism companies around the world with their highly skilled team of 12 experts. Their focus is very much on driving companies to perform better financially, have a solid ESG strategy, data transparency and achieving a positive impact for the sector of a whole.

## ANTHONY WILLIAMS

PROGRAM DIRECTOR TOURISM & SUSTAINABILITY  
DEVELOPMENT, BURO HAPPOLD



An ecologist by profession, and passionate conservationist and educator, Anthony has developed tourism destinations and commercially successful luxury resorts and lodges across Southern Africa, Australia, UAE, Qatar and Saudi Arabia.

He has been recognised for his conservation-based and sustainable approach, receiving National Geographics' World Legacy Award, the Aga Khan Award, and was recognised by the World Travel & Tourism Council for contributions to Conservation and Sustainable Development Goals. He has worked with the UNWTO, IUCN, UNESCO and The World Bank in developing tourism destinations.

An advocate of Sustainability and ESG principles, he has led the formation of two major Wildlife Reserves in the ME, each successfully balancing tourism development and Protected Area management.

Recently joining Buro Happold Engineering in Riyadh, he is focussing on Sustainable and ESG-based destination development strategy, currently working with the Saudi Ministry of Tourism as Program Director.

As founder of sustainable development consultancy Destination-360, he conducts pro-bono advisory services to destinations on tourism development, conservation and biodiversity protection.





# THE IMPULSE GENERATORS: WHO WILL PROVIDE EXPERTISE?

## GLENN MANDZIUK

CEO  
SUSTAINABLE HOSPITALITY ALLIANCE



Glenn Mandziuk is an award-winning and internationally recognised chief executive with 25+ years of leadership experience in advancing sustainable practices in tourism, hospitality and economic development.

This experience includes engaging with all levels of industry and government on social, environmental, and business issues to establish strategies and programmes that inspire responsible growth.

Glenn is the new Chief Executive Officer of the Sustainable Hospitality Alliance headquartered in London, UK whose members consist of 17 world-leading hotel companies with a combined reach of over 35,000 properties and 5.5 million rooms – 30% of the global industry by rooms. Prior to joining the Alliance, his forward-thinking leadership approach resulted in organisations he headed in Canada to be acknowledged as global champions of excellence and innovation in sustainable destination management and responsible industry development practices.

He was recently recognised by the International Hospitality Institute as a Top 30 Champion of Environmental Sustainability in Hospitality and Tourism and has been a part of numerous honours from several organizations including the United Nations World Tourism Organisation, World Travel and Tourism Council, World Travel Awards, and Responsible Tourism Institute's Biosphere Gold Certification (a first in the Americas).

Glenn is currently a director on the Board of the Global Sustainable Tourism Council and the Responsible Tourism Institute and has delivered keynote presentations advocating for sustainable destination management practices in nearly 20 countries covering 6 continents. He has 10 years experience directly in the hospitality industry in family owned and operated hotels and resorts and holds a Master of Environmental Design degree majoring in sustainable tourism planning and is a Registered Professional Planner with the Canadian Institute of Planners.

## WILLEM VAN DER ZEE

DIRECTOR OF OPERATIONS BELGIUM  
PANDOX



Willem van der Zee embodies innovative and personalized hospitality. He has helped numerous leading global hospitality, lifestyle, and travel companies streamline and optimize their vital business aspects like Operations Management, Asset Management, and People Management.

Since September 2022, he has been responsible for the activities in Belgium as Director of Operations for Pandox; he also holds the position of General Manager of The Hotel Brussels. His responsibilities also include the topic of sustainability. Pandox' Board of Directors and Executive Management Group are committed to reach the CO2 emissions goals to the Paris Agreement pathway.

Willem's career started at Hilton and PPHE Hotel Group in the F&B segment and climbed the career ladder at Radisson from 1998 onwards – from F&B manager to GM role to Area Vice President Central Europe Radisson Blu – Park Inn. In 2015, he immersed himself in the world of private equity with Lapithus and was later responsible for over 85 hotels in Europe as COO at Event Hotels. At the end of 2020, he founded his company "Willem& Too" focusing scaling in operations.



# THE IMPULSE GENERATORS: WHO WILL PROVIDE EXPERTISE?

## INGE HUIJBRECHTS

GLOBAL SENIOR VICE PRESIDENT SUSTAINABILITY AND SECURITY, RADISSON HOTEL GROUP



Inge Huijbrechts is Global Senior Vice President Sustainability, Security and Corporate Communications for Radisson Hotel Group (RHG)– developing the Sustainability and Safety & Security programs in the group’s 1,100+ hotels in operations & development in 95 countries around the world.

Together with her team, she leads the group’s Net Zero transformation based on approved Science Based Targets and keeps employees around the world engaged in everyday

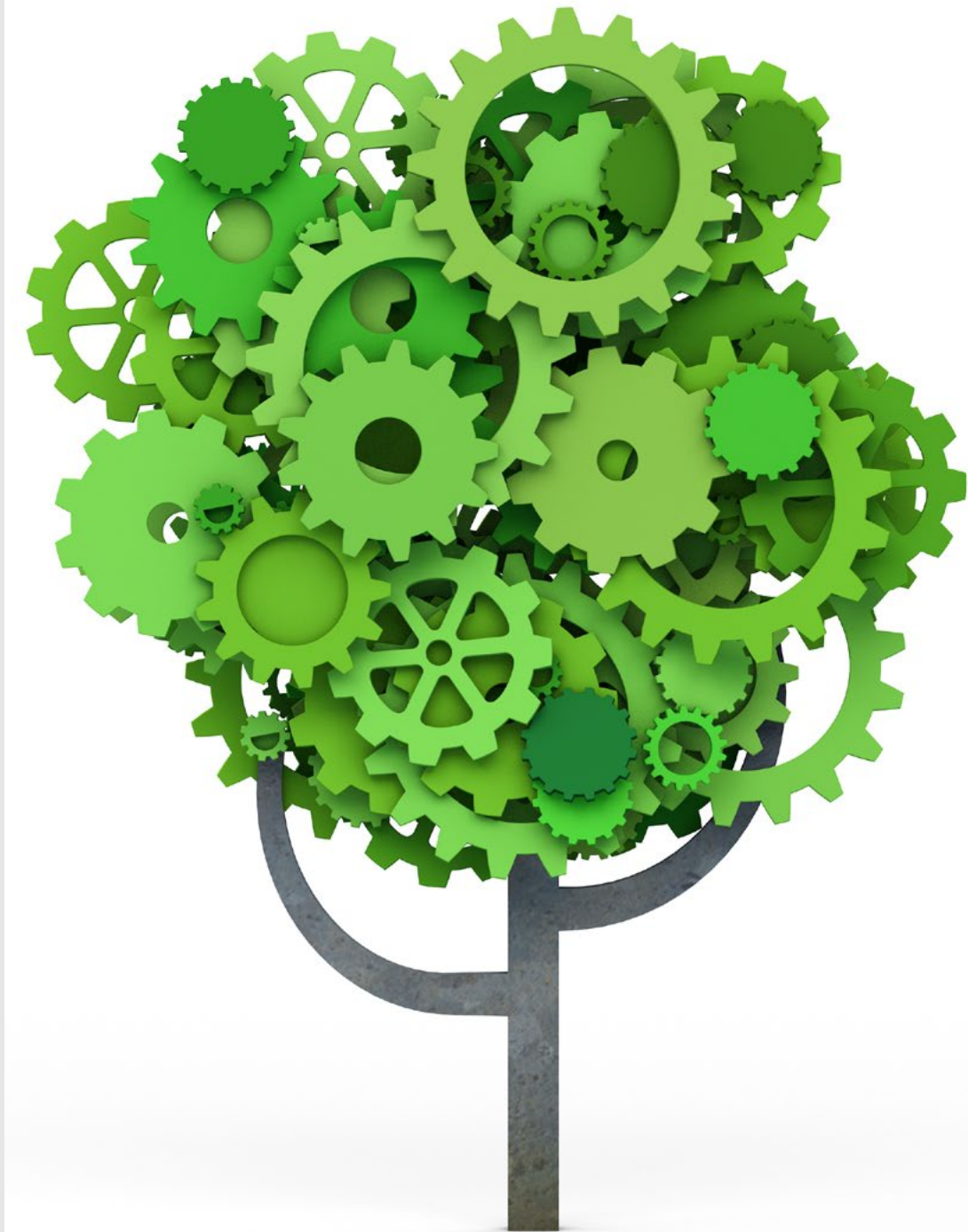
Responsible Business actions. Additionally, she leads the global expert Safety & Security team to ensure all is done to welcome guests in safe and secure hotels.

She developed unique value propositions such as Radisson Meetings worldwide being 100% carbon neutral and defined the company’s response to the COVID-19 pandemic by specifying the Radisson Hotels Safety Protocol in partnership with SGS.

In April 2022, she was one of the key leaders involved in the definition and launch of the Hotel Sustainability Basics, an initiative to set a common, clear and transparent definition of hotel sustainability to drive responsible travel & tourism. The new standard is defined by the industry for the industry and is supported by the World Travel & Tourism Council and a group of leading hotels groups and associations representing over 50,000 hotels.

Inge is Co-Chair of the ASIS Europe conference, the leading cross industry organization for security. She is a member of the ASIS Chief Security Officer Center for Leadership and Development and of the US State Department’s OSAC Hotel & Lodging Sector Committee. She is a member of the Sustainable Hospitality Alliance Senior Advisory Board and sits on the GRI Club Sustainability Committee. Inge also serves on the board of Flanders Special Venues.

In 2022 and 2023, Inge was named one of the 100 Most influential people in Global Hospitality and in the global Top 100 Women in Sustainability.





# SPONSOR PARTNERS - SHARING THEIR KNOWLEDGE

## GOLD SPONSOR



**PATRICK MENDES**  
CEO EUROPE & NORTH AFRICA



*"Hospitality has changed, and not just in the last few months. Guests today expect a comprehensive package that goes beyond our hotel walls. This includes that they can fully identify with the values of a company. Sustainability, new ways of digitization, and the further development of our guest experience are therefore central topics for Accor.*

*The Hospitality Inside Think Tank addresses precisely these areas and offers an open exchange from which the whole industry benefits. We are therefore very proud to be on board as an official sponsor again."*

### 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](http://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](http://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](http://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/](http://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](http://www.hotelschool.nl)

# THE HITT ADVISORY COMMITTEE

We thank our advisors for their inspiration and support

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**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](http://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](http://www.hitt.world/about-us)



**hospitality**  
**INSIDE**

WORLD OF HOSPITALITY INFORMATION.

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