

2021: Listen! Question! Interact!

## SUSTAINABILITY & DIGITALISATION: THE CHANGE DRIVERS

*The Decade of Action:  
How Sustainability leads the agenda,  
how Digitalisation enables it.*

# HITT

HOSPITALITYINSIDE THINK TANK

Edition 4, in a hybrid format

MUNICH

13-14 SEPTEMBER 2021

[www.hitt.world](http://www.hitt.world)





# PROGRAMME HITT 2021

## SUSTAINABILITY & DIGITALISATION: THE CHANGE DRIVERS.

*The Decade of Action:*

*How Sustainability leads the agenda, how Digitalisation enables it.*

*13-14 September 2021 at the Smart Village Munich & Virtual*

### DAY 1: MONDAY, 13 September 2021 (all times CET)

**11: 30** Registration open

#### **12:00 WELCOME TO HITT!**

**The Think Tank Agenda 2021 - Goals**

**Tim Davis**, Founder, Pace Dimensions (Moderator)

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

#### **12.15-13.15 IMPULSE 1: New values.**

**The Decade of Action. Why are Sustainability & Digitalisation the catalysts for change?** The big picture, from planning to investing and operating, and its potential for the future growth of the hospitality industry.

**Wes Paul**, Executive Chairman and Founder, Gemin-i Analytics

**15-minute Break**

#### **13.30-14.30**

#### **IMPULSE 2: Consumers & Sustainability**

**How is Customer Behaviour driving and shaping the Sustainability Agenda?** The digital natives have turned into sustainable natives. For them digitalisation broadens and empowers their choice.

**Fflur Roberts**, Global Head of Luxury Goods, Euromonitor

**30-minute BREAK**

#### **15.00-15.30 IMPULSE 3: Architecture & Building**

**How is design and construction evolving to create more sustainable hotels, and transform aged buildings? How do sustainable buildings influence costs and concepts, where are the barriers in sustainable material?**

**Alex Duckworth**, Principal Consultant, AECOM Sustainable Development Group

**15-minute BREAK**



**DAY 1: MONDAY, 13 September 2021** (all times CET)

**15.45-16.15 IMPULSE 4: Legal**

**How is the Regulatory Framework shaping sustainable Hotel Investment and Development.** Become aware of the dependencies between the different sectors and learn how changes in regulation will encourage greater sustainability for the hospitality business.

**Xavier Junquera**, Head of Public Law Department

Baker McKenzie Barcelona

**Dr Ulrich Hennings LL.M.**, Partner

Baker McKenzie Berlin

**15-minute BREAK**

**16.30-17.30 IMPULSE 5: Digitalisation**

**How does Technology enable Sustainability in the Future?**

What are biggest technology innovations, ways to connect facilities and services with customers. What is Digital enabled Sustainability? What's the role of IoT, the Internet of Things?

**Floor Bleeker**, Chief Technology Officer, Accor

**Andreas Ewald**, Founding and Managing Partner, Engel & Völkers Hotel Consulting

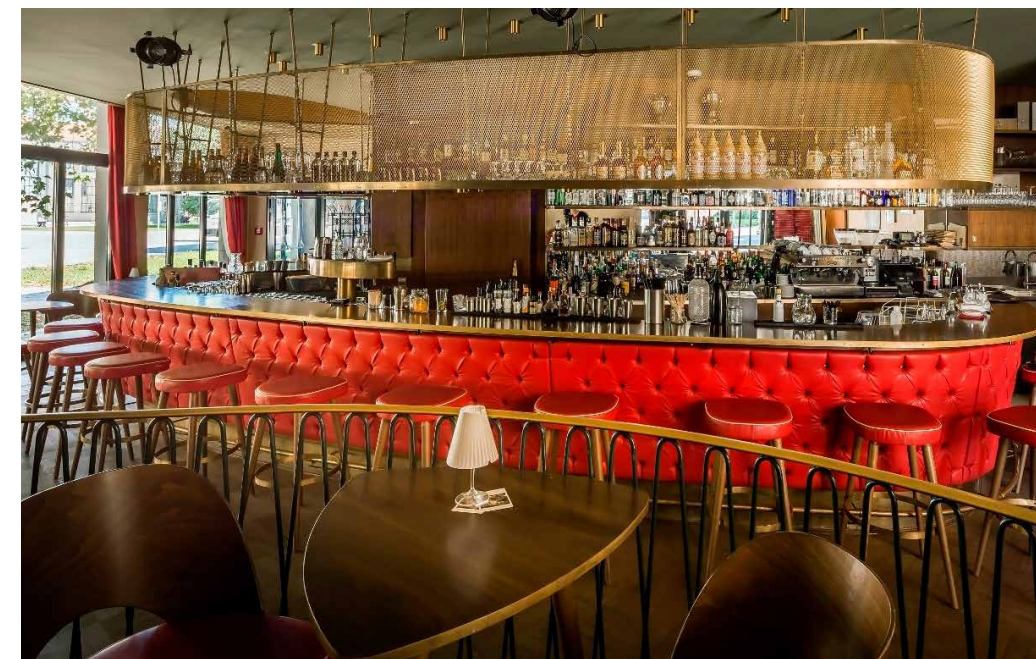
**Klaus Kohlmayr**, Chief Evangelist & Development Officer, IDeaS

**17.30-18.00 Summary**

**Today's Findings.**

**Tim Davis**

**Followed by a Get-Together at the  
Kongress Bar (8 walking minutes)**





## DAY 2: Tuesday 14 September 2021 (all times CET)

### 9.00 Registration open

### 9.30-9.45 Welcome back

Feedback on Day 1.

**Tim Davis**

### 9.45-10.45 IMPULSE 6: Lifestyle

**Authentic Sustainability, the new Wellbeing.** How real estate creates communities and meets with people's new way of living, working and playing. Insights of an industry pioneer.

**Neil Jacobs**, CEO, Six Senses Hotels Resorts Spas

### 15-minute BREAK

### 11.00-12.00 IMPULSE 7: City Centre Development

**Urban Hospitality under Fire.** Mixed Use will reflect the future demand and a new blend of target groups, re-shape the city centres and change hotel concepts. – Including live presentation of a new "Demonstrator".

**Gesa Rohwedder**, Head of Hospitality, Drees & Sommer

### 60-minute LUNCH

### 13.00-14.00 IMPULSE 8: Practical test

**We've done it! Movers & Shakers talk about their Experiences and Challenges to bring Sustainability and Social Responsibility to Life.** Learn from construction companies, investors, private owners and operators.

**Adrian Flück**, Director of Hotel Asset Management, Invesco Real Estate

**Olaf Demuth**, Executive Board Member, Zech Group

**Thomas Schlereth**, Architect, Developer & Owner, Soulmade

### 15-minute BREAK

### 14.15-15.15 IMPULSE 9: Benchmarks & Tools

**Master the Measurement!** Which sustainable & digital tools in the market benefit operators and owners? Brainstorming and searching for innovations, systems, benchmarks and certifications.

Group Discussion stimulated by **Xenia zu Hohenlohe**, Founding Partner, Considerate Group

### 15-minute BREAK

### 15.30-16.00 IMPULSE 10: Management

**Make it happen!** Leadership & Collaboration. Why sustainability begins in the boardroom and inspires staff and locals.

**Wolfgang M. Neumann**, Chairman  
Sustainable Hospitality Alliance

### 16.00-16.30 Summary

**Today's Findings and What's next?**

HITT post-Events, future topics.

**Tim Davis & Maria Pütz-Willems**

### FAREWELL at The Wirtshaus am Bavariapark



# HITT 2021: Hybrid Think Tank

	On-Site	Virtual
<b>Ticket Prices</b>	980 €	490 €
<b>Reductions</b>		
<b>Former Participants</b>	50 €	25 €
<b>hospitalityInside Subscribers*</b>	100 €	50 €

\* Personal subscription required

The reductions can be combined. All prices net (conditions as of May 2021).

## On-Site Tickets include:

- ❖ HITT Think Tank at the Smart Village Munich on 13-14 September
- ❖ Food & Beverage during the day (coffee breaks, lunch, food/drinks at the Kongress Bar and at the Wirtshaus am Bavariapark)
- ❖ Think Thank documentation & post-event communication for 1 year

## Digital Tickets include:

- ❖ Follow the presentations and discussions via video stream on Day 1 and Day 2
- ❖ Questions via chat
- ❖ Think Thank documentation & post-event communication for 1 year



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



# THE MODERATOR & FACILITATOR

**TIM DAVIS, HITT MODERATOR**  
**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 digital revolution he saw an opportunity to guide businesses through intense change and be prepared for future disruption to come. Today, PACE Dimensions’ investment in enhanced research supports clients in addressing the new challenges facing the travel and hospitality industry the Covid-19 crisis compounds the demands of a dynamic and less predictable world.

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.



# THE IMPULSE GENERATORS: WHO WILL PROVIDE EXPERTISE?

## WES PAUL

**EXECUTIVE CHAIRMAN & CEO  
GEMIN-I ANALYTICS**



Wes has over 40 years in the finance industry joining J. P. Morgan in London in 1975 where he started as a systems programmer. He worked for Exxon Chemical Asia Pacific in Hong Kong from 1977-1980 where he was Mathematics, Computers & Systems Coordinator for the APAC region.

He returned to J.P. Morgan in London where he held a number of posts including: trading (all asset classes including complex derivatives), research (economic and credit), and portfolio management (20+ years, ranked No. 1 Global Fixed Income Manager and No. 1 Ranked Global Currency Manager over many years).

He was made Global Head of Investments where he held oversight for all investment activities including equities, real estate and alternatives including all products, investment professionals and strategy. He was also a Member J.P. Morgan's Global Management Committee. He led and developed capital asset pricing research and models including currency (with Harvard), Real Effective Exchange Rates, Credit derivatives, Global Bond Indexes and Emerging Market Indexing.

He is also Chairman of Tellus Matrix (Geopolitical Advisory).

Wes has invested and or been involved in the development of several technologies including: one of the earliest UAV drones 2005 (for military operations), Portable Solar Energy Systems (2003), Electric commercial vehicles (led delegation to US Congress), A Natural Sciences Museum in the UAE, Vaccine Research (Orally stable multi variant platform) currently developing a Covid vaccine, Cyber security, Biosecurity, Quantum computing, Energy, commodities, rare earths metals.

## FFLUR ROBERTS

**GLOBAL HEAD OF LUXURY GOODS  
EUROMONITOR**



Fflur Roberts manages the research programme for the global luxury goods industry at Euromonitor International, which she joined in June 2000.

In her current position, she has direct responsibility for the content and quality of Euromonitor's luxury goods research, which provides strategic analysis of the global market and in-depth coverage of the industry in 32 countries worldwide.

With Fflur at the helm of the luxury goods research the company was awarded Luxury Researcher of the Year 2016 by global media company Luxury Daily and in 2017 was on the Luxury Women to Watch list.

Fflur has written extensively in the field of business and luxury in her time at Euromonitor. She has authored numerous global strategic reports, is often referenced in the international press on the luxury business and has addressed luxury leaders at many leading global luxury conferences around the world. Presently Fflur is co-editing a chapter on the USA and European luxury market for The Oxford Handbook of Luxury Business (Oxford University Press, forthcoming).





# THE IMPULSE GENERATORS: WHO WILL PROVIDE EXPERTISE?

## ALEX DUCKWORTH

**PRINCIPAL CONSULTANT**  
**AECOM Sustainable Development Group**



Alex Duckworth is a Principal Consultant with AECOM's Sustainable Development Group and is based in the UK. He has worked within the sustainable building industry for over 12 years with a range of experiences from low energy building design in the domestic and non-domestic sectors, to research and delivery of low carbon investment initiatives on behalf of the UK government and NGOs. AECOM

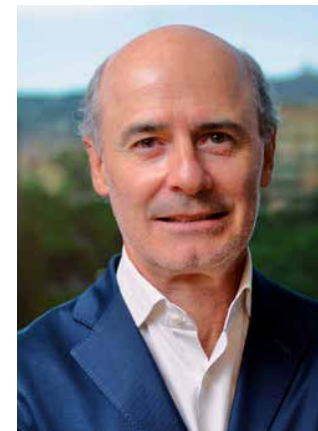
is a multi-disciplinary global engineering consultancy firm with a focus on the built environment.

The built environment is recognised as a sector responsible for a significant proportion of annual Green House Gas (GHG) emissions and it is vital that this is reduced if we are going to meet global targets and mitigate the impacts of climate change. For this reason rules, regulation and consumer and investment behaviour is changing. As consultants in this space we are constantly seeking ways to reduce GHG emissions and to be ready for the changes we see happening in both the near and longer term future.

At AECOM we pride ourselves in being able to link all these differing aspects of the built environment together and lean on the relevant expertise at the appropriate time to develop solutions that consider matters holistically. Alex's role is pivotal in linking these differing design considerations and setting strategies that can deliver on targets in practice.

## XAVIER JUNQUERA

**HEAD OF PUBLIC LAW DEPARTMENT,**  
**BAKER MCKENZIE BARCELONA**



Xavier Junquera is the Head of Public Law Department in the Barcelona office.

After an initial period in a boutique firm, Xavier joined Baker & McKenzie in 1992 and spent two years (1994/1995) working in the Firm's head office in Chicago (USA). He became Principal in 1999 and was the Managing Partner of the Barcelona office from 2006 to 2009.

He is a member of the steering committee of the Firm's Environmental, Regulatory and Planning, and Hotel, Resorts and Tourism Practice Groups, and one of the partners that launched the focused group on Sustainability.

Xavier has extensive experience in real estate, urban planning and environmental law. He soon specialized in Hotels & Resorts, and Tourism related projects.

He has been continuously recognized as Leading Individual in the fields of Public Law and Environment by Chambers & Partners Europe, Legal 500 and Best Lawyers.





# THE IMPULSE GENERATORS: WHO WILL PROVIDE EXPERTISE?

## DR ULRICH HENNINGS LL.M. PARTNER BAKER MCKENZIE BERLIN



Dr Ulrich Hennings has acted as a transactional and corporate lawyer for more than 30 years.

After having focused in the nineties on the privatization of companies in East Germany, he specialized in Mergers & Acquisitions and corporate law in connection with national and trans-border transactions and reorganizations with a special focus on hotel related deals including acquisitions, lease and management agreements.

He has been an attorney-at-law with Baker & McKenzie since 1988 and has been admitted to the German Bar since 1988. Until 1991 he practiced at Baker & McKenzie's Frankfurt office and since then at Baker & McKenzie's Berlin office.

Ulrich Hennings studied at the Universities of Freiburg and Munich. He is a graduate of the University of Munich, received the doctorate degree from the University of Freiburg (1987) and his LL.M. from the University of Miami (1988).

## FLOOR BLEEKER CHIEF TECHNOLOGY OFFICER ACCOR



Floor Bleeker holds a Bachelor degree in Hotel Administration from Hotelschool The Hague, Netherlands and an MBA from the University of Colorado, USA.

Floor has over two decades of multinational experience in the hospitality industry, and a substantial background in IT leadership, strategy development and execution, business analysis and application development. In all his roles, Floor has prioritized team leadership and performance management as fundamental to delivering on the demands of the industry.

Prior to joining Accor, Floor was the Chief Information Officer of Mövenpick Hotels & Resorts. When Mövenpick Hotels & Resorts joined Accor in November 2018, Floor was appointed Chief Information Officer for the Middle East & Africa and strategic IT programs across the Group. Floor joined the Executive Committee upon his appointment as Chief Technology Officer in November 2020.



# THE IMPULSE GENERATORS: WHO WILL PROVIDE EXPERTISE?

## ANDREAS EWALD FOUNDING AND MANAGING PARTNER ENGEL & VÖLKERS HOTEL CONSULTING



Andreas Ewald is Managing Partner of the worldwide operating hotel consulting practice of Engel & Völkers (EVHC). He has more than 25 years of hospitality and real estate experience. In his professional career he has been responsible for structuring large Pan-European real estate portfolio transactions with a transaction volume of more than EUR 15bn.

He is specialized in the organization of acquisitions and sales of hotel assets, portfolios and operating platforms. Furthermore, his expertise lies in valuations including buy-side and sell-side due diligence, operator and investor searches as well as management and lease contract negotiations.

In addition, he provides independent business reviews, highest- and best-use analyses, feasibility studies and investment analyses for hospitality developments and properties. His clients are composed of international investment funds, private equity firms, financing institutions as well as private and institutional investors.

## KLAUS KOHLMAYR CHIEF EVANGELIST & DEVELOPMENT OFFICER IDeaS



As IDeaS Chief Evangelist and Development Officer, Klaus Kohlmayr challenges strategic processes, stimulates thought-provoking conversations and reinvigorates the future of revenue management and pricing within the hospitality and travel industries.

A natural contrarian, Klaus has challenged the status quo in the hotel industry for over 20 years. With IDeaS, he previously started the company's global consulting division and pioneered the industry's first group price optimization and function space revenue management proof-of-concepts in a real-world environment.

An advocate of lifelong learning, he has studied business at Henley Management College in the UK, real estate investment and asset management at Cornell University's School of Hotel Administration; and finance and strategy at the Singapore Management University.

Klaus has been an active participant in various industry advisory boards. He not only loves to challenge the status quo, but wholly welcomes being challenged in new ways of thinking.





# THE IMPULSE GENERATORS: WHO WILL PROVIDE EXPERTISE?

## NEIL B. JACOBS CHIEF EXECUTIVE OFFICER SIX SENSES HOTELS RESORTS SPAS



Neil's passion for wellness, sustainability and making travel purposeful led him to Six Senses in 2012.

Ever since, his focus has been to elevate the brand in terms of responsible design, green initiatives and wellness programming. Under his leadership, the company has opened resorts in some of the world's most beautiful destinations.

Neil's vision extends beyond a super high-end hotel and spa company. He believes in creating demand through constant innovation, initiatives and programming that are meaningful and tailored for each guest's health and well-being. Equally important is the requirement that local communities benefit and that resorts operate in harmony with the natural world.

Together with his team, he continues to drive the agenda of wellness, sustainability and out-of-the-ordinary experiences - always with a purpose of allowing guests to reconnect with themselves, others and the world around them.

Before joining Six Senses, Neil's global career included leadership roles at Four Seasons Hotels and Resorts, where he oversaw all of Asia Pacific and launched many new properties, followed by Starwood Capital Group where he led their luxury hotels and the development of the Baccarat Hotels and 1 Hotels brands.

Having studied Hotel Management at Westminster University, French Civilization at La Sorbonne University and Italian culture and art in Florence, Neil speaks six languages and knows his vermicelli from his Botticelli.

## GESA ROHWEDDER HEAD OF HOSPITALITY DREES & SOMMER



Gesa Rohwedder heads the hospitality Europe team at Drees & Sommer. She supports hotel operator, investors, and developers in their development of hotels, hotel concepts, hotel renovations, new buildings, and refurbishment projects.

She also advises on digitisation and sustainability strategies for the hospitality industry.

Before joining Drees & Sommer in 2014, she held various management positions at InterContinental Hotels in Germany and other European countries and besides the duties of a General Manager she accompanied the refurbishments and openings of hotels, among others the InterContinental Hotels in Hamburg, Berlin, London (Park Lane) and Cologne.



# THE IMPULSE GENERATORS: WHO WILL PROVIDE EXPERTISE?

## ADRIAN FLÜCK

**DIRECTOR OF HOTEL ASSET MANAGEMENT  
INVESCO REAL ESTATE**



Adrian Flück is a Director of Hotel Asset Management at Invesco Real Estate and manages an internationally branded European hotel portfolio. He also holds a leading role in the Invesco Real Estate Sustainability Focus Group and is responsible for the development of individual strategies and the implementation of pan-European ESG activities.

Adrian began his investment career in 2008 and joined Invesco Real Estate in 2015. Prior to joining Invesco, Adrian was vice president of Jones Lang LaSalle's Hotels and Hospitality Group, responsible for managing investment sales processes from pitching through to exclusivity periods. Prior to this, Adrian worked as an analyst in the CBRE hotels team. He has c. 13 years' experience in real estate and the hospitality industry and is specifically responsible for hotel asset management.

Adrian earned an Executive Masters in Real Estate from International Real Estate Business School (IREBS) and a Bachelor of Science (hons) from Ecole hôtelière de Lausanne. Adrian is a member of the IHIF Sustainability Council. He is based in the Munich office.

## OLAF DEMUTH

**EXECUTIVE BOARD MEMBER  
ZECH GROUP**



Engineer Olaf Demuth is a member of the Executive Board of Zech Group SE and is responsible for the operational management of the Building Division, which includes Construction, Integral Planning, International & Consulting, Engineering, Systems and Environment Divisions.

Immediately after completing his studies in civil engineering at the Hamburg University of Applied Sciences, Olaf Demuth joined the Hamburg branch of STRABAG Hoch- und Ingenieurbau AG in 1988. He contributed to the company's success with various management positions in Hamburg and Berlin – always with increasing responsibility.

Since the acquisition of STRABAG Hoch- und Ingenieurbau activities by Ed. Züblin AG in 2006, he has held the technical management of the North Directorate in Hamburg. In March 2013, Olaf Demuth was appointed as a further member of the Executive Board of Ed. Züblin AG. In 2017, he assumed responsibility for all construction and construction-related companies at Zech Group SE.





# THE IMPULSE GENERATORS: WHO WILL PROVIDE EXPERTISE?

## THOMAS SCHLERETH ARCHITECT, DEVELOPER & OWNER SOULMADE



Born in Munich, Germany, Thomas Schlereth's background and professional career has consistently been characterised by the topics of the environment and the role played by people in the society of today, in addition to active mindfulness and sustainable building.

By the time he was studying for his degree in architecture in Innsbruck and Munich, Thomas Schlereth was already interested in

his key field of timber construction, the streamlining of inefficient, overly long, high-emissions construction processes and the conceptualisation of buildings that offer sustainable value – buildings which create an impression and footprint among people and in terms of the environment.

After creating a production plant for modular timber construction in the mid-1990s, Thomas Schlereth began focusing increasingly on hotel design, which culminated in the development and completion of the first zero-energy hotel in Munich in the year 2009.

He then developed a hotel concept whose major leitmotif is not "shareholder value" but "shared value", and which combines the fields of modular timber construction, sustainability and people in the "here and now" in a way that has never been seen before – SOULMADE. With a process of maximum prefabrication, a short construction time is achieved which, due to highly efficient logistics processes, has an exceptionally low Carbon Footprint.

## XENIA ZU HOHENLOHE FOUNDING PARTNER & DIRECTOR THE CONSIDERATE GROUP



Xenia zu Hohenlohe is the founder of a change-making company that helps hospitality businesses operate responsibly.

She 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.

Xenia 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.





# THE IMPULSE GENERATORS: WHO WILL PROVIDE EXPERTISE?

## WOLFGANG M. NEUMANN

**CHAIRMAN  
SUSTAINABLE HOSPITALITY ALLIANCE**



As seasoned executive in the global Hospitality, Travel and Tourism sector, Wolfgang draws from his vast international experience in mature and emerging markets in a multi brand environment.

Under his company - Neumann Hospitality BV – he bundles a diversified portfolio of non-executive director and strategic advisory roles such as:

Chairman of the Board, Hotel School The Hague (The Netherlands)  
Chairman of the Board, Sustainable Hospitality Alliance (UK)  
Non- Executive Director, Guestline Hospitality Software (UK)  
Non-Executive Director, Grivalia Hospitality (Luxembourg/Greece)  
Non-Executive Director, Angama Mara (Maasai Mara, Kenya)

Until 2017 he was President & CEO of The Radisson Hospitality Group and prior was CEO for Arabella Hospitality Group in Munich. He spent more than 20 years with Hilton, building his career from General Manger to President Hilton Europe and Africa.

Wolfgang is passionate about developing teams and empowering talent as mentor and coach. While results driven, he is focussed on value creation for all stakeholders and committed to sustainable business practices.





# SPONSOR PARTNERS - SHARING THEIR KNOWLEDGE

## GOLD SPONSOR



Accor is a world-leading augmented hospitality group offering unique and meaningful experiences in 5,000 hotels, resorts, and residences across more than 100 countries. With an unrivalled portfolio of brands from luxury to economy, Accor has been providing hospitality savoir-faire for more than 50 years.

Beyond accommodations, Accor enables new ways to live, work, and play with Food & Beverage, nightlife, wellbeing, and co-working brands. To drive business performance, Accor's portfolio of business accelerators amplifies hospitality distribution, operations, and experiences. Guests have access to one of the world's most attractive hotel loyalty programs.

Accor is deeply committed to sustainable value creation, and plays an active role in giving back to planet and community. Planet21 – Acting Here endeavors to act for “positive hospitality”, while Accor Solidarity, the endowment fund, empowers disadvantaged people through professional training and access to employment.

[www.accorhotels.com](http://www.accorhotels.com) and  
[www.accorhotels.group/en/innovation/collective-intelligence/open-innovation](http://www.accorhotels.group/en/innovation/collective-intelligence/open-innovation)



# SPONSOR PARTNERS - SHARING THEIR KNOWLEDGE

## BRONZE SPONSOR

### **DREES & SOMMER**

At Drees & Sommer we are involved in various hotel and touristic development projects throughout the world and we experience the industry facing continues change, increasing stakeholder demands and technical transformation. We strongly believe, that successful business models in this industry have to consider smart concepts, connected buildings and 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.dreso.com/de/en/sectors/hospitality](http://www.dreso.com/de/en/sectors/hospitality)





# SPONSOR PARTNERS - SHARING THEIR KNOWLEDGE

## BRONZE SPONSOR



IDEAS, a SAS company, is the world's leading provider of revenue management software and services. With over 30 years of expertise, IDEAS delivers revenue science to more than 15,000 clients in 143 countries.

Combining industry knowledge with innovative, data-analytics technology, IDEAS creates sophisticated yet simple ways to empower revenue leaders with precise, automated decisions they can trust. Results delivered. Revenue transformed. Discover greater profitability at [ideas.com](http://ideas.com).

[www.ideas.com](http://www.ideas.com)



# SPONSOR PARTNERS - SHARING THEIR KNOWLEDGE

## PARTNERS



Deutsche Hospitality is the umbrella brand for the companies of the Steigenberger Hotels AG. It sees itself as an international, dynamic hotel operator and is characterized by the values of passion, perfection, caring, tradition and vision. The company can look back on more than 90 years of history, which began in 1930 with the opening of the founding hotel – the Steigenberger Europäischer Hof in Baden-Baden.

Deutsche Hospitality represents an outstanding portfolio: comprising over 160 hotels on three continents, of which more than 40 hotels are under development. Six hotel brands are managed under its umbrella: Steigenberger Icons (Luxury), Steigenberger Hotels & Resort (Upscale), Jaz in the City (Upscale), IntercityHotel (Midscale), MAXX by Steigenberger (Midscale), Zleep Hotels (Economy).

[www.deutschehospitality.com/en](http://www.deutschehospitality.com/en)

**duetto**

DUETTO delivers a suite of cloud applications to simplify hospitality revenue decisions and allow hoteliers to work smarter, increasing organizational efficiency, revenue, and profitability. The unique combination of hospitality experience and technology leadership drives Duetto to look for innovative solutions to industry challenges. The software as a service platform allows hotels and casino resorts to leverage real-time dynamic data sources and actionable insights into pricing and demand across the enterprise.

More than 4,000 hotel and casino resort properties in more than 60 countries have partnered to use Duetto's applications, which include GameChanger for pricing, ScoreBoard for intelligent reporting, and BlockBuster for contracted-business optimization. Duetto is backed by investors Warburg Pincus, Icon Ventures, Accel Partners, Battery Ventures, and Spectrum 28.

[www.duettocloud.com/](http://www.duettocloud.com/)





# SPONSOR PARTNERS - SHARING THEIR KNOWLEDGE

## PARTNERS



Uniper is a leading international energy company with around 11,500 employees and activities in more than 40 countries. With about 34 GW (gigawatts) of installed generation capacity, Uniper is among the largest global power generators. Its main activities include power generation in Europe and Russia as well as global energy trading, including a diversified gas portfolio that makes Uniper one of Europe's leading gas companies. The company is headquartered in Düsseldorf, being the third-largest listed German utility. Under its new strategy, Uniper aims to become climate neutral in its European power generation by 2035.

[www.uniper.energy](http://www.uniper.energy)



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)



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 conference program provides an in-depth overview of current trends. The last EXPO REAL edition in 2019 attracted 46,747 participants from 76 countries and 2,189 exhibitors from 45 countries to Munich. The next edition will take place from October 11 to 13, 2021.

[www.exporeal.net](http://www.exporeal.net)





# UNIQUE LOCATION - SMART VILLAGE MUNICH

The Smart Village is the ideal co-working space where you can let your mind flow, think outside the box and find new insights in a relaxed atmosphere. Dress code: Come as you are!





# CHILL AT THE KONGRESS BAR

Enjoy food and drinks in a casual and cozy retro atmosphere at the Kongress Bar München, only 8 walking minutes from the Smart Village.







# 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)



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