



# HospitalityInside Think Tank, edition 9



**Welcome to Brussels!**

**11-12 May 2026**

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





# The HospitalityInside THINK TANK

## Be inspired - Act Now!

**THE PURPOSE:** HITT, the HospitalityInside Think Tank, is an unconventional, English-speaking networking event to productively support the transformation process in the hotel industry; a format to share knowledge, exchange ideas and develop solutions for digitalisation, sustainability and people.

**THE ATMOSPHERE:** casual and relaxed to boost creative and inspiring thoughts and enable discussions and interaction, face-2-face and off-the-record.

**ATTENDEES:** Limited in number, not in quality. High-caliber experts from inside and outside the industry meet senior executives and experts from hotel operation, hotel real estate, finance, sustainability, digital transformation, legal and social are most welcome.



Event Location Tour & Taxis





# Added value - A special format

- A physical event, well-orchestrated, relaxed & professional - no conference!
- Cross-industry discussions, off-the-record
- Small, selected audience on executive level
- Strong focus on content, in-depth facts & figures
- High-quality and informal networking
- Face2Face talks, debates with leading experts
- Hoteliers and Non-hoteliers as Impulse Generators
- Forward-looking solutions
- Call-to-Action
- Best Practice
- Implementation and reflection of sustainable progress
- Post-event documentation for all participants
- Links to recorded think tank sessions

## This year's HITT was...

... a real hit! I truly enjoyed the exchange in a trusted audience, with out-of-the-box examples, thought provoking insights and learnings from across industry (big and small), institutions and academia. My take-away quote: "the world is changed by your example, not by your opinion".

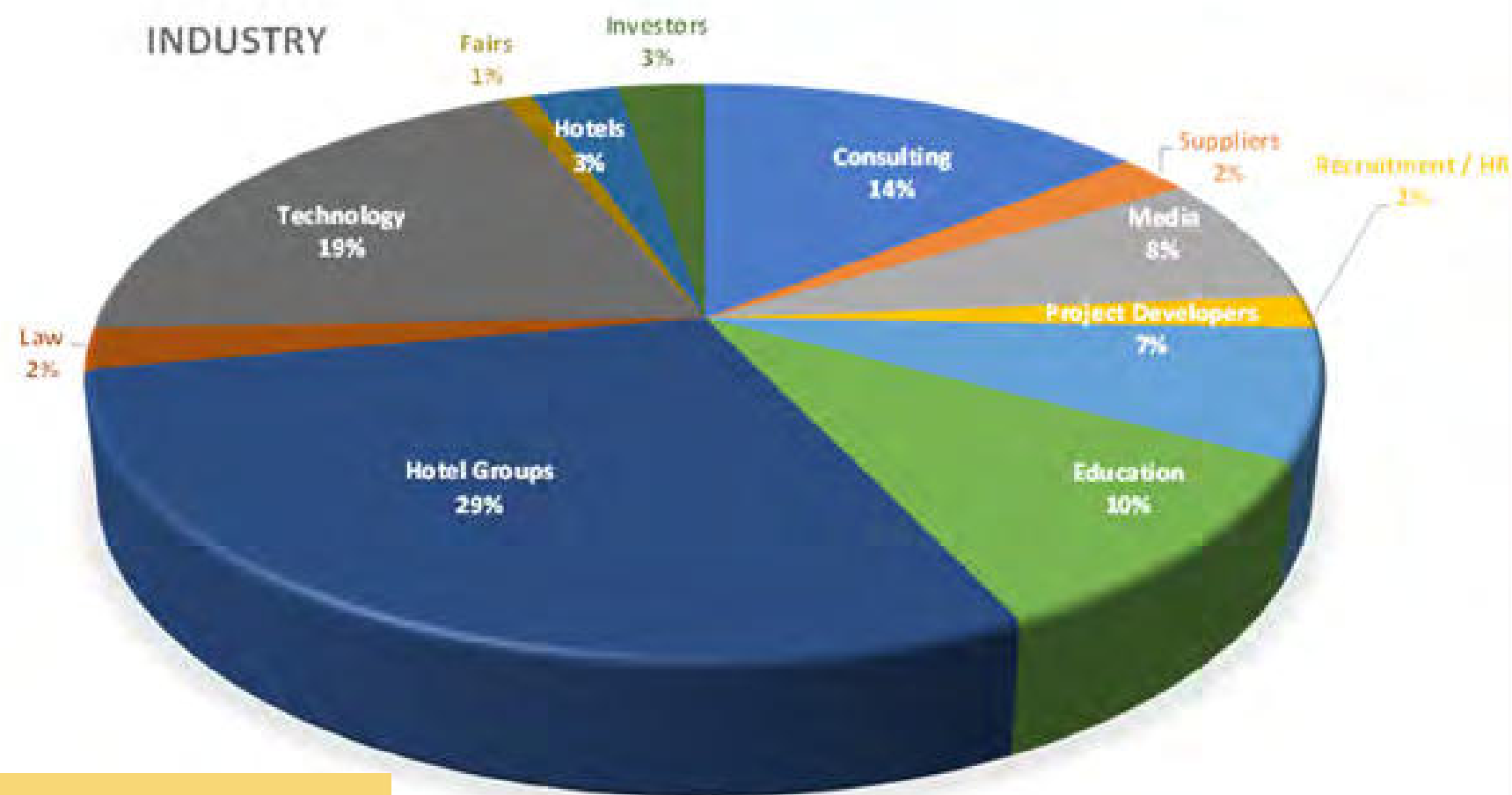
**Inge Huijbrechts**  
Chief Sustainability  
and Security Officer  
Radisson Hotel Group



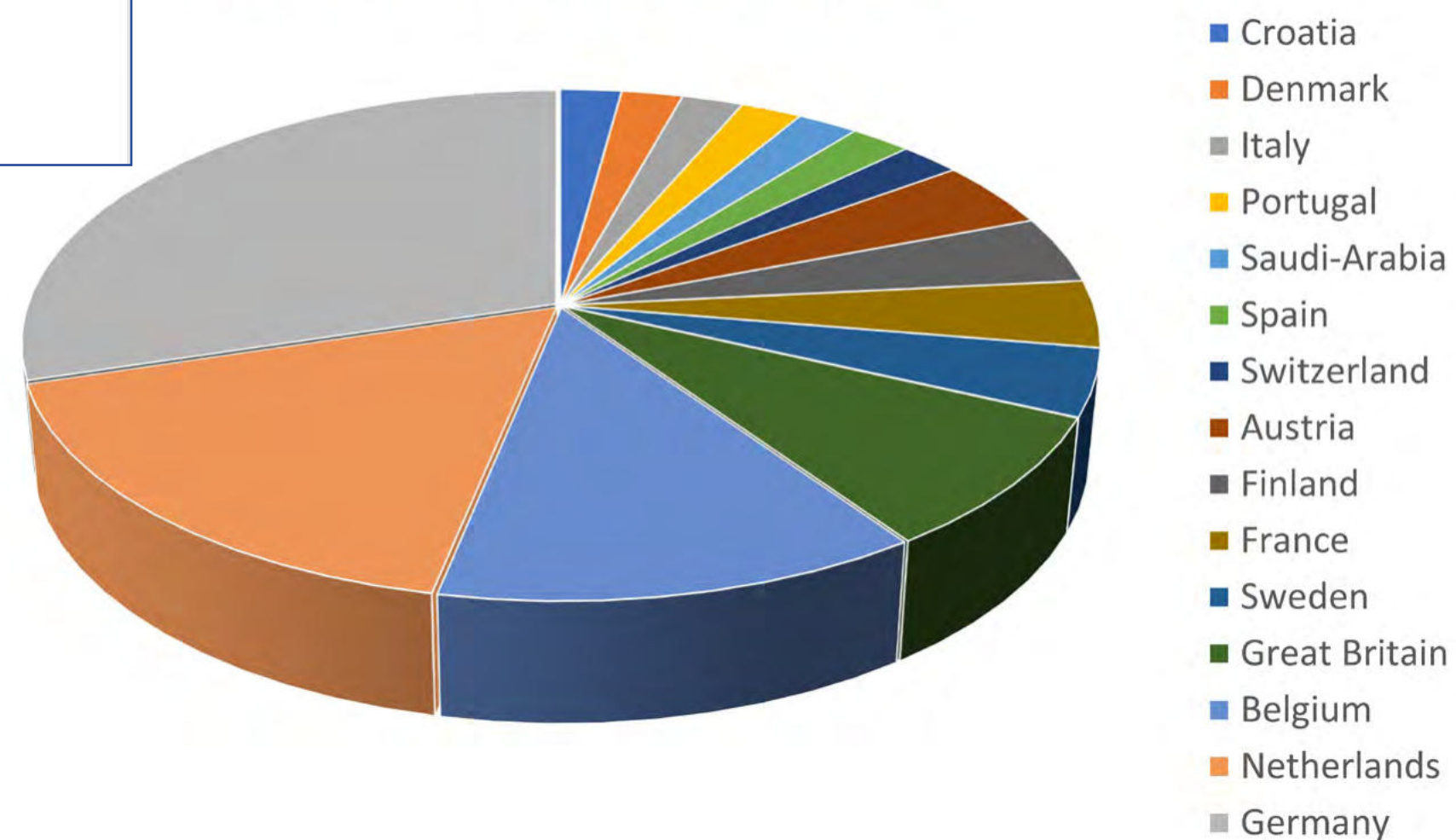
Event Location 2026: Tour & Taxis, Gare Maritime



## INDUSTRY



## HITT 2025 Origin of Participants



## At HITT 2025, ...

... I had a fantastic time participating! The depth of expertise from fellow participants, the open and relaxed atmosphere that encouraged real conversation, and the brilliantly designed format made it an intense, rewarding, and truly enriching experience. Already looking forward to the next one!



**Misa Labarile, PhD,**  
Policy Officer  
European Commission,  
Directorate-General for  
Mobility and Transport





# The HITT participants

- On average, 55% of all participants belong to the C-level.
- 33% have participated more than once.
- High satisfaction rate among all participants: on average, 63% rated HITT with the highest score "very good", 37% "good".

## For me, HITT 2025 was...

... a great mix of professional expertise, excellent discussions and lots of really nice colleagues from the industry. This think tank truly deserves its name: different opinions and examples from various European countries serve a single purpose: to work together to make European tourism fit for the future – namely, more sustainable

**Michaela Reitterer**  
Hotelière with enthusiasm,  
Boutiquehotel  
Stadthalle Vienna



- Proof of commitment & high quality: during the last years, 90% of all speakers stayed both days to learn and share their expertise.







# Added Value for HITT Sponsors

- Sponsors can delve deeper with own post-events supported by hospitalityInside.
- Sponsors can be embedded in HITT or HITT pre-/post-events.
- Recognition for supporting the project and your commitment to the industry.
- Sponsors and partners contribute to the discussion, as „primus inter pares“.
- Pre- & post-reporting of our partnership, including a presentation on the HITT website with logo and sponsor status, a company profile in the hospitalityInside partner database and on social media.

- Strong logo presence at the event location, e.g. press wall, banners, further logo placement at the venues.

**All sponsor partnerships will be discussed individually to evaluate further synergies.**

## Participating at HITT ...

... was truly inspiring! The think tank offered a rare setting for open, peer-level exchange among professionals who share a genuine interest in the future of hospitality and tourism. The openness and shared passion made it a place where ideas could truly connect and grow.

**Siniša Topalović**  
Managing Partner  
Croatia  
Horwath HTL







# HITT - A series of think tanks about the 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.
- 2024, edition 7: Adapt and Transform: Mastering Hospitality ESG and Innovate with Hospitality Tech Lab
- 2025, edition 8: Nature's Appeal: Can hospitality be regenerative? Risk, Resilience & Innovation.
- 2026, edition 9: program in progress**

## Attending HITT ...

... is worthwhile as long as one is eager to learn and listen and is prepared to share and participate own insights / experiences in the different sessions. Obviously, up to each individual participant afterwards to decide what to do with the learnings... Pity some of the participants had to leave earlier on day 2 due to agenda conflicts, but inevitable probably in today's world.

**Willem van der Zee**  
Director of Operations  
Belgium, Pandox







# HITT - Attending Companies (selection)

Accor - Adina - AECOM - Apartmentservice - Arabella Hospitality - Arabella Hoteles e Inversiones de España - Architempo - arcona Hotels & Resorts - AS Profiling - Association of German Pfandbrief Banks - Baker McKenzie Barcelona - Baker McKenzie Berlin - Baur au Lac - BeCause - Boutiquehotel Stadthalle Wien - Buro Happold Engineering - BVA BDRC Consumer Research - Center Parcs - Choice Hotels - CK Hospitality - citizenM - Climate Law Lab - Colliers Real Estate - Commercial Acceleration - Considerate Group - CREEM, Carbon Risk Real Estate Monitor - Deadline2online - Deutsche Hospitality - Deutsche Seereederei - DeVoto - DICON Marketing- Dorchester Collection - Dorint Hotels & Resorts - Drees & Sommer - Duetto - ECE Real Estate Partners - Energy & Environment Alliance (EEA) - Engel & Völkers Hotel Consulting - Ernst & Young Real Estate - Ethos - European Commission - Euromonitor - EY - EYCarbon - F&B Heroes - FAIREconomics - Fairmas - foundry.ai - Gambino Hotels - GBI AG - Gemin-i Analytics - Global F&B Heroes - Gostelow Report - Green Sign - Guestline - H2C - Häfele - Hiamo / Poly Hohwacht - Hilton Worldwide - Hogan Lovells - Horwath HTL Hungary - Horwath HTL Croatia - HospitalityInside - HOTCO - Hotelschool The Hague - Hotour Hotel Consulting - Howden Climate Risk & Resilience - HRS Group - HSD Hospitality Software - HSDS - Hyatt Hotels - IBB Hotel Collection - IBM Watson and Cloud Platform - IDeaS - IHG - International Hotel Capital Partners - Invesco Real Estate - Ireckonu - JLL London - Jung & Schleicher Rechtsanwälte - Kohl & Partner - Langham

Hospitality - Letomotel - LHC International - Liganova - Lindner Hotels & Resorts - Madaster - Marriott International - Meaningful Tourism Center - Messe München - Mews - MindClick - MRP Hotels - Next Gen Opti - Neumann Hospitality - Nova School of Business and Economics - Novum Hospitality - Online Birds - Onsai - Orascom Development - O-SC Hospitality & Real Estate Consulting - Pace Dimensions - Pandox - Penta Hotels - Place Value Hotelmanagement - Perspective Brussels - Prantner & Cie - Premier Inn - Primecity Asset Management - Primestar Hospitality - prizeotel - Proline Systems - PwC - QR Quality Reservations - RA Dr Michael Theim - Rabmer Gruppe -Radisson Hotel Group - Real I.S. - Red Sea Global - REIN Munich - Rilano Group - Robotise - Rocco Forte Hotels - Rubus Development - Ruby Hotels - - Ruby Yacht Cruises GmbH - Sabre Hospitality Solutions - Scholz & Friends - Serenata Intraware - Siemens - Six Senses Hotels Resorts Spas - Snøhetta - Soravia - Soulmade - SRH University Berlin, Campus Dresden - Studio Puisto Architects - Surrey Business School - Sustainable Hospitality Alliance - Systemiq - Thomas More - Campus Geel - TMC Partners - Travel Charme Hotels - Treating Life Well - Tristan Capital Partners - TU Delft - Uniper - University of Kaiserslautern - University of West London - Upday - Value One/Arbireo - VERTigis - wenske real estate legal - Wyndham Hotels & Resorts - Ylva - Zech Group – Zoku

## I think, HITT 2025 was...

.... a truly energizing experience. The focus on regenerative travel and digitalization sparked powerful, mind-moving conversations - not just about what's next, but what's needed now. I appreciated the space to challenge and be challenged and walked away with fresh perspectives and a renewed sense of purpose.

**Sven Wiltink**  
Global Senior Director  
Sustainability  
Radisson Hotel Group

