

BOOST YOUR SERVICE DELIVERY.
Bring your Hotels to Life in a Digital World.

THE OFF-THE-RECORD EVENT FOR
TOP HOTEL MANAGERS,
EXPERTS & DECISION MAKERS
+++ THINKING OUT OF THE BOX +++

**DUE TO THE CURRENT SITUATION
HITT 2020 WILL BECOME A VIRTUAL EVENT**

23 JUNE 2020

HITT 2020

HOSPITALITYINSIDE'S
VIRTUAL THINK TANK
about Digitalization Edition 3

www.hitt.world



THE HITT IS DIFFERENT!

Engage, Question, Gain Ideas.

Hear the ideas and thinking from high-calibre impulse generators, hotel industry leaders, and technology innovators!

HITT 2020: The virtual edition about Digitalization

The future is digital. The coronavirus crisis is driving us to a new form of collaboration. For June 2020, the 3rd HospitalityInside Think Tank (HITT) is changing its format to

- ❖ a virtual event
- ❖ keeping up high-quality content & high-profile speakers
- ❖ as a well-orchestrated digital conference
- ❖ for international top executives and digital experts.

The online conference allows us

- ❖ to invite more participants from all over the world
- ❖ to listen and learn online
- ❖ to network and chat online
- ❖ accompanied by a professional and content-focused moderation.

The 2020 format cannot replace physical face2face talks and the special atmosphere of the previous think tank on the floating event ship in Berlin, but we can all stay in touch and up to date on the trends – knowing:

The time after corona is definitely going to be digital.



PROGRAMME HITT 2020 - THE DIGITAL EDITION

BOOST YOUR SERVICE DELIVERY.

Bring your Hotels to Life in a Digital World.

++ Listen ++ Interact ++ Question ++ Network

ENJOY THIS DIGITAL DAY

Tuesday, June 23 - From 9.30 - 16.00 h CET



9.30-10.00 WELCOME and introduction.

How to engage in a digital conference, how to benefit from valuable content.

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



10.00-10.30 REBOOT, RECOVER, REPOSITION

The impact of changing competitive environment, new "norms", and opportunities to win.

Impulse by Tim Davis, Partner, Pace Dimensions.

10.30-11.00 GLOBAL TALK

Acceleration on the digital frontier.

What do multi-brand hotel groups see as the biggest opportunities given rising digital maturity?

How will the customer experience really change? What are the success factors and what challenges need to be overcome?

Group Discussion stimulated by two global chains:

Duncan O'Rourke, COO Central Europe, Accor

Jamie Cole, Senior VP Global Channels, InterContinental Hotels

Group



15-minute Break



PROGRAMME HITT 2020 - THE DIGITAL EDITION

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11.15-11.45 EUROPE TALK

The new norms of customer experience and the implications for future hotel operating models. How will the hotel concepts and service delivery of smaller brands differentiate themselves from the multi brand hotel groups?

Group Discussion stimulated by two innovative groups:

Michael Struck, CEO, Ruby Hotels

Jens Gmiat, COO, Zoku



11.45-12.15 TALK BACK

Comments from a panel of attendees about the morning sessions.

12.15-13.15 Lunch Break.

13.15-14.15 TALK SERVICE DELIVERY IN RETAIL

The new speed in the revolution of retail.

Impulse by Dr. Volker Kraft, Managing Director, ECE Group



14.15-14.45 TALK SERVICE & REVENUE.

How can hotels boost their revenue generation from every guest?

Langham Hospitality Group and Sabre Hospitality Solutions talk about their first experiences with the new hospitality retail tool.

With **Stefan Leser**, CEO, Langham Hospitality

and **Frank Trampert**, Managing Director EMEA & APAC, Sabre Hospitality Solutions



15-minute Break

15.00-15.30 TALK AI.

Making decisions an unpredictable future. How can Artificial Intelligence help?

There is a lot of hype, but what are the practical applications getting adopted now that deliver measurable performance improvements?

Impulse by Tom Seddon, CEO-in-residence, foundry.ai



15.30-16.00 TALK BACK

Comments from a panel of attendees

about the afternoon sessions.

CLOSING DISCUSSION.

HITT Key insights and implications. How to proceed?

PARTICIPATION FEES

HITT 2020: The digital conference

Fees include:

- ❖ Virtual Think Tank on Tuesday, 23 June
- ❖ Think Thank documentation & post-event communication for 1 year

Regular Participant Fee 320 EUR

Early Bird fee until 1 June 2020 280 EUR

Bonus for hospitalityInside Subscribers* - 50 EUR

* Personal subscription required

Loyalty Bonus for the Participants of 2018 or 2019 - 50 EUR

All prices net (conditions as of May 2020).

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

After your registration you will receive a confirmation by HospitalityInside.



THE IMPULSE GENERATORS: WHO WILL PROVIDE EXPERTISE?

DUNCAN O'ROURKE

**COO CENTRAL EUROPE
ACCOR**



After studying hotel management at César Ritz Colleges Switzerland and obtaining a Master's degree in Business Administration (MBA) from the Reims Management School, Duncan O'Rourke held several executive positions in the food and hotel sector in Europe, the USA and the Middle East.

From 2004, he served as General Manager at the Kempinski Hotel Thessaloniki Nikopolis, before taking charge of the pre-opening of two hotels in London. O'Rourke was then promoted to the position of Regional Director & General Manager of the Kempinski Ishtar Dead Sea in Jordan. In this position, he was responsible for ten pre-openings of Kempinski properties in the region. In 2008, he was appointed Chief Operating Officer of Kempinski Hotels and joined the Management Board at the same time.

Duncan O'Rourke joined Accor at the end of 2016, and as the COO Europe for the luxury segment, he has been responsible for the operational management of all of the 140 luxury hotels in the Europe region. In September 2018 he was promoted to COO Central Europe. In his capacity, he leads the teams in Germany, Austria and Switzerland.

Duncan O'Rourke was involved in the transformation process of the newly created Accor Region Central Europe.

JAMIE COLE

**SENIOR VP GLOBAL CHANNELS
INTERCONTINENTAL HOTELS GROUP**



Jamie Cole joined IHG in January 2019 as SVP, Global Channels, bringing over Twenty years of experience working in the travel and hospitality sector.

He gained deep commercial and operational knowledge across digital innovation, product management, distribution, ecommerce and marketing.

He is responsible for maximizing IHG's revenue delivery across all customer touchpoints, along with creating a more seamless experience. Jamie leads a global team responsible for all digital and voice channels, inclusive of the company's CROs and the company's third-party strategy.

Before joining IHG, Jamie was Group Vice President Digital & eCommerce for Mandarin Oriental, where he delivered transformational change across digital marketing and guest experience for the luxury brand. Prior to this, Jamie ran a boutique consulting business serving hospitality and travel clients and held leadership positions at Hilton Worldwide, Travelport Inc. and Travelocity.

He has also worked extensively across European, Asian and US markets and has hands-on experience working in large corporations and start-up companies alike.



THE IMPULSE GENERATORS: WHO WILL PROVIDE EXPERTISE?

MICHAEL STRUCK FOUNDER & CEO, RUBY HOTELS



Michael Struck successfully established the hotel groups Kameha, Gold Inn and Dormero as an entrepreneur, as well as Cosmopolitan States, a real estate developer.

Before that, Michael was authorized signatory at the Schörghuber Holding and Managing Director of several corporations

of the Schörghuber Company Group. Particularly, he was responsible for hotel development, real estate and the touristic business of the hotel division of the group (Arabella and ArabellaStarwood Hotels).

At the beginning of his career he worked for the Boston Consulting Group advising leading brands on marketing and distribution, and later managing restructurings, mergers and acquisitions. He completed his diploma in business studies and MBA at the University of St. Gallen (HSG), the London School of Economics (LSE) and the University of California Berkeley.

JENS GMIAT CHIEF OPERATION OFFICER, ZOKU



Jens Gmiat, has an extensive range of expertise in all fields of the hospitality industry. He is skilled in multi-site management, pre-opening, opening, re-branding, development of hotels. Currently working as COO at Zoku based in Amsterdam.

Zoku has invented a new category within the hotel industry with its home/office hybrids. Major focus at the moment is to make the group ready and scalable for the future expansion and their upcoming openings, starting by end of this year within various European destinations.

Before this, Jens worked as COO for Ruby Hotels and was significantly involved in the development and expansion of the hotel group with its unique 'Lean Luxury' concept. Jens is very much experienced in openings and establishment of hotels and proofed this in the past in various GM positions while working for brands like Soho House, Arcotel Hotels or Sanderson London.



THE IMPULSE GENERATORS: WHO WILL PROVIDE EXPERTISE?

DR. VOLKER KRAFT MANAGING PARTNER ECE REAL ESTATE PARTNERS



Dr. Volker Kraft is Managing Partner of ECE Real Estate Partners. Together with its Luxembourg-based subsidiary, ECE Real Estate Partners has successfully invested institutional capital in shopping centres for more than ten years.

With a portfolio under management valued more than five billion Euros, ECE Real Estate Partners is Europe's leading private equity real estate investment manager specialized in shopping centres. ECE Real Estate Partners is currently preparing the launch of its first pan-European hotel fund.

Prior to joining ECE in 2008, Volker Kraft was a Director of Allianz Capital Partners, a German private equity firm. From 2009-2015, Volker served on the Board of Directors of DDR Corp., a leading owner and operator of open-air shopping centres in the USA. In 2014, he was appointed to the Board of Directors of Aliansce Sonae Shopping Centers S.A., the largest developer and operator of shopping malls in Brazil.

STEFAN LESER CEO LANGHAM HOSPITALITY GROUP



Langham Hospitality Group hired Stefan Leser as CEO who started in the Hong Kong office in May 2018. He has nearly 30 years of experience in the travel and hospitality industries, most recently at Jumeirah International where he was the group chief executive officer and a member of the board of directors.

Prior to joining Jumeirah, he held senior roles for more than a decade at Kuoni Travel Holding Ltd., the leading Swiss travel services provider. Prior to joining Kuoni, Leser spent six years working in the information technology industry with Swissair and EDS Corporation.

As the wholly-owned subsidiary of Great Eagle Holdings, Langham Hospitality Group encompasses a family of distinctive hotels under The Langham Hotels and Resorts and Cordis Hotels brands, with more than 30 projects currently either confirmed or in a developed stage of negotiation from Asia, Europe and North America to the Middle East.



THE IMPULSE GENERATORS: WHO WILL PROVIDE EXPERTISE?



FRANK TRAMPERT MANAGING DIRECTOR EMEA & APAC SABRE HOSPITALITY SOLUTIONS



Frank Trampert has been appointed MD & CCO EMEA & APAC, Sabre Hospitality Solutions, by Sabre Corporation in November 2019. He joined the company in 2017 and has led Sabre Hospitality Solutions' Asia Pacific operations since then.

Prior to joining Sabre, Frank held senior hotel management positions including Wyndham Hotel Group in Hong Kong, Carlson Hotels, Brand Karma in Singapore and most recently as CEO of Tune Hotel Group in Malaysia.

Sabre Hospitality Solutions provides distribution, operations and marketing solutions to the hotel industry in more than 36,000 properties around the world. The integrated reservations systems, property management system, distribution and marketing services help hotels increase revenues, identify savings and improve customer service.

Sabre also provides critical data analytics capabilities to help hospitality customers offer personalized and customized offerings.

TOM SEDDON CEO-IN-RESIDENCE FOUNDRY.AI



Tom Seddon, one of the global AI thought leaders today, started his career with the InterContinental Hotels Group in 1994. After 10 years in various roles he moved on to the Subway Franchisee Advertising Fund Trust Ltd. (SFAFT), a company providing restaurant services. But the hotel industry wouldn't let him go, and Tom returned to IHG again, this time in his role as Chief Marketing Officer. Then he switched to the US hotel group Extended Stay America, likewise in the position of Chief Marketing Officer.

In 2016 Tom decided to take an unusual step: he stepped out of operation and studied information and data science at the University of California in Berkeley – discovering the importance of the new digital era and leading him to the foundation of foundry.ai.

Foundry.ai is a technology studio that creates AI software companies in partnership with the Global 2000. We focus on practical applications of AI that drive immediate, measurable, and recurring improvements to business performance. Since 2015, Foundry.ai has built impactful software solutions focused on demand-based decision making, healthcare services optimization, procurement efficacy, go-to-market effectiveness, digital ad user engagement, and more. With fundamental AI infrastructure, ~100MM in capital, and former executives of large global enterprises in leadership.

THE IMPULSE GENERATORS: MODERATOR, FACILITATOR, SPEAKER

TIM DAVIS

Managing Director, Pace Dimensions



The Managing Director of PACE Dimensions will again moderate and facilitate the challenging topics, HITT will discuss.

In 2010 Tim founded his UK based research and management consulting firm: PACE Dimensions.

Tim served on the management board Hilton International for 9 years in charge of Commercial Development and Information Technology.

He has over 25 years' experience leading the Marketing, Commercial and Technology functions for global businesses in Hospitality, Travel and Technology, such as Hilton, Galileo International and Hughes Olivetti Telecom.



SPONSOR PARTNERS - SHARING THEIR KNOWLEDGE



SILVER SPONSORS



Sabre Hospitality Solutions is part of Sabre Corporation, leading technology provider to the global travel industry. Sabre's software, data, mobile and distribution solutions are used by hundreds of airlines and thousands of hotel properties to manage critical operations, including passenger and guest reservations, revenue management, flight, network and crew management.

Sabre also operates a leading global travel marketplace, which processes more than US\$120 billion of global travel spend annually by connecting travel buyers and suppliers.

Headquartered in Southlake, Texas, Sabre employs nearly 10,000 people in approximately 65 countries around the world, and serves customers through cutting-edge technology developed in six facilities located across four continents.

www.sabre.com

www.sabre.com/insights/innovation-hub

www.sabre.com/insights/labs



Accor is a world-leading augmented hospitality group offering unique and meaningful experiences in 4,800 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. Planet 21 – 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 and

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

SPONSOR PARTNERS - SHARING THEIR KNOWLEDGE

BRONZE SPONSORS

DREES & SOMMER

For more than 45 years, Drees & Sommer has supported public and private-sector owners and investors in all aspects of real estate. The company has 43 offices worldwide. Currently, the company with its approximately 2,400 employees is acting for more than 3,200 construction projects. The focus is always on profitability, whereby Drees & Sommer promotes sustainable building to the greatest possible degree.

This approach is called by Drees & Sommer 'the blue way'. The construction and real estate experts always have the goal of producing measurable added value for the client. This could mean, for example, streamlining the implementation of a construction project, making the operation of a property more economical, or cutting energy costs through innovative concepts.

www.dreso.com/en



EXPO REAL, the 23rd International Trade Fair for Property and Investment, takes place at the Messe München exhibition center from October 4-6, 2020. It is a key networking event for interdisciplinary and international projects, investment and finance. EXPO REAL caters to the full spectrum of the property sector, offering an international networking platform for the important markets of Europe, through to Russia, the Middle East and the US. The trade fair attracted in 2019 record figures with 2,190 exhibitors and 46,747 participants.

The show's extensive conference program, featuring some 400 speakers, gives participants valuable insight into the latest trends and innovations in the property, investment and finance market.

www.exporeal.net



SPONSOR PARTNERS - SHARING THEIR KNOWLEDGE



BRONZE SPONSOR

LANGHAM HOSPITALITY GROUP

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For over 150 years, this flagship hotel has represented sophisticated and gracious hospitality, a philosophy that reflects elegance in design, innovation in hospitality, sincere service and captivation of the senses across all properties.

www.langhamhotels.com



HITT 2018/2019



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.



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