

# THE OVERVIEW

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## Welcome to HOSPACE 2018



Conference programme  
Workshops | Speaker profiles

 Network: HOSPA |  Hospace2018 |   in #HOSPACE18

# Welcome to THE OVERVIEW

This year's HOSPACE comes at a time when the sector is battling to make its voice heard in an environment where all political bandwidth is being taken up by Brexit. And issues there are.

The party conference season turned up no new options, other than trying to claim that everyone who earned less than £50k per year was low skilled and, under the Conservative's Brexit plan, was not to be encouraged. Short of cranking bar staff's wages up to those of an investment banker's, it's hard to know how to approach such thinking.

The beginning of October saw 150 businesses meet with MPs to call for a digital sales tax to freeze business rates increases, doubling the National Insurance Contribution threshold for employers, a level-playing field for property and online businesses regulation and to deliver a Brexit that allows the industry to meet its workforce needs without extra costs.

It was backed by research by Ignite Economics which predicted that the sector's workforce and contribution to the economy could begin to drop by 2022 unless action was taken. The report noted that recent cost pressures such as minimum wage increases, business rates, and a reduction in the supply of labour had started to take its toll on the industry.

It would be nice to think that the politicians would listen to such issues. The report noted that with the right government support employment could grow by 66,000 to reach an employment workforce for 3.5 million and an economic contribution of GBP89bn in the next four years. However, with the current focus being on why we shouldn't devastate Ireland, the finest minds are elsewhere. The sector will have to do what it always does and think for itself. And this year's HOSPACE is the perfect location.



*Katherine Doggrell*

Editor | [katherine.doggrell@hospa.org](mailto:katherine.doggrell@hospa.org)

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# HOSPA

Hospitality Finance, Revenue and IT Professionals

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## The Overview online

You can login to the membership area on the HOSPA website and read this journal online plus archived copies in the members' area are available at: [www.hospa.org](http://www.hospa.org)

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Cloud-based hospitality software for hotels, groups, apartments and pub chains



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## Welcome from HOSPA



A massive welcome to HOSPACE 2018! Welcome back to The Royal Lancaster Hotel – still looking shiny and new following the extensive refurbishment.

The programme is – once again – fantastic and I cannot wait to ingest all the facts, figures and opinions that will be buzzing around the conference today. I know that our wonderful host Peter Hancock from Pride of Britain Hotels will keep us on schedule and thoroughly entertained throughout the day.

We would not be able to deliver HOSPACE with such panache without the support of our sponsors and exhibitors, so please do make the time to have a chat with them. They are all based in and around The Nine Kings Suite on the ground floor.

This evening we are honoured to be joined by Helen Richardson-Walsh, the 2016 gold medal-winning Olympic hockey player, who will talk to us about her experiences on reaching the top. Our lucky award winners will get to meet her face-to-face during the gala dinner.

I need to thank my team who offer such great support not just at this busy time of the HOSPA calendar, but all year round. They are all so hardworking and dedicated. I am also indebted to the HOSPA board who offer wise council, as do a number of members who I call on throughout the year for their guidance and advice. Thank you all.

Many of you will have spoken and exchanged emails with Suzie Rose over the last two or more years – and it is with both pride and sadness that we will be waving our goodbyes at the end of this year. Suzie is off, spreading her wings and going travelling in 2019. I will be looking to replace her – please let me know if you can put me in touch with someone who would be keen to take on HOSPA administration based at HOSPA HQ in Haslemere, Surrey.

This is the first time we have run a combined print of The Overview and the HOSPACE delegate pack. If you are reading this and not at the conference – make sure you book to join us next year!

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### Sponsors





# HOSPACE 2018 Delegate App



We have created a HOSPACE 2018 Delegate App via the Attendify Platform.

You can find this by searching on either the Google Play Store (for Android) or the Apple App Store. Just search for Attendify, and once that is downloaded search for HOSPACE 2018 and you should see the HOSPACE icon.

Join the event and create a profile to get involved!

There is information within the App such as the timetable, Speaker Details, Sponsor & Exhibitor information, Maps for both the main Exhibition area and the Workshops & Technical Updates and opportunities to vote and submit your feedback throughout the conference. There is also a link to our social media feed, see what people are sharing with #HOSPACE18 and follow our Twitter @HOSPAtweets.

Please give us your feedback on your HOSPACE experience by going to the WebView tab within the APP or by going to [www.hospace.net/delegatefeedback](http://www.hospace.net/delegatefeedback)



**WiFi Details:** Network Name: HOSPA | Password: Hospace2018

## Conference Administration

### Messages

We regret that during conference/exhibition opening hours, no telephone messages can be taken on behalf of Exhibitors/Delegates in the Organiser's office. However, in an emergency please contact:

**Geoff Royle - Operational Director - 07780 666376**

**Caroline Leighfield - Operations - 07899 663422**

**Lance Kierle - A/V & Tech Enquiries - 07384 514876**

**Jane Pendlebury - CEO - 07773 362770**

**Helen Marshall - Sponsorship - 07796 953221**

**Suzie Rose - Delegate Enquiries - 07040 759952**

**Helen Rhodes - Speakers - 07748 654646**

### Badges

Could we ask please that you wear your badges during your attendance at the conference for security reasons.

# HOSPA's New Asset Management Community

HOSPA are delighted to have launched an Asset Management community during the year since HOSPACE 2017. This further strengthens HOSPA's desire to become THE Association for hospitality professionals.

Under the guidance of David Bridge and an active Asset Management committee, HOSPA is looking to share knowledge of this important area by creating an Asset Management education programme and organising thought-provoking events.

Historically referred to as 'Owner's Representatives', Asset Managers are focused on achieving investors' objectives by using the best possible resources, aligning the strategies of the various stakeholders and challenging, whilst supporting, operational teams.



## MEDIA PARTNERS



## YOUR FEEDBACK MATTERS

We would appreciate your thoughts on the event. It helps us ensure we are delivering the best possible conference to you. Please click the QR codes or visit our website after the event.

[www.hospace.net/delegatefeedback](http://www.hospace.net/delegatefeedback)

[www.hospace.net/exhibitorfeedback](http://www.hospace.net/exhibitorfeedback)

Alternatively use the following QR codes or links to let us know what you thought, it will take less than a minute:



<https://insight.critique.com/hospace18/feedback>



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**THANK YOU!**



### HOW TO SCAN A QR CODE

1. Open the camera app from your device's home screen, control centre, or lock screen.
2. Hold your device so that the QR code appears in the camera app's viewfinder. Your device recognises the QR code and shows a notification.
3. Tap the notification to open the link associated with the QR code.

08:30	Registration & Exhibition Opening	
09:00	Conference Opening	Chris Upton - Chairman, HOSPA   Harry Murray - President, HOSPA Jane Pendlebury - CEO HOSPA   Peter Hancock - Chief Executive, Pride of Britain Hotels
09:10	The UK Hotel Industry - where we are today and where we are heading? Russell Kett - Chairman, HVS	
09:25	Will hospitality embrace Artificial Intelligence for guest facing roles? Should AI stay back-of-house? Moderator: Steve Lowy - Chairman, Hotel Marketing Association Panel: Dr Nicola Millard - Head of Customer Insight & Futures, BT Global Services Innovation Team Duncan Anderson - CEO & Founder, Humanise.AI Samir Sharma - CEO, datazoom	HFTP Hospitality Financial and Technology Professionals
10:00	HOSPA (300) Digital Transformation through Financial Compliance Jo Fuller - Percipient	sage percipient
10:05	As Brexit looms, what next for hospitality? An Introduction by Professor Chris Cowls - CEO, Eproductive. Setting the scene for hospitality. The same inspiring panel from 2016 & 2017, with the addition of Martyn Ball to share what it is really like at the coal face. Moderator: Robert Barnard - Partner, BDO Panel: Martine Ainsworth Wells - Head of Destination Engagement, ETOA Jeremy Robinson - Partner, Watson Farley Williams Mark Essex - Director, Public Policy, KPMG Martyn Ball - HR Director UK & Germany, Ascott International Management	
10:45	HOSPA (300) Wireless Charging is Here, What Now? Helen Attia from Chargifi	chargifi
10:50	Mentor & Mentee Scholarship Presentation	HFTP Springboard
10:55	Refreshments Break, Nine Kings Suite	
11:25	Workshop & Technical Update Session 1, Forest Suites	
11:55	Workshop & Technical Update Session 2, Forest Suites	
12:30	Networking Buffet Lunch, Nine Kings Suite	Sponsored By: Opendoor www.keystep.co.uk
14:00	Brands & Asset Management - Co-operation or Conflict? A view from the Asset Managers & Hotel Operators Moderator: Andrew Sangster - Editor, Hotel Analyst Panel: Matthew Shutt - Director Global Accounts, Expedia Group Carmen Hui - Commercial Director, Booking.com Ally Northfield - Director, Revenue by Design Clive Hillier - Consultant, Colliers Hotel Asset Management Division	
14:40	HOSPA (300) Adrienne Hanna, Revenue Management Guru and Steve Lowy Discuss the Future.	RIGHT REVENUE
14:45	Women in Hospitality - The Future of Work - In an industry full of females at the lower end of the pay scale, some of hospitality's most successful women discuss the future. Moderator: Jane Pendlebury - CEO, HOSPA Panel: Kate Nicholls - CEO, UKHospitality Adrienne Hanna - CEO & Founder Right Revenue Stephanie Timsit - Director of Finance, Mandarin Oriental	
15:20	Refreshments Break, Nine Kings Suite	
16:00	The Currency of Cyber Trust. New research into the UK public's changing attitudes to cyber security has important pointers for the hospitality industry. Sandy Forrest - Client Executive for Cyber Security at Atos	Sponsored By: Atos
16:15	Hospitality Action - EAP - Employee Assistance Programme - Ellie Gressett	HOSPITALITY ACTION
16:20	When Harry met Sally - HOSPA's president Harry Murray and The Royal Lancaster's Sally Beck are put under the spotlight - with Peter Hancock	Sponsored By: ROYAL LANCASTER LONDON
17:00	Small Business / Entrepreneur Presentations - An Introduction from Julie Grieve SMS Speedway - Brad Keiser apaleo GmbH - Alan O'Riordan	Criton
17:20	Presentations	
17:35	Conference Closing Remarks from Jane Pendlebury	
18:30	Pre Dinner Drinks Reception	Sponsored By: noetic
19:30	Gala Dinner with Inspirational Leader of the Year Awards	Sponsored By: BDO hma Opendoor duetto

Please find below the current programme for HOSPACE 2018 Workshops and Technical Updates taking place on **Thursday 1st November 2018**.

Session 1 11:25		Session 2 11:55	
BEECH 1	<b>Criton - Embracing new technologies: what your guests really want?</b>  <b>Presented By:</b> Julie Grieve - CEO, Criton <b>Summary:</b> With fast-changing technology, it's vital that the hospitality sector adapts to the needs of guests. How can we ensure a great experience pre, during and post stay? Bypass OTA's by increasing direct bookings and up-selling F&B while offering all the information guests need while increasing your average spend per customer.	BEECH 2	<b>Noetic - Guest Metrics - what should get you out of bed in the morning</b>  <b>Presented By:</b> Stephen Barr - Chief Insight Officer, Noetic <b>Summary:</b> Changing the way we use hotel performance metrics. We should be using and refining those metrics to identify, target and win better guests that will come back again and again.
	<b>Yooz - Accounts Payable Automation: a roadmap for success</b>  <b>Presented By:</b> Emily Vinson - Sales Consultant, Yooz <b>Summary:</b> During this workshop, you will learn about successful implementations of AP Automation in the hospitality sector. Learn about innovative ways to improve your efficiency, and reduce your invoice processing time and costs by more than 70% with Yooz's award winning solution. We will also discuss about other benefits for your organisation, such as eliminating lost documents, avoiding late payment penalties and supplier collection calls, preventing frauds, as well as gaining the ability to make approvals from anywhere, anytime, and much more!		<b>Percipient &amp; Sage - The CFO's responsibility for financial insight and compliance for 2019 and beyond</b>  <b>Presented By:</b> Jo Fuller - Head of Pre-Sales & Product Innovation, Percipient & a Product/Compliance Expert, Sage <b>Summary:</b> With Making Tax Digital (MTD), Brexit and IFRS16 coming within the next 6 months, the CFO's accountability has never been greater with huge implications for your business. This session will cover what these implications are for you as a CFO. Financial compliances will be realised as part of your digital journey, along with greater financial insight through integration to other business critical systems and data visualisation. Tighter financial control will be achieved making your systems the lifeblood and heartbeat of your finance function.
BEECH 3	<b>DHM - How my hotel does 96% of its bookings direct</b>  <b>Presented By:</b> Adam Hamadache - CEO & Founder of DHM / Associate Director of Cranleigh Boutique <b>Summary:</b> It's getting harder to get customers direct but with the right strategy, OTAs can represent the minority of your bookings - this workshop will show you how.	OAK 1&2	<b>Rare:Consulting - Luxury: Experience &amp; Loyalty</b>  <b>Presented By:</b> Allan Shaw - Head of Business Development, Rare:Consulting <b>Summary:</b> Following our HOSPA 300 slot in 2016, Rare Consulting are back to update HOSPA on our latest loyalty research. In our latest report, 'Luxury, Experience and Loyalty' we look at the factors that influence loyalty in the Luxury market and evaluate the touch points that matter most to those who are most active and loyal in the category. In a HOSPA exclusive, we will also be showcasing insights from our forthcoming coming research into loyalty within the hospitality sector, which is available in November 2018.
	<b>3C Payment - Complete Contextual Commerce through payment, integration and data</b>  <b>Presented By:</b> Gina Richmond - Chief Growth Officer - 3C Digital <b>Summary:</b> 3C Digital goes beyond payment integration to bring different enterprise applications together to create a superior digital platform. This simplifies the consumer journey by unifying services and data through an enhanced enterprise gateway.  The standardised API allows multiple applications to connect to the gateway for access to payment across channels and to harness business intelligence data for a complete contextual commerce solution.		<b>GDPR Direct &amp; Agenci - 5 Steps to a good night's sleep with the GDPR</b>  <b>Presented By:</b> Gary Hibberd - MD, Agenci <b>Summary:</b> GDPR has meant sleepless nights for many. But we'll show you that it's easy to evidence you're Giving Data Proper Respect, as we provide you the tools and techniques to give you and your guests a peaceful night's rest and protect the thing you value most; Your Reputation.
OAK 3	<b>Mitel - Driving Guest Satisfaction &amp; Loyalty</b>  <b>Presented By:</b> John Owen - Hospitality & Cruise Sales Manager, Mitel <b>Summary:</b> Technology is a critical determinant in hotel guest satisfaction. This session will demonstrate how to improve satisfaction and loyalty in a sustainable manner without breaking the bank!	CHESTNUT	<b>Vodat - How at Risk is your Business from Cyber Attack?</b>  <b>Presented By:</b> Bim Jinadasa - Business Development Manager, Vodat International <b>Summary:</b> Providing Visibility for Directors on IT Security and Compliance. Prioritising Investment decisions and highlighting the Effectiveness of Security Investments across all Network Devices, including Internet of Things, against standard Cyber Security Frameworks.
	<b>Eproductive - Lies, damned lies and Brexit statistics - an update</b>  <b>Presented By:</b> Professor Chris Cows - CEO, Eproductive Ltd and Professor Andrew Lockwood - School of Hospitality and Tourism Management, University of Surrey <b>Summary:</b> Professors Cows and Lockwood follow up on last year's HOSPA workshop with an update on the impact of Brexit on hotel staffing.		<b>WMT - Keeping up with National Minimum Wage</b>  <b>Presented By:</b> Peter Davies - Managing Director, WMT Troncmaster Services <b>Summary:</b> Understanding more about risk to business regarding the National Minimum Wage (NMW) and HMRCs current campaign in this area.





**Chris Upton**  
*Chairman,*  
**HOSPA**

Chris Upton is a Chartered Accountant and has worked in senior financial positions in the hospitality sector for over 20 years. He has been finance director of many hotels, pubs and restaurant groups. Before that, he held senior positions in finance and IT at several commodity trading companies.

He was Finance Director of Arcadian International plc - during which time the company developed a group of four-star country house hotels, started the Malmeson group and renovated the Great Eastern Hotel in the City of London.

He was a founder and non-executive director of Pod Food; and co-founded Snoozebox Plc, an innovative portable hotel concept. In addition, he is currently non-executive director of a London hotel company and runs a consultancy practice, C U Associates Ltd, specialising in hospitality. He was appointed to the then BAHA Council in 2007 and served as Deputy Chairman until his new appointment as HOSPA Chairman in September 2014.



**Harry Murray**  
*President, HOSPA*  
**Chairman, Lucknam Park**

Distinguished hotelier and Master Innholder, Harry Murray MBE, has been elected President of hotel association, HOSPA, as it enters a key period for attracting British talent into the hospitality industry. Harry, who is the chairman of Lucknam Park Hotel and Spa, has worked in the hospitality industry for over 50 years and has been recognised with numerous awards for his tireless efforts to raise standards of excellence. His awards include Hotelier of the Year, Catey Lifetime Achievement Award and an MBE for services to the hospitality industry. His election was made by a unanimous decision of the HOSPA Board, based on his prominence in the industry, his reputation and his previous involvement with HOSPA and BAHA (the previous name for HOSPA).



**Jane Pendlebury**  
*CEO,*  
**HOSPA**

Jane Pendlebury is CEO of HOSPA, the Hospitality Professionals Association. Kickstarting her career with a degree in hotel management, Jane worked with De Vere Hotels, the independently owned Castle Hotel in Taunton and then as an agency conference planner. Following a move to London, Jane spent many years assisting hotels with their technology decisions on Property Management, Point of Sale and Revenue Management ending up as VP and General Manager of Agilysys in Europe. Her relationship with HOSPA was first as a sponsor and member, then after volunteering her time assisting with the annual conference HOSPACE, she was taken on to run the membership and events office before ultimately being promoted to CEO in early 2016.



**Peter Hancock** FIH FTS FAFWS FHOSPA MI  
*Chief Executive,*  
**Pride of Britain Hotels**

Peter was appointed Chief Executive of Pride of Britain Hotels, a consortium of independent luxury hotels, in 2000. Before that he was Group Publishing Director at Johansens and was a hotel General Manager in Sussex and Hampshire in his early career, starting as a waiter in the late seventies. He writes a regular column in The Caterer Magazine and is frequently invited to address audiences at business seminars and dinners, bringing him into contact with a wide cross section of the hospitality industry.



**Russell Kett**  
*Chairman,*  
**HVS - London Office**

Russell Kett is Chairman of the London office of HVS, the leading global specialist hotel valuation, consulting, asset management and brokerage firm, which he joined in 1995.

Russell has 40+ years' specialist hotel consultancy, investment and real estate experience, focused on providing valuation, feasibility, property, brokerage, investment, asset management, strategy and related consultancy services, advising hotel, serviced apartments and hostel companies, banks, developers and investors on all aspects of their hospitality industry related interests, throughout Europe, Middle East and Africa.

He is a frequent writer, moderator and speaker on the international hotel industry, especially on topics relating to hotel valuation, investment, marketing and finance. Russell received a Lifetime Achievement Award from HOSPA in 2011. He received the 'Hall of Fame' Lifetime Achievement Award at the Hot.E hotel investment conference in London in September 2017. He is a member of the International Hotel Investment Council.



**Steve Lowy**  
*Co-Founder & Director, Umi Digital*  
**Chairman, The Hotel Marketing Association**

Acorn Award-Winner, Steve Lowy, is a successful hotelier and entrepreneur. Co-Founder of Umi Digital & CEO of Anglo Educational Services, Steve has been connected with the Hospitality sector his whole life. Alongside these roles, Steve is Head of Toposophy UK, a European wide destination marketing and events management company. On top of this, with his successful internship programmes and other awards, Steve was made Chairman of BETA (British Educational Travel Association) as well as Chairman of the HMA (Hotel Marketing Association). Steve is very passionate about supporting independent hoteliers punch above their weight through education, support and implementation of marketing and technology related strategies, alongside highlighting the strength of the travel industry to young people.



**Dr Nicola Millard**  
*Head of Customer Insight & Futures,*  
**BT Global Services Innovation Team**

Dr Nicola Millard heads up Customer Insight and Futures in BT's Innovation Team. Despite working for a technology company, Nicola isn't a technologist and combines psychology with futurology to try and anticipate what might be lying around the corner for both customers and organisations (sadly, her crystal ball is broken).

Nicola has been with BT for over 25 years. She has done a number of jobs around the BT business, including research, user interface design, customer service and business consulting. She was involved with a number of BT "firsts", including the first application of AI into BT's call centres, BT's initial experiments with home working and developing new ways to measure customer experience.

Nicola got her PhD from Lancaster University in 2005 and published her first book in 2009.

Nicola is an award-winning presenter, with 2 TED talks & hundreds of conference panel, chair and keynote sessions under her belt. She regularly pops up on radio and TV around the world, including appearances on 'Woman's Hour', 'Tech Tent', 'The Genius of Invention' and 'Back in Time for the Weekend' for the BBC.

When she's not doing all that, Nicola does research, writes blogs and white papers, as well as facilitating innovation workshops with



an assortment of BT's large multinational corporate clients, including banks, airlines and retailers, to name but a few.



**Duncan Anderson**  
*CEO & Founder,*  
**Humanise AI**

Duncan Anderson is the CEO of Humanise.AI, a London-based technology startup specialising in the use of Artificial Intelligence, Machine Learning and Natural Language Processing in the hospitality industry. He's also the former European CTO for IBM Watson (Watson being IBM's Artificial Intelligence unit). Duncan has a strong track-record in making the complex world of AI intelligible and has appeared in a Channel 4 documentary on AI and been featured in Wired Magazine. Duncan has worked with many clients across Europe on AI implementations and is the author of the popular TenthousandBarnacles AI blog.



**Samir Sharma**  
*CEO,*  
**datazuum**

Samir is a data strategy and analytics leader and the CEO & Founder of datazuum - a data and analytics consultancy. The company is focused on delivering projects for their clients in: data strategy, data management and data science. The company works with C-Suite leaders and their teams to extract value from the data they generate, to improve operational efficiency, drive new revenue and gain competitive advantages over business rivals.

Samir's career began in working at Computer Sciences Corporation delivering complex ERP & CRM implementations in the Defence & Aerospace industry. He was selected to shape and lead CSC's Consultants Leadership Academy. After CSC he went on to join Christie's the International Auctioneers, as one of their first business analysts. After two years, he was the fastest rising VP and was promoted to lead the global Customer Relationship Management team. Here he worked with the team to perform data analysis, driving insights to create new products and revenue streams.

After leaving Christie's, he embarked on a career with Accenture working in Government Consulting. Where he was one of three programme managers leading the largest pensions transformation programme for the DWP. After successfully delivering at the DWP, Samir was asked to lead the UK Government Bid Team.

Having left Accenture, Samir was invited to run a team of 20 consultants to advise the Prime Minister of Trinidad and Tobago on Public Sector Transformation. Successfully, working on transforming all ministries and implementing digitally driven programmes.

Moving back to the UK after two years, Samir was asked to lead the expansion of Vertex Business Services in the UK launching their Decision Sciences business. Which led him to the core of Data & Analytics, and why today he is running datazuum.



**Chris Cows**  
*CEO,*  
**Eproductive**

Chris is Chief Executive of Eproductive, the tech business that he founded with his brother Nick in 2000 and which provides EPS, a leading People Management System, to hotel groups in the UK and elsewhere. Before Eproductive Chris set up a restaurant business and he and his team consulted extensively across the hospitality sector to help fund the brand's development. Chris's prior corporate background was in international hospitality management working in senior roles for companies such as Compass, Burger King and Forte.

Chris also co-founded and coordinates fiftytwenty, a hospitality leaders network with 250 members. In 2015 he was appointed Visiting Professor at the University of Surrey's School of Hospitality and Tourism Management. Chris has been a volunteer NED and Trustee at St Martin-in-the-Fields, the iconic church in Trafalgar Square, for over 25 years.



**Robert Barnard**  
*Partner,*  
**BDO**

Robert Barnard has over thirty five years' experience in the hospitality sector and has had many roles within the industry including Customer Relations Director, Strategic Planning Director and Assistant to the Chairman of Forte plc.

Since re-joining BDO in 1998, he has led a broad range of hospitality consultancy assignments throughout the UK, Europe, Middle East, Africa and the Caribbean. These have included strategic planning, negotiation of heads of terms between owners and operators in contemplation of management agreements, hotel market studies with earnings estimates, valuations of individual assets and hotel portfolios and operational reviews. He is also a frequent commentator on hotel industry matters at conferences and in the media.



**Martine Ainsworth-Wells**  
*Head of Destination Engagement,*  
**ETOA**

Qualified & experienced Olympic-host-city communications and marketing professional with over 25 years' experience. Martine strategically developed, delivered and evaluated domestic and International communications, marketing, and reputation management for London & Partners and London, Olympic host city, 2004-2012 across: leisure & business tourism; major events; higher education and foreign direct investment.

Martine has worked for some of the UK's most successful media owners and worked agency side and client side. She has promoted the world's number one city and its promotional body, and represents the globe's most popular tourist destination, Europe.

An experienced, engaging and motivational change-agent and leader, Martine has extensive stakeholder experience, working across the commercial and public sector.



**Jeremy Robinson**  
*Partner,*  
**Watson Farley Williams**

Jeremy is an EU and Competition Law Partner at Watson Farley & Williams LLP. Jeremy helps clients particularly in the transport and related sectors navigate competition investigations (merger control, antitrust and State Aid), resolve competition/regulatory disputes or address competition/regulatory obstacles in mergers, acquisitions, joint ventures or other forms of business collaboration. In his recent work, Jeremy has advised airlines on competition law compliance in franchise and alliance arrangements; a global trade association on the robustness of its competition compliance programme; hotel businesses on regulatory issues in transactions including merger control; and "Brexit" clauses. A frequent conference speaker, he recently gave a speech to the Law Society's Competition group on the international competition law treatment of most favoured nation (MFN) clauses, with particular attention to the numerous investigations into online booking in the hotels sector. This is his third time speaking at HOSPACE.



**Mark Essex**  
*Director, Public Policy,*  
**KPMG**

Mark's career began at Apollo Metals, an aerospace materials SME based in Birmingham. Mark moved to KPMG in 2003 and spent a decade in the strategy group where he helped clients to understand the impact of their decisions.

Mark uses critical thinking, an analytical approach and a focus on the customer to come at questions from a different angle. He now applies these skills to understanding public policy and the opportunities it provides for business and government clients.

Mark has been thinking about Brexit since 2014. On March 1 he forecast the result for Leave with between 51% and 53% and now leads an intelligence and analysis team who are researching the impact of Vote Leave on our clients.

Mark's cross-sector experience means he has published on a diverse range of policy topics including "Brexit: How would business vote", "Brexit, a perspective on bilateral negotiations", "Reimagine Care", "the Future of the Grocer", "A strategy for feeding families", "A timely strategy for hospitals to cope with demand", and "Unbundling home ownership"



**Martyn Ball**  
*HR Director UK & Germany,*  
**Ascott International Management**

Martyn has devoted his career to date to the hospitality industry. Starting out as a Chef in the early 90s he quickly found himself running in-house Chef programs and building training apprenticeships for enthusiastic young school leavers entering the Hotel and Restaurant sector. He currently works as an HR Director with the World's largest owner operated serviced apartment provider (approx. 94k units in 630 properties), 'The Ascott Limited' who more notably in Europe, operate Citadines Apart Hotels.

As with all businesses in this sector, recruitment & retention trends are of huge significance to the success of the business. Martyn will share many peoples frustrations surrounding the lack of government acknowledgment of the current and pending crisis for our sector, along with any realistic alternative solution in the Hospitality industry, to combat the reduction in EU workers in the UK and the impact of any restriction of freedom of movement for our sector in the future.



**Andrew Sangster**  
*Editor,*  
**Hotel Analyst**

Andrew Sangster launched Hotel Analyst more than 15 years ago and it has grown into a publishing business that now encompasses a paid subscription service for hotel investors, a reports division and events.

There are three London-based conferences: The Hotel Distribution Event; The Hotel Alternatives Event; and the Hotel Operations Conference. You can find out more about the events and Hotel Analyst at [www.hotelanalyst.co.uk](http://www.hotelanalyst.co.uk).

Andrew has been a journalist for his entire career, starting out on trade press titles before joining the national press and a brief spell at the BBC. He launched his own business focused on providing high level information on a subscription basis after despairing at the quality of what the old business model of selling advertising space was producing.

Andrew holds a BSc in Economics and a MA in Journalism.

He lives in Cambridge with his wife and three children.



**Matthew Shutt**  
*Director of Global Accounts,*  
**The Expedia Group**

Matthew leads the team in EMEA that manages Expedia group's relationships with several of the world's leading hotel companies. He is responsible for the consultative service the Expedia group provides those partners, maximising their exposure on more than 200 travel sites available under the Expedia group.

With a long history in account and revenue management, Matthew previously served at global construction giant, Hilti. During his time there, Matthew spent three years in France and was then promoted to a UK-based role with responsibility for a number of Hilti's largest accounts.

Matthew lived in France for eight years, during which time he achieved a BA (Hons) in French and Business from the University of London Institute in Paris (Paris, France). He speaks French and English fluently and currently resides in London.



**Carmen Hui**  
*Commercial Director,*  
**Booking.com**

Carmen Hui is the Global Commercial Director of Owner Partnerships at Booking.com, a role she has held since March 2017. In this new strategic lead role, Carmen is responsible for defining Booking.com's vision and strategy for partnerships with owner groups and independent management groups worldwide, including relationship development and management, strategic innovation and alignment on business growth opportunities together with these partners to ultimately help further Booking.com's mission of empowering people to experience the world.

Carmen came to Booking.com from Host Hotels & Resorts, Inc. ("Host"), where she tenured for 12 years leading and executing key activities, including setting up Host's European joint venture in 2006. Most recently, as Senior Vice President - Investments of Host Hotels Europe, she led a team responsible for the ongoing acquisition and disposition activities of the joint venture's ~€1.7 Bn portfolio and fund management activities on behalf of Host's joint venture partners, APG and GIC.



**Ally Northfield**  
*Director,*  
**Revenue by Design**

Ally has spent much of her career travelling the world, creating and developing marketing, distribution and revenue management strategies focused on driving profit for independent hotels, hotel groups and the tourism industry.

As Managing Director of Revenue by Design, she leads a team of revenue management specialists focussed on delivering business transforming revenue management and distribution solutions within the hospitality sector. Known for her ability to simplify the communication of complex business processes, Ally is the principal author of the Revenue by Design revenue management training programmes attended by over 400 hotel companies worldwide.

Revenue by Design's delivery of training, outsource revenue management services and consultancy to hundreds of hotels and accommodation providers worldwide has firmly established the company as an industry leader in the provision of revenue optimising services.

In addition, Ally offers her skills to industry associations and has held board positions with HEDNA, and currently serves on the Revenue

Management Committee for HOSPA, and on the advisory council for HFTP Europe. She is regularly asked to contribute to industry thought leadership discussions and is a published author writing articles for Hotels Magazine and White Papers for HEDNA and ETOA.



**Clive Hillier**  
*Consultant,*  
**Colliers Hotel Asset  
Management Division**

During a career spanning more than 23 years in hospitality, Clive Hillier has been at the forefront of the sector, managing major international investment and development projects and providing valuable advice to prospective investors and asset owners. Clive is regarded as an authority on hospitality asset management and as such he is a frequent speaker at international conferences.

In 2001 Clive founded Vision, a consultancy formed to offer specialist and independent advice to investors within the hospitality sector. After more than 15 years Vision led the market in supporting individuals and businesses in their investment, operational and development decisions. Vision operated until January 2017 when it became part of Colliers International, thereby increasing the scope of services that can be provided to clients.

Prior to forming Vision, Clive held positions as Vice-President of Corporate Development at Hilton Group Plc and Director of Hotel Development at Marylebone Warwick Balfour Group Plc. In these roles he was responsible for the acquisition and development of properties around the world, managing the financing, construction and operational strategies of projects from inception to completion.

Working across hospitality investment projects with organisations such as the World Bank, The European Bank for Reconstruction and Development and other major commercial banks Clive developed a unique insight into the financing of the sector and combines this with his operational knowledge to provide credible and valuable advice to investors and asset owners.



**Kate Nicolls**  
*CEO,*  
**UKHospitality**

Kate Nicholls was appointed CEO of UKHospitality, the powerful voice representing the broad hospitality sector, in April 2018, having previously worked as CEO and Strategic Affairs Director of the ALMR.

After gaining a degree in English and a post-graduate diploma in Competition Law, Kate worked as a researcher in the House of Commons and European Parliament before joining Whitbread as Government Relations Manager, starting her career in hospitality in 1993. Kate was Director at one of the largest independent public affairs companies, working with a number of hospitality, retail and leisure accounts before establishing her own strategic communications consultancy in 2000. She is a graduate of Fitzwilliam College, Cambridge and Kings College London.



**Adrienne Hanna**  
*CEO & Founder,*  
**Right Revenue**

Adrienne is Founder of Right Revenue and has over 30 years experience in the travel, tourism and hospitality sectors.

Progressing through Front Office and Sales, Adrienne moved into Revenue Management in 2003 and started Alternative View, a revenue consultancy business in 2006.

In 2015, Adrienne launched Right Revenue which is a Data Analysis and Rate Forecasting Tool which helps hotels decide on pricing strategies. Using both internal business and external market data, Right Revenue ensures that a hotel sells the right rate to encourage both occupancy and profitability.

Accredited by Cornell University and a regular lecturer at both Lausanne University and University of Ulster, Adrienne is also a regular speaker at hospitality events and is regularly published in trade journals.



**Stephanie Timsit**  
*Director of Finance,*  
**Mandarin Oriental**

Stephanie Timsit is the Director of Finance for the Mandarin Oriental Hyde Park London and One Hyde Park Residences since 2015. Stephanie started her hospitality career with Intercontinental Hotel Group at the Forum in London. She then moved as Financial Controller successively in two hotels of the Lancaster Landmark Hotel Group, namely K West hotel and Spa and the Royal Lancaster. Following her London experience, she went on to open Jumeirah's stunning property in Abu Dhabi, Jumeirah at Etihad Towers, and its residences. In 2015, Stephanie came back to London for the long-awaited renovation of the beautiful Mandarin Oriental Hyde Park London. In parallel, Stephanie is an active member of HOSPA and HFTP.



**Sandy Forrest**  
*Client Executive,*  
**ATOS**

Sandy Forrest is the Client Executive responsible for coordinating end-to-end cyber security capability (advice, services and products) across Atos UK and Ireland. For the preceding 7 years he oversaw the delivery of IT Services to the UK's National Security and Intelligence Agencies.

For the London 2012 Olympics he was the liaison between Atos (as IT Partner for the Games), the Intelligence Agencies, Cabinet Office and the Olympic Security Directorate. He served on the UK Government's Olympic Cyber Security Advisory Group in the lead up to and during the Event, and served on the Mayor of London's Cyber Security Advisory Panel.

He has contributed to a number of recent White Papers on cyber security including the Atos Digital Vision for Cyber Security and Cyber Security for Hybrid Cloud.



**Sally Beck**  
*General Manager,*  
**Royal Lancaster London**

Sally Beck is General Manager of Royal Lancaster London, one of London's largest independent hotels, with 411 bedrooms, three restaurants and bars and some of the largest banqueting space in Europe.

Sally has led the team through an £83m renovation whilst keeping the hotel open and achieving entry in The Sunday Times Top 100 Best Companies to Work For over the last three years, voted for by her employees.

Sally and her team are passionate about giving back to the community. Now in its fifth year, Royal Lancaster London's Community Consortium supports five charities within the local community. Sally works with local churches, the police, schools and residents to ensure that the chosen projects are supported fully and bring a meaningful difference to the local area as a whole. Together they help the homeless, work with The Clink Charity as well as Springboard and Hospitality Action.





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# International recognition for courses

**HOSPA is pleased to announce that both its Financial Management Programme and Revenue Management Programme have been officially endorsed by the Institute of Hospitality, giving the courses international recognition and underlining the value they provide to participants.**

Endorsement by the Institute of Hospitality, which is the professional body for managers and aspiring managers working and studying in the hospitality, leisure and tourism industries, involves independent evaluation by a Professional Review Panel to demonstrate the requisite standard.



The courses are designed to benefit those working in the hospitality industry who want to improve their financial or revenue management skills, while aiding career progression and enhancing their knowledge.

## The Professional Review Panel commended the course programmes, in particular:

- The quality of the online materials
- The access to e-libraries and databases
- The work-based nature of the assessments
- The explicit timetable of events for each stage / level of the programmes
- The support mechanisms available to students at each stage / level
- The expertise of the staff involved in the running and support of the programmes
- The expertise of the advisory committees

The courses are delivered by HOSPA, in association with its training provider arena4finance.

Jane Pendlebury, Chief Executive of HOSPA, said: "We're absolutely delighted that our Financial and Revenue Management programmes have been endorsed by the Institute of Hospitality. We know the quality of our offering, but it's wonderful that it's received official recognition and will serve to reinforce the benefit of participation to those looking to enrol."

Head of Professional Development at HOSPA, Debra Adams commented: "We are delighted to be recognised by the Institute of Hospitality with the internationally valued endorsement for the HOSPA Professional Development courses in Financial Management and Revenue Management. This accolade confirms that our courses adhere to best practice standards for the delivery of online education programmes, are relevant to the needs of the industry and meet a wide range of essential criteria relating to quality standards and quality learning outcomes. We are committed to ensuring that our courses remain relevant and specific to the needs of those pursuing careers in these important roles in the hospitality sector. This endorsement provides evidence that we are fulfilling that promise. On successful completion of each level of our courses, following the submission of project work and the passing of examinations, the learner will gain international recognition and added value with a certificate endorsed by the Institute of Hospitality".

We are currently enrolling for the March 2019 intake to all our courses - for more information visit [www.hospa.org/en/education/](http://www.hospa.org/en/education/)



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## Learn about Revenue Management with HOSPA

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Enrolling for March 2019, to learn more contact us:

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## Debra's altitude attitude



**This Autumn I will be trekking in Nepal to raise funds for the UK based charity Children of the Mountain (COTM).**

The charity aims to support the poorest children in rural and urban Nepal, providing them with opportunity through access to education and personal development. COTM actively campaign against gender and caste bias and promote education as a practical alternative to rampant child labour. COTM advocate for investment and directly invest in child centered education as a critical and effective tool in the fight against extreme poverty in rural and inner city communities. Ongoing programs include the building, maintenance and support for Kindergartens, Primary Schools, Computer labs and Teacher Training using creative learning techniques. All this is achieved by working with a local team of Nepalese teachers and volunteers who work directly with the schools to build sustainable relationships and deliver support to the local teaching teams.

I will be walking for five days covering over 80kms in the rugged and undulating regions surrounding the Himalayas. With 3,000

steep upward steps to reach Ulleri and then on to Poon Hill at 3,210m, this will be my biggest trekking challenge yet! I will be joining a trekking group comprised of senior hospitality executives from across the sector. The companies supporting the trek include Oakman Inns (the Chairman of Oakman, Mike Smith is also Chairman and Trustee of Children of the Mountain), Northcote Manor Hotel, The Edge Hotel School, contract caterers Holroyd Howe and the Brookwood Partnership.

If you would like to make a donation please visit my fundraising page <https://www.justgiving.com/fundraising/debraadamsboer> I know your donation will be greatly appreciated by the children we support.

Thank you so much,  
Debra Adams, HOSPA Professional Development



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# Brexit headache continues



**Hotels continue to rely heavily on EU employees, is the message to delegates at this year's HOSPACE conference.**

Professor Chris Cowls, CEO of Eproductive and Professor Andrew Lockwood, Forte Professor of Hospitality Management, School of Hospitality and Tourism Management, University of Surrey revisit last year's study, which they presented at HOSPACE and report that, in their sample of four hotel chains, EU employees accounted for nearly one third of hours worked in the year to June 2018, continuing the downward trend of the previous two years

The pair report that in the first two years of the study, the decrease recorded in total hours worked by staff was mainly in UK employees. This year has seen a marked decrease (of nearly 7%) in hours worked by EU staff for the first time. The percentage of hours worked by staff from the rest of the world was relatively stable, albeit at a much lower base

The trends identified in earlier years of a fall in the number of employees from Poland and an increase from Romania have, they say, continued.

This year's report also analyses sources of staff by contract type and department, with results showing that EU staff worked more flexibly than staff from the UK and the rest of the world. It also notes that, over the three years hotel revenue has gone up, but the number of hours has decreased so productivity has improved.

The study concludes that replacing the EU workforce would be difficult - with the additional challenge of greater work flexibility by EU staff.

The report came out just after a research by Ignite Economics predicted that the sector's workforce and contribution to the economy could begin to drop by 2022. The report noted that recent cost pressures such as minimum wage increases, business rates, and a reduction in the supply of labour has started to take its toll on the industry.

In the least optimistic scenario the report suggests that there could be 312,000 less people directly employed in the

sector compared to 3.2 million in 2017, with the economic contribution the sector makes also starting to fall from its current level of £79 billion. The report also noted that with the right government support employment could grow by 66,000 to reach an employment workforce for 3.5 million and an economic contribution of £89 billion in the next four years

The hospitality industry employs 3.2 million people across the UK and contributes £130 billion to the UK economy - more than automotive, pharma and aeronautics combined. It ranks as a top seven employer in every region of the UK, ranking the third highest in some regions and accounts for up to 11% of the regional workforce.

Ian Payne MBE, Chairman of Stonegate Pub Company said: "Pubs are the heart and soul of our high streets and play an important role in our social fabric and local economies. Rising businesses rates combined with the one of the highest rates of beer duty across Europe is leading to intolerable pressures on the sector."

The research was released to coincide with 150 businesses meeting with over 60 MPs to champion the sector's contribution to the high street as part of the Aim High campaign.

The campaign was calling for a digital sales tax to help ease the impacts of business rates increases, doubling the National Insurance Contribution threshold for employers, a level-playing field for property and online businesses regulation and delivering a Brexit that allows the industry to meet its workforce needs without extra costs.

The hospitality industry employs 3.2 million people across the UK and contributes £130 billion to the UK economy - more than automotive, pharma and aeronautics combined.

It ranks as a top seven employer in every region of the UK, ranking the third highest in some regions and accounts for up to 11% of the regional workforce. Join us at HOSPACE to hear more.



## Summer warms profits

Hotels in the UK recorded a 9.2% year-on-year increase in profit per room in August, as warm temperatures lured lodging demand from domestic and international leisure sources, according to the latest data tracking full-service hotels from HotStats.

Profit levels at UK hotels have soared over the summer, with significant year-on-year growth recorded in both July (up 7.2%) and August (up 9.2%), as the country has basked in well-above-average temperatures.

The growth in GOPPAR this month was driven by volume from the leisure segment, which accounted for 40.6% of accommodated roomnights, well above the annual average of 32.1% for the 12 months to August 2018.

As well as contributing to the increase in volume, year-on-year growth was also recorded in the achieved rate in the leisure segment, including the individual leisure (up 3.4%) and group leisure (up 1.3%) sectors.

Overall in the month, hotels in the UK recorded a 2.7-percentage-point increase in room occupancy to a lofty 84.8%, as well as a 4.6% increase in achieved average room rate to £118.84, driving an 8.0% increase in RevPAR for the month to £100.72.

Year-on-year growth was also recorded in non-rooms revenues, including food & beverage (up 2.1%) on a per-available-room basis, which contributed to the 5.9% increase in TRevPAR to £142.88.

In addition to growth in revenue, payroll as a percentage of revenue fell to 27.7%.

### Profit & Loss Key Performance Indicators - Total UK (in GBP)

#### August 2018 v August 2017

RevPAR: +8.0% to £100.72      Payroll: -0.7 pts to 27.7%  
TrevPAR: +5.9% to £142.88      GOPPAR: +9.2% to £55.18

As a result of the movement in revenue and costs, GOPPAR grew to £55.18, equivalent to a profit conversion of 38.6% of total revenue.

"Whilst the Bank Holiday was a bit of a washout, the warm weather in the UK for the rest of the month played a crucial role in encouraging staycations and fuelling demand for accommodation," said Michael Grove, Director of Intelligence and Customer Solutions, EMEA at HotStats.

"And alongside astute management from UK hoteliers, the month of August has now been transformed from a historically challenging period of trading to a very positive month of profit performance."

One frustration for UK hoteliers this month will be the volume of bookings via third-party websites, illustrated by the uplift in Rooms Cost of Sales (the HotStats measure of travel agent commissions, reservations fees, GDS fees, third-party fees and internet booking fees), which increased by 8.9% year-on-year to £7.50 per available room.

In contrast to the growth in profit for hotels across the UK, properties in proximity to Heathrow Airport suffered a 2.5% decline in GOPPAR this month despite London's largest airport welcoming 7.5 million passengers in August.

Whilst room occupancy at Heathrow hotels increased by 1.7-percentage points this month to 87.7%, the prevalence of

lower-yielding leisure demand in August meant that achieved average room rate dropped by 0.4% year-on-year to £69.87. This was the lowest rate recorded at Heathrow hotels since August 2016 when it fell to £68.59.

Despite the low average room rate, RevPAR at hotels at Heathrow Airport increased by 1.6% in August to £61.28, which contributed to the 0.7% increase in TRevPAR to £86.06.

In addition to the uplift in revenue, payroll as a percentage of revenue dropped to 30.9%.

However, rising unallocated expenses, which included a lift in Admin & General (up 8.6%), Sales & Marketing (up 2.0%) and Property & Maintenance (up 11.3%) on a per-available-room basis, wiped out the growth in revenue and led to the drop in profit per room to £25.74.

This is equivalent to a profit conversion of 29.9% of total revenue and marked a fourth month of profit decline in what has been a challenging year so far for hotels at Heathrow Airport.

"The drop in profit at Heathrow hotels this month is somewhat surprising considering the volume of traffic through the airport, particularly as it was on the back of the busiest day ever for the airport on July 29," said Grove. "However, the decline is illustrative of the endemic cost challenges facing hotels in the UK at the moment, which meant the news of inflation creeping up to 2.4% was even less welcome."

### Profit & Loss Key Performance Indicators - Heathrow Airport (in GBP)

#### August 2018 v August 2017

RevPAR: +1.6% to £61.28      Payroll: -0.5 pts to 30.9%  
TrevPAR: +0.7% to £86.06      GOPPAR: -2.5% to £25.74

Meanwhile, August represented peak in performance for hotels in Edinburgh as the city hosted the ever-popular Fringe Festival, which this year broke the previous record of at least 2.8 million tickets sold for more than 3,500 shows, according to the Edinburgh Festival Fringe Society.

Hotels leveraged the volume of demand to the city, achieving an average room rate to £202.64 in August, almost £70 above the year-to-date figure of £133.59. This contributed to the 4.3% increase in RevPAR to £192.08.

Whilst declines were recorded in non-rooms revenues, including a 0.4% drop in food and beverage revenue, TRevPAR at hotels in Edinburgh increased by 3.2% year-on-year to £236.54.

In addition to revenue growth, payroll as a percentage of revenue was a palatable 17.4%, allowing hotels in the Scottish capital to drive a GOPPAR increase of 4.1% to £134.62.

Edinburgh hotels recorded a profit conversion of a robust 56.9% of total revenue.

### Profit & Loss Key Performance Indicators - Edinburgh (in GBP)

#### August 2018 v August 2017

RevPAR: +4.3% to £192.08      Payroll: -0.1 pts to 17.4%  
TrevPAR: +3.2% to £236.54      GOPPAR: +4.1% to £134.62

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The **VDA Group** is a leading international company providing technical solutions in **Building Automation** and **Room Management**. Solutions also include **Interactive Television**, **IPTV**, **Guest Wi-Fi**, and **Smart Touch Switches**.

The company, established in Italy in 1980, designs and manufactures all its own key components and software in their worldwide headquarters in Pordenone, Italy, providing all international certifications, as well as complying with country specific requirements. From simple to more complex customised solutions, **VDA** are a systems provider who are able to satisfy almost any request or need.

**VDA Group** has installed and maintains more than 1,800 systems in 190,000 rooms, across four different Continents. Solutions are installed in many prestigious locations, working alongside worldwide hotel chains such as Hilton, Kempinsky, Hyatt, Rocco Forte, and Park Plaza and most recently a major installation in the MGM Macau, which opened earlier this year.



**Vitrum** is a switch that is 100% designed and made in Italy. **Vitrum** brings innovation into any property thanks to its advanced design. With a simple smart device application, which controls not only the lighting, but also any electrical appliances. Thanks to its wireless technological system, **Vitrum** defines a new era for Room Smart Control systems.

The continuous process of development, innovation, implementation and optimisation has transformed this family business into an important global company that now enjoys market leadership within the Room Management System world for hospitality.



**Micromaster** is **VDA's** smart room management system specifically developed for hospitality, as well as being equally suited to many other kinds of buildings. The primary goal is energy saving, together with an easy and efficient management of the whole system, without disturbing the guest's comfort within the bedrooms and common areas. There were a number of key objectives in **Micromaster's** development including:

- To provide a truly integrated room control solution which could include all electrical and mechanical features within the room itself.
- Ensuring maximum guest comfort with simple user-friendly technology.
- Deliver enhanced control for the hotels operational team through use of easy to use software, which provides detailed information and control on, room status, room access and room environment, including HVAC and lighting.

Following on from the development of the **Micromaster** room control solution, it was a natural transition for **VDA** to expand into the BMS (Building Management System) sector. By providing this service **VDA** can deploy simple automation for the entire building. This guarantees enhanced control and management of all the relevant areas within the building.

The only sculptured glass in the world.

A revolutionary concept with incredible detail, **Vitrum** transforms the normal into a new stylish experience. A uniform surface that brings different shapes together. **Vitrum's glass design** delivers a strong impact to the senses: no click, no movement.

The absence of sharp corners makes the panel more precious. The use of chromium plating integrates the physical and visual qualities of the glass to obtain a unique, balanced and complete product.

Recently, **VDA** redeveloped the entire **Vitrum Smart Switch collection**, together with the hospitality market, also the luxury residential market, making them independent from the **Micromaster** system.

The great attention to detail that characterise **Vitrum**, together with the most worldwide used protocols, – Modbus, Z-Wave and KNX – makes **Vitrum** a simply incomparable product.





# Come & celebrate with HOSPA!

6<sup>TH</sup> December 2018

Enjoy a delicious festive lunch at the Bulgari Hotel in Knightsbridge within the elegant surroundings of the Ballroom.

Book a table of 10  
for: £1200+VAT

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Individual Ticket: £125+VAT

Non-Members  
Individual Ticket: £150+VAT

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Please view the Christmas Lunch Flyer.

Places are limited, so please book now to avoid disappointment!

If you are not booking a whole table, please indicate any seating requests.

Please return the Booking Form, to [hospa@hospa.org](mailto:hospa@hospa.org) in order to secure your place.

Alternatively, please book through the HOSPA Shop





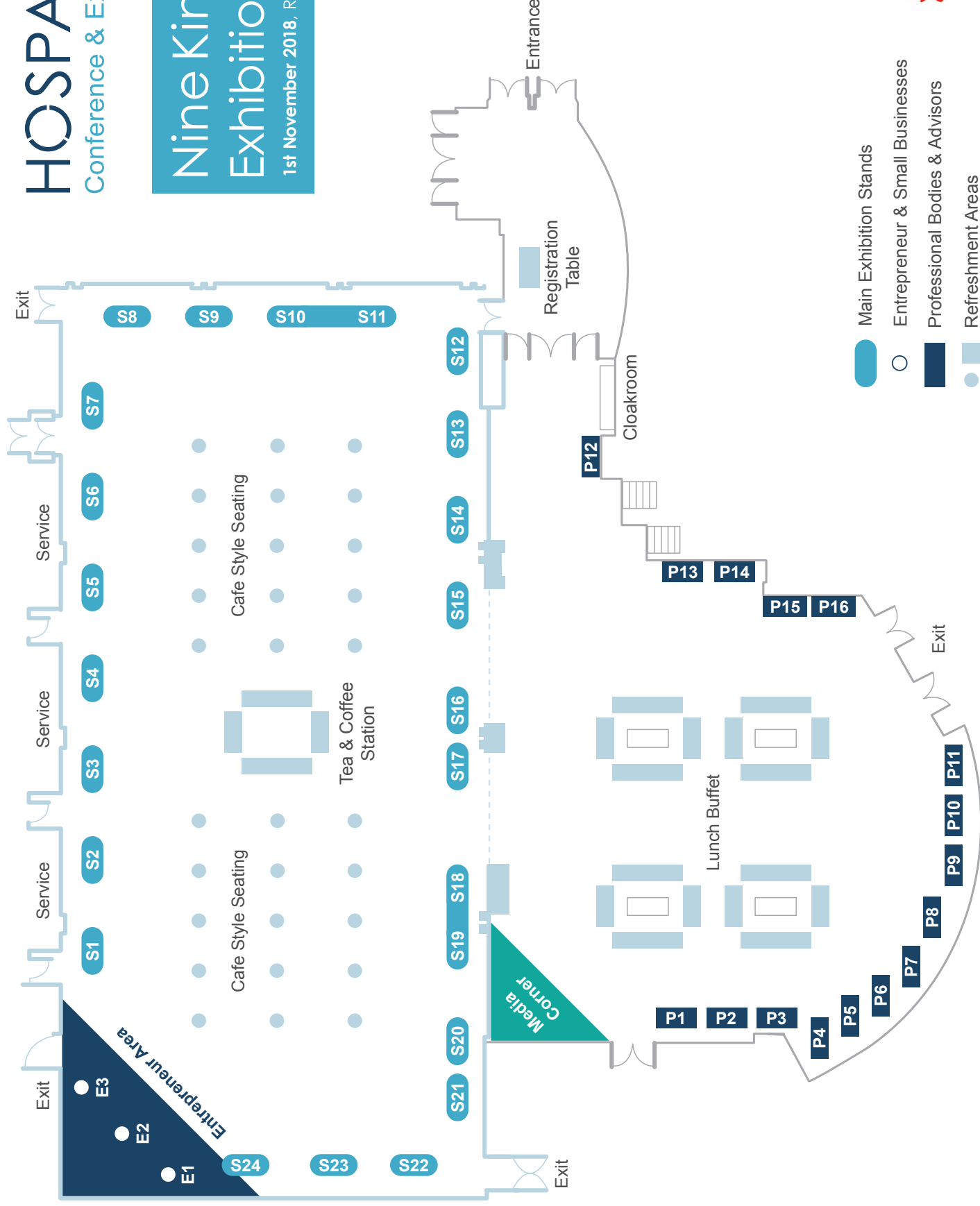
Exhibitors	Categories	Information
3C Payment 	• Payment Solutions	3C Payment is a market leading PSP providing integrated payment solutions to various industry segments, working with customers in 33 countries.
Avvio 	• Website Services • Revenue Management • Payment Solutions • IT Services	Avvio is the leading direct booking platform and digital agency for hotels and other accommodation providers.
Change++ 	• Business Analytics	change++ is a Business Intelligence consultancy that specialises in developing reporting systems for the hospitality sector.
Criton 	• Mobile Technology	Criton allows hospitality accommodation providers to publish their guest information book into a branded app.
Eproductive 	• HR Systems	Eproductive is a tech company delivering a people management and productivity system devised specifically for the complexities of hotel business.
Euronet Worldwide 	• Payment Solutions • Point of Sale • Property Management Systems	Euronet Worldwide is an industry leader in processing secure electronic financial transactions that offers payment and transaction processing solutions to financial institutions, retailers, service providers and individual consumers.
Fresh Montgomery 	• Event Organisers	Fresh Montgomery is a market-leading events business; including Independent Hotel Show, HRC, ScotHot, Professional Kitchen Show and The Foodservice Show.
HansaWorld 	• Accounting & Tax Solutions • Business Analytics • CRM • Document Management • Payment Solutions	HansaWorld is a leading software house providing a full suite of ERP and CRM products that delivers the flexibility required by today's businesses
HOSPA Professional Development 	• Training & Development	At HOSPA we offer a range of opportunities for members to stay up-to-date with best practice for their expertise in the hospitality sector
Pay 360 	• IT Services • Mobile Technology • Payment Solutions	CallSecure Digital and Digital Plus Our PCI DSS de-scoping digital solutions are designed to work throughout hotels including reservations, reception, events, F&B outlets and spas
PXP Solutions 	• Payment Solutions	PXP has a rich heritage of providing the hospitality industry with payment capabilities which complement the experience they provide their customers, while ensuring security and reliability
QDOS-sbl 	• IT Services • Unified Communications	QDOS-sbl is a specialist in providing leading edge IT, Voice and Unified Communication technology solutions and support for the international Hospitality industry.
Right Revenue 	• Revenue Management	Right Revenue is an AI-powered Revenue System offering strategic forecasting, profit-geared rate recommendations and detailed reporting
Sage & Percipient 	• Accounting Systems	Percipient have been helping the hospitality industry with their digital transformation journey by providing robust solutions; future proof for compliance.
Vodat & Epson 	• IT Services • Unified Communications	Vodat - Cybersecurity and Network Infrastructure for Hospitality & Leisure Businesses, and Epson - A global leader in Inkjet Printing & Interactive Projectors
Xn Protel 	• Property Management Systems • Point of Sale	A global hospitality management software company providing highly functional, cloud-native and open systems that optimise revenue, simplify operations and enhance guest communications
Yooz 	• Invoice Automation	Yooz is an easy, powerful, and smart cloud-based AP automation solution, providing unmatched innovation to more than 2,000 customers worldwide.

Exhibitors	Categories	Information
Zonal 	<ul style="list-style-type: none"> <li>IT Services</li> <li>Point Of Sale</li> </ul>	Zonal is the UK's first and No.1 supplier of EPoS technology solutions, providing a wide ranging suite of products for hospitality businesses.
Professional Advisors	Categories	Description
Barclaycard 	<ul style="list-style-type: none"> <li>Payment</li> </ul>	Whether it's online, offline or face-to-face with the customer, Barclaycard offer a range of business payment solutions for businesses of any size
Cardonet 	<ul style="list-style-type: none"> <li>IT Services</li> </ul>	Since 1999 Cardonet has delivered specialist 24x7x365 IT support & consultancy for hotels
CIMA 	<ul style="list-style-type: none"> <li>Professional Membership Organisation</li> </ul>	CIMA is the world's largest professional body of management accountants with the most useful accounting qualification for a career in business.
DHM 	<ul style="list-style-type: none"> <li>Marketing Agency</li> </ul>	A digital marketing committed to increasing direct bookings for independent hotels using a unique formula, The Direct Method.
Hospitality Action 	<ul style="list-style-type: none"> <li>Charity</li> </ul>	Hospitality Action offers vital assistance to all who work, or have worked within UK hospitality, and find themselves in crisis
HMA 	<ul style="list-style-type: none"> <li>Association</li> </ul>	The Hotel Marketing Association is the leading professional body for hotel marketers and advocates for best marketing practice within the hospitality sector
ICAEW 	<ul style="list-style-type: none"> <li>Professional Membership Organisation</li> </ul>	For the accounting and finance professionals working in or advising in the travel, tourism or hospitality industry
Kerry Robert Associates 	<ul style="list-style-type: none"> <li>Recruitment Consultants</li> </ul>	Kerry Robert Associates are the specialist Financial Recruitment Consultancy to the hospitality and leisure industry
Optimised Buildings 	<ul style="list-style-type: none"> <li>Building Controls</li> </ul>	Optimised Buildings specialises in making hotels more efficient by blending technology, people and process to deliver exceptional results.
Revenue By Design 	<ul style="list-style-type: none"> <li>Revenue Management</li> <li>Training &amp; Development</li> </ul>	Provider of cost effective outsourced revenue management and distribution services, best in class training programmes, and consultancy and advice services on revenue management challenges
Room to Reward 	<ul style="list-style-type: none"> <li>Charity</li> </ul>	Room to Reward makes a difference to other charities' Hidden Heroes by using donated anticipated unsold rooms from hotels to give them a well-earned break.
Springboard 	<ul style="list-style-type: none"> <li>Charity</li> <li>Training &amp; Development</li> </ul>	Springboard nurtures young, unemployed and disadvantaged individuals, both personally and professionally, matching them to work experience and jobs with hospitality employers
Umi Digital 	<ul style="list-style-type: none"> <li>Digital Marketing Agency</li> </ul>	Umi works with hotels to drive direct bookings through digital. We achieve this through industry-leading website and marketing services.
WMT 	<ul style="list-style-type: none"> <li>Accountancy Services</li> <li>Tronc Scheme Service</li> <li>Tax Advice</li> </ul>	Helping hospitality businesses achieve their potential at every stage of development - from start-up to eventual sale
Small Businesses	Categories	Description
apaleo GmbH 	<ul style="list-style-type: none"> <li>Property Management Systems</li> </ul>	We've built a completely open PMS that connects with any other software you want to use. Interfaces are free, forever.
Events500 	<ul style="list-style-type: none"> <li>Event Management Software</li> </ul>	Events500 is the events management software that maximises your revenue from initial enquiry to final invoice, managing every detail of your event with a focus on operational efficiency and outstanding service.
SMS Speedway 	<ul style="list-style-type: none"> <li>Mobile Technology</li> <li>Relationship Management</li> <li>Unified Communications</li> <li>Website Services</li> </ul>	SMS-Speedway provides text, instant and social media messaging capabilities including automated travel directions, booking reminders, feedback, entry codes and reservations



## Nine Kings Suite Exhibition Layout

1st November 2018, Royal Lancaster London



## Conference Key

Exhibitors

Entrepreneurs Area

Professional Bodies & Advisors

S1 - Avvio  
S2 - PXP Solutions  
S3 - Right Revenue  
S4 - HansaWorld  
S5 - Vodati & Epson  
S6 - Zonal  
S7 - Xn protel Systems  
S8 - Change++  
S9 - Yooz  
S10 - Percipient & Sage  
S11 - Percipient & Sage  
S12 - Keystep Door

S13 - QDOS-sbl  
S14 - Pay 360 by Capita  
S15 - Euronet Worldwide  
S16 - Criton  
S17 - Eproductive  
S18 - 3C Payment  
S19 - 3C Payment  
S20 - HOSPA Collateral  
S21 - HOSPA Collateral  
S22 - HOSPA Professional Development  
S23 - Fresh Montgomery  
S24 - DHM Books

E1 - SMS Speedway  
E2 - apaleo GmbH  
E3 - Events500

P1 - DHM  
P2 - Kerry Robert  
P3 - HMA  
P4 - Hospitality Action  
P5 - Revenue by Design  
P6 - WMT  
P7 - Chargifi  
P8 - Cardonet  
P9 - ICAEW  
P10 - Room to Reward  
P11 - Umi Digital  
P12 - HOSPA Jobs Board  
P13 - CIMA  
P14 - Springboard  
P15 - Optimised Buildings  
P16 - Barclaycard

FLOOR PLAN NOT TO SCALE



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# Members' Events

## Mon 19th Nov 2018 - HOSPA & ATOS Members Meeting

**Time:** 3:30 p.m.

**Location:** Second Floor, Mid City Place, 71 High Holborn, London, WC1V 6EA.

**Event Details:** Unlocking value from your data using next generation technology.

HOSPA, Atos and Google are delighted to host this exclusive opportunity for leaders in Hospitality to meet and discuss the latest trends of data and analytics that are transforming the sector.

Hear from inspirational keynote speakers and have input into the 2nd Edition of the "Directive on Digital Transformation: Hospitality" report, all in a strictly "no sales" environment

### Agenda:

- 15:30 - Arrival and registration
- 16:00 - Welcome and opening remarks
- 16:10 - Opening key note address
- 16:30 - Roundtable breakout sessions
- 17:50 - Closing address
- 18:10 - Closing remarks
- 18:15 - Drinks reception and canapes

FREE for all HOSPA Members to attend - Only £10 for any Non-Members

## Thu 6th Dec 2018 - HOSPA Christmas Lunch 2018

**Time:** Noon

**Location:** The Ballroom at Bulgari Hotel, 171 Knightsbridge, London, SW7 1DW

**Event Details:** Enjoy a delicious festive lunch at the Bulgari Hotel in Knightsbridge within the elegant surroundings of the Ballroom.

### Book:

- A table of 10: £1200+VAT
- Individual HOSPA Members Tickets: £125+VAT
- Individual Non-Members Tickets: £150+VAT

Please view the Christmas Lunch Flyer

Places are limited, so please book now to avoid disappointment!

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Alternatively, please book through the HOSPA Shop.

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Please visit [www.HOSPA.org](http://www.HOSPA.org) for all registration details and all other events.

## HOSPA Sponsors & Partners

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### HOSPA Partners





# Application For Membership



Hospitality Finance, Revenue and IT Professionals

.....

Title (Please tick)	Mr <input type="radio"/>	Ms <input type="radio"/>	Mrs <input type="radio"/>	Miss <input type="radio"/>	Other (Please specify)
Forenames					
Surname					
Date of Birth			Nationality		

Job Title	
Company Name	
Parent Company	
Work Address	
Postcode	
Work Email	
Work Telephone	
Work Mobile	

Home Address	
Postcode	
Home Telephone	
Mobile	
Home Email	
Correspondence Address (Please tick)	Home <input type="radio"/> Work <input type="radio"/>

## Which grade of membership are you applying for?

You would normally be granted Ordinary status, but if you wish to be considered for a higher grade then please indicate which and ensure you submit a CV to support your application. Corporate membership is available for 5 or more colleagues. Please call +44 (0)203 4188196 to discuss or email [hospa@hospa.org](mailto:hospa@hospa.org).

Status (Please tick)	Ordinary <input type="radio"/>	Ordinary Student <input type="radio"/>	Associate <input type="radio"/>	Fellow <input type="radio"/>
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Your Signature		Date	
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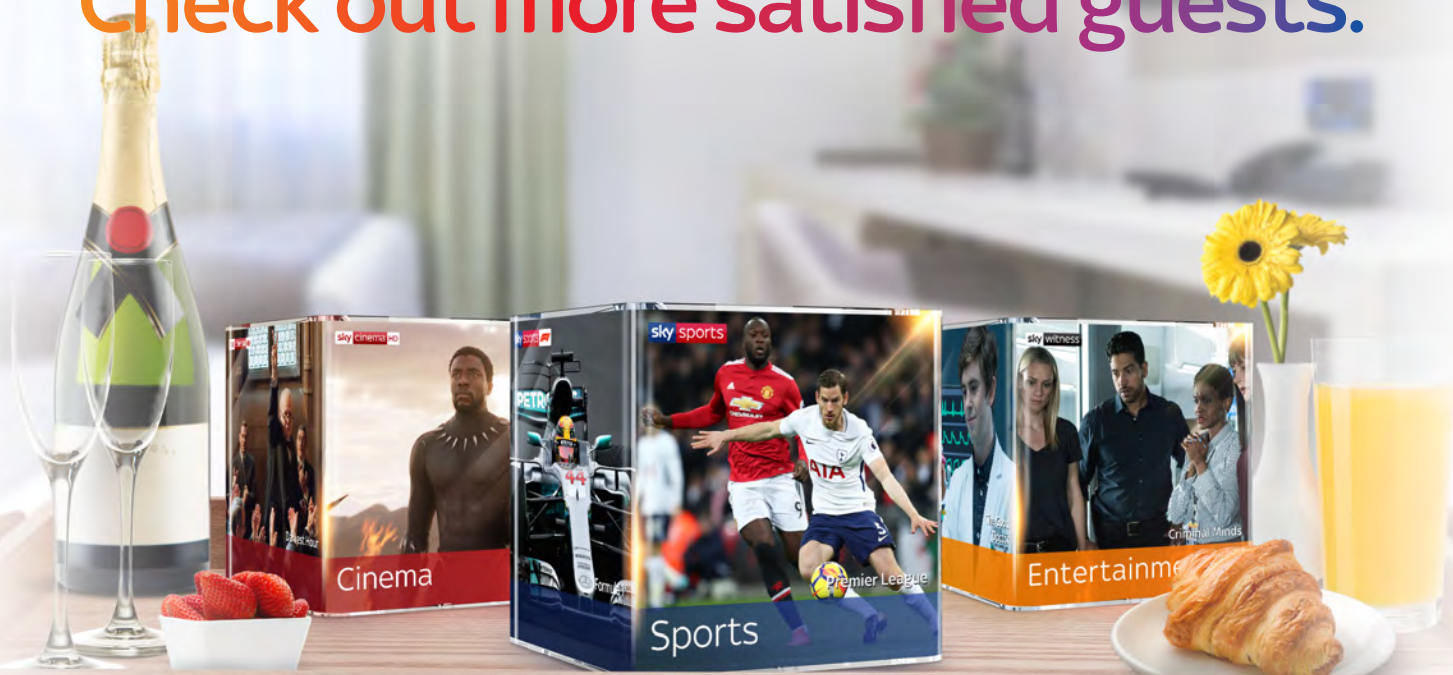
HOSPA, Uplands Cottage, Grayswood Road, Haslemere, GU27 2BS



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\*Source: TNS hotel study 2014 consisting of online interviews with 1000 consumers who had visited a hotel in the past 12 months and 125 hotel owners from across Great Britain.  
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Correct at time of supply: 23/10/18.