



HospitalityInside Think Tank, edition 10



THE OUT OF THE BOX THINK TANK FOR INNOVATION AND SUSTAINABILITY



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.

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





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





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".
- 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.



The sponsoring packages include

Category	Strategic	Gold	Silver	Bronze	Partner
Tickets	tbd	4	3	2	1
At the Event	Logo	Logo	Logo	Logo	Logo
At the HITT Website	Logo	Logo	Logo	Logo	Logo
At the press wall	Logo	Logo	Logo	Logo	Logo
Marketplace Website	tbd	Logo, Profile	Logo, Profile	Logo, Profile	Logo, Profile
		Links, Video, Attachments,	Links, Attachments,	Links	one link
		Contact	Contact	Contact	Contact
Representatives Quote	√	√	√	√	-
Promotion in marketing materials prior to, during and after the event	Logo	Logo	Logo	Logo	Logo
Additional Get-Together Tickets	tbd	4	3	2	1
Package Price	tbd	15000	12500	10000	7500



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: Driving Performance in a Disrupted World.
Redesigning Sustainability & Intelligent Innovations
- 2027, edition 10: **to be confirmed**





HITT - Attending Companies (selection)

9dots - 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 - Hey Lou - 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 - Jung - 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