



# 23rd Annual International Hotel Technology Forum 2026 (IHTF)

## 21-23 April 2026 | Amsterdam

### FEATURED SPEAKER



**Tiago Alves**  
Director of IT Operations,  
Divisional Director of IT Europe,  
Asia and Africa, Belmond



**Tobias Reinecke**  
Head of Investments &  
Development EMEA,  
Choice Hotels International



**Karsten Tremmel**  
Chief Information Officer  
(CIO) bei B&B HOTELS

### CONFERENCE HIGHLIGHTS

- Engaging content: Learn from successful case studies, one to one business meetings, innovative networking sessions and social networking functions.
- Market Intelligence: Grasp a deeper understanding of the trends, challenges, and regulations impacting the hotel landscape, including AI, sustainability, ESG, current travel trends and emerging tech.
- High-level networking: Join hoteliers from across EMEA as well as a number of hotel technology solution providers. Initiate powerful conversations and discover future potential partnerships that can help transform your business.
- 1:1 meetings: Take part in mutually agreed pre-scheduled business meetings to leave you feeling energized and fully equipped for the current and future challenges.

### WHAT YOU GET

- Join leading hotels in the region to discuss new trends and opportunities and learn the latest innovations and technological developments in hospitality to stay ahead of the game.
- Find the right solution providers to partner with to accelerate your project timeline and achieve the optimal result.
- Learn from real-world hotel technology rollouts across the industry—what worked, what didn't, and why—so you can benchmark against your peers and make confident, informed decisions on your next move.



# INTERNATIONAL HOTEL TECHNOLOGY FORUM 2026

## SPEAKING FACULTY (1/2)



**Tobias Reinecke**

Head of Investments &  
Development EMEA  
Choice Hotels International



**Karsten Tremmel**

CIO Central & Northern  
Europe  
B&B Hotels



**Martijn van der Graaf**

COO  
Accor/Essendi



**Nickolas Wyatt**

Head of R&A – Travel &  
Tourism  
GlobalData



**Ted Horner**

Owner  
E Horner & Associates



**Richard Rosenberg**

Director of Technology  
Whitbread



**Ittai Savran**

CEO  
Olala



**Stamos Kalogrias**

CEO  
New era Hotels



**Neil MacCallum**

Group Director of Revenue  
Ensana



**Angelo La Riccia**

CCO  
VOIhotels S.p.A.



**Renée Nicole Wagner**

Orascom  
Corporate Director ESG  
& Quality Management



**Tiago Alves**

Divisional Director of IT  
Europe, Asia and Africa  
Belmond



**Peter Habelitz**

Chief Financial &  
Technology Officer  
The Dean Hotel Group



**Daniele Davi**

IT Senior Director  
Aeroviaggi S.p.A.



**Tomas Holan**

Head of Digital  
OREA HOTELS s.r.o.



# INTERNATIONAL HOTEL TECHNOLOGY FORUM 2026

## SPEAKING FACULTY (2/2)



**Hugo Esteves**

Head Of Revenue  
Savoy Signature



**Andre Dória**

Head of Digital  
Empowerment  
PortoBay Hotels & Resorts



**Francisco Santos**

Head Of Sustainability  
Choice Hotels International



**Riccardo Galli**

CMO  
Evenia Hotels



**Olga Rishko**

Chief Commercial  
Officer  
1926 COLLECTION



**Ryan Brough**

SVP of Growth,  
Stayhapi



**Adam Burt**

IT Director  
Radisson



**Valentin Dumonnet**

Director of Technology  
& Innovation  
Hotel Okura Amsterdam



**Nicola Rhone**

VP Business  
Development EMEA  
Access Hospitality



**Joe Buck**

Senior Operations Engineer  
ThreatSpike



**Patrick Apostolo**

Business  
Transformation Director  
MSC Cruises



**Markus Mueller**

Co-founder and  
Managing Director  
GauVendi



**Rui Alves**

Head of Digital Transformation  
and Technology  
PortoBay Hotels & Resorts



**Frank Wagner**

General Manager  
ACT International



**Dr. Alexander Lennart  
Schmidt**

Professor of Technological  
Innovation  
Hotelschool The Hague



**Jean Bessard**

IT Director Hotel Technology  
Leading Hotels of the World



**Alex Dinsdale**

Head of Digital Product  
Whitbread



# INTERNATIONAL HOTEL TECHNOLOGY FORUM 2026

Where hotel leaders explore technology with real impact on guest experience, revenue growth and operational efficiency

## DAY 1 : TUESDAY, 21ST APRIL 2026

10:00 – 10:50

Registration & Networking Breakfast

10:50 – 11:00

Chair's Opening Remarks

**Nicholas Wyatt**, Head of R&A – Travel & Tourism, **GlobalData**

### Session 1: Key Trends

11:00 – 11:20

Hospitality Tech Outlook:

Investment, Innovation, and the Intelligence Era

**Nicholas Wyatt**, Head of R&A – Travel & Tourism, **GlobalData**

11:20 – 11:40

Keynote Address:

Investing, Innovating, and Scaling for the Next Era of Growth

Speaker TBC

11:40 – 12:10

Defending Against Evolving Threats:

101 for Preventing a Breach

**Joe Buck**, Senior Operations Engineer , **Threatspike**

12:10 – 12:20

Dragon's Den:

A panel of the industry's most sought-after solution providers set the scene with 60 second introductions offering insights into their cutting-edge products and services. Visit the booths in the exhibition hall for more details and services.

12:20 – 13:20

Networking Lunch

## Session 2: Breakout Session (1/3)

<p><b>13:20-13:25</b></p>	<p><b>Stream A</b> Technology &amp; Operations Chaired by <b>Nicholas Wyatt</b>, Head of R&amp;A – Travel &amp; Tourism, <b>GlobalData</b> Chair's opening remarks</p>	<p><b>Stream B</b> Distribution &amp; Marketing Chaired by <b>Ryan Haynes</b>, Director, <b>Haynes MarComs</b> Chair's opening remarks</p>
<p><b>13:25-13:45</b></p>	<p>CIO Keynote Address <b>Laying Out Your AI Strategy Roadmap – Trends, Hype and Truly Effecting Transformation</b> <b>Karsten Tremmel</b>, CIO Central &amp; Northern Europe, B&amp;B Hotels</p>	<p>CMO Keynote Address Speaker TBC</p>
<p><b>13:20-13:25</b></p> 	<p><b>CIO Panel Discussion: Beyond the Buzzwords: Which Tech are Redefining the European Hospitality Industry and How?</b></p> <ul style="list-style-type: none"> <li>• Industry leaders debate hype vs. long-term adoption</li> <li>• Barriers to implementation across diverse EU markets</li> <li>• Operator and investor perspectives on ROI and decision making on spend</li> <li>• Emerging trends in guest expectations across EU markets</li> </ul> <p>Moderator: <b>Nicholas Wyatt</b>, Head of R&amp;A – Travel &amp; Tourism, <b>GlobalData</b></p> <p>Panelists TBC</p>	<p><b>Panel Discussion: Unlocking the Hidden Wallet and Rethinking Ancillary Revenue in Hotels</b></p> <ul style="list-style-type: none"> <li>• Guest-led vs upsell-led ancillary models (F&amp;B, wellness, experiences)</li> <li>• Unlocking ancillary revenue opportunities during the guest journey</li> <li>• Using data and AI to personalize offers</li> <li>• It's not one size fits all – which technologies are appropriate for which venues?</li> </ul> <p>Moderator: <b>Ryan Haynes</b>, Director, <b>Haynes MarComs</b> <b>Jeroen van Gils</b>, Development Director Europe, <b>BWH Hotels</b> <b>Neil MacCallum</b>, Group Director of Revenue, <b>Ensana Spa Health Hotels</b> Senior Representative, <b>Thynk</b></p>
<p><b>14:15-14:45</b></p>	<p><b>Transforming Hospitality: Elevating Guest Experiences with Seamless Digital Services</b></p> <p><b>Moritz von Petersdorff-Campen</b>, Co-Founder &amp; Managing Director <b>Suitepad</b></p>	<p>Partner Presentation</p>

## Session 2: Breakout Session (2/3)

14:45-15:15

### Stream A

Panel Discussion: When Does Tech Pay Off? Balancing Cost-Cutting and Service in Hospitality

- Are we at risk of de-humanizing hospitality in the name of margin protection?
- Efficiency vs. experience: How far can we automate before the guest experience and loyalty suffers?
- Robots & AI: Game changers or just shiny gimmicks?

Moderator: **Ted Horner**, Owner, **E Horner & Associates**  
**Adam Burt**, Franchise IT Director, **Radisson**  
**Peter Habelitz**, CFO, **Dean Group**  
 Senior Representative, **Canary Technologies**

### Stream B

Panel Discussion: Harnessing Tech Innovation to Meet Evolving Guest Expectations

- The rise of the hyper-personalised guest experience is here
- The connected guest: How tech is redefining experience & control
- Beyond convenience: Personalisation, empowerment, and the future of hotel stays
- Engineering engagement: Aligning tech strategy with the evolving guest journey
- How is guest culture affecting digital transformation

Moderator: **Renée Nicole Wagner**, PhD, Corporate Director ESG & Quality Management, Orascom Hotels Management  
**Jens Gmiat**, Chief Operating Officer and Member of the Executive Board, **Ruby Hotels**  
**Ittai Savran**, CEO, **Olala**  
 Senior Representative, Avenue 9 Solutions  
 Senior Representative, **Passman**

15:15-15:30

*Networking Break*

15:30-16:00

*Business Meetings 1*

16:05-16:35

*Business Meetings 2*

16:40-17:10

*Business Meetings 3*



## Session 2: Breakout Session (3/3)

<p><b>14:45-15:15</b></p>	<p><b>Stream A</b>  <b>Beyond One-Size-Fits-All: Choosing the Right Tech Solution Strategy for Your Hotel</b></p> <p>Speaker TBC</p>	<p><b>Stream B</b>  <b>Measuring What Matters: Redefining Value Through Guest and Host E-ROI – The Cabins Sleeping Case Study</b></p> <p><b>Stamos Kalogrias, CEO, New Era Hotels</b></p>
<p><b>17:35-17:55</b></p>	<p>Revolutionizing guest communication: Agentic AI and beyond          Senior Representative, <b>Apaleo</b></p>	
<p><b>17:55-18:25</b></p>	<p><b>Panel Discussion: Meeting Client Expectation for Eco by Design - How Smart Systems and Digital Innovation Are Powering Greener Hotels?</b></p> <ul style="list-style-type: none"> <li>• Embedding sustainability into hotel infrastructure while maintaining or enhancing the guest experience</li> <li>• Waste, water, and energy: What smart solutions are leading the way?</li> <li>• Using digital tools to monitor, manage, and communicate sustainability initiatives to guests</li> </ul> <p>Moderator: <b>Nicholas Wyatt</b>, Head of R&amp;A – Travel &amp; Tourism, <b>GlobalData</b>  <b>Renée Nicole Wagner</b>, PhD, Corporate Director ESG &amp; Quality Management, <b>Orascom Hotels Management</b></p> <p>More Panelists TBC</p>	
<p><b>18:25</b></p>	<p>Close of day one and networking drinks          Sponsored by M3Connect</p>	
<p><b>19:30</b></p>	<p>Networking Dinner</p>	



## DAY TWO – WEDNESDAY 22 APRIL 2026

**08:00 - 08:45**

Registration

Breakfast Executive Exchange: Is Hotel Tech Overhyped? Market Signals and the 2027 Outlook

Strapline: Cutting through the noise to drive measurable value

- Market outlook: investment signals, consolidation, and risk priorities
- AI – separating hype from tangible results
- Establishing a use case – the difference between failure and success
- Investment priorities: where should you invest?

**Nicholas Wyatt**, Head of R&A, Travel and Tourism, **GlobalData**

**08:45 - 08:55**

### **Stream A Technology & Operations**

Chairs opening remarks  
Nicholas Wyatt, Head of R&A – Travel & Tourism, GlobalData

### **Stream B Distribution & Marketing**

Chairs opening remarks  
Ryan Haynes, Director, Haynes MarComs

**08:55 - 09:15**

Speaker to be confirmed

**Beyond Check-In – Building a Mobile-First Guest Journey**  
**Richard Rosenberg**, Director of Technology, **Whitbread**  
**Alex Dinsdale**, Head of Digital Product, **Whitbread**

# DAY TWO – WEDNESDAY 22 APRIL 2026

<p><b>09:15 - 09:35</b></p>	<p><b>Check-In Is Dead. Long Live the Guest Journey</b></p> <p><b>Markus Feller</b>, CEO, <b>Like Magic</b></p> <p><b>Lukas Wallisch</b>, Head of Digital Operations, <b>Homaris</b></p>	<p><i>Partner Presentation</i></p>
<p><b>09:35 - 10:05</b></p>	<p><b>Panel Discussion: Beyond AI Hype: Unified BI, Data Governance &amp; Decision Dashboards</b></p> <p>Moderator: <b>Ted Horner</b>, Owner, <b>E Horner &amp; Associates</b></p> <p>Senior Representative, Inntelo</p> <p>More Panelists TBC</p>	<p><b>Panel Discussion: AI in hospitality —Turbocharger for Guest Interaction? Or Efficiency Finder for Back-Office Tasks?</b></p> <ul style="list-style-type: none"><li>• Practical and concrete ideas of how to implement AI for efficiency</li><li>• How to evaluate and prioritize investments</li><li>• The payback period: what owners and operators want to see</li><li>• Case studies: implementing AI into hotels today</li></ul> <p>Moderator: <b>Ryan Haynes</b>, Director, <b>Haynes MarComs</b></p> <p><b>Martijn van der Graaf</b>, COO, <b>Essendi</b></p> <p><b>Daniele Davi</b>, IT Senior Director, <b>Aeroviaggi</b></p> <p><b>Markus Mueller</b>, Co-founder and Managing Director, <b>Gauvendi</b></p>
<p><b>10:05 - 10:20</b></p>	<p><i>Networking Break</i></p>	
<p><b>10:20 - 10:50</b></p>	<p><i>Business Meetings 4</i></p>	
<p><b>10:55 - 11:25</b></p>	<p><i>Business Meetings 5</i></p>	
<p><b>11:30 - 12:00</b></p>	<p><i>Business Meetings 6</i></p>	



12:05-12:35

**Panel Discussion: Labour Economics — Where Automation Helps Most**

- Can tech reduce staff shortages or does it just shift pressure?
- How is automation freeing up time for high-value tasks and augmenting services?
- Best practices from operators using staff tech
- Robots – what can they do for you?

Moderator: **Ted Horner**, Owner, **E Horner & Associates**  
**Adam Burt**, IT Director, **Radisson**  
**Patrick Apostolo**, Business Transformation Director, **MSC Cruises**

More Panelists TBC

**Panel Discussion: Who Pays, Who Gains? The Real Economics of Hotel Tech Innovation**

- Follow the money: Owners, operators, brands, and investors — who should pay for new tech?
- Can solutions really plug into CRS/PMS ecosystems without disruption?
- If a tool boosts guest experience but drains owner budgets, is it worth it?
- Future Models: Co-investment, revenue-share, or brand-led mandates — what's next?

Moderator: **Ryan Haynes**, Director, **Haynes MarComs**  
**Tobias Reinecke**, Head of Investments & Development EMEA, **Choice Hotels International**  
**Valentin Dumonnet**, Director of Technology & Innovation, **Hotel Okura**  
**Nicola Rhone**, VP Business Development EMEA, **Access Group**

12:35 - 13:35

*Networking Lunch*

13:35-13:55

**Advancing Hotel Technology in a Cost-Efficient Era**  
Senior representative, **Canary Technologies**

Partner Presentation

13:55-14:15

### **Beyond Automation: Mapping the Employee's Digital Care Journey**

- Start backstage: Redesign the employee digital care journey and internal processes first to enable consistently exceptional service
- Don't just add more tasks: Drive impact through smarter, digitized ways of working—simplifying, automating, and guiding work rather than increasing workload
- Align the application landscape to real operational workflows, with a practical walkthrough of key screens and end-to-end flows

**Tomas Holan**, Head of Digital, **OREA HOTELS**

### **Case Study: One Guest, One Profile: PortoBay's Loyalty Redesign for the Data Age**

- Merging profiles, building loyalty: PortoBay's data-driven guest experience
- Marrying business intelligence with guest facing applications
- How early engagement increases loyalty and direct bookings
- ROI of loyalty tech: improving retention and lifetime value

**Andre Dória**, Head of Digital Empowerment, **PortoBay Hotels & Resorts**

**Rui Alves**, Head of Digital Transformation and Technology, **PortoBay Hotels & Resorts**

14:15-14:45

### **Panel Discussion: Automation in Hospitality: Frictionless Journeys or Digital Overload? And a Roadmap for Employee's Digital Care Journey**

- When do guests want human vs. digital service?
- Managing omni-channel engagement without fatigue
- The future of the lobby

Moderator: **Ted Horner**, Owner, **E Horner & Associates**  
**Tiago Alves**, Director of IT Operations. Divisional Director of IT Europe, Asia and Africa, **Belmond**  
**Karsten Tremmel**, CIO Central & Northern Europe, **B&B Hotels**  
**Matthew Joyce**, Vice President - Hospitality Tech – Europe, **Accor**  
**Andrew Kraemer**, SVP, Operations, **ENG Infotech**

### **Panel Discussion: CDP, CRM & PMS: Cutting Through the Noise in Hotel Data Management**

- From siloed chaos to smart data: How hotels can unlock AI's real value
- CDP vs CRM: What's essential for centralisation?
- How to have an effective data strategy and drive value?
- Breaking silos for smarter revenue & operations
- Practical ROI: how clean, unified data improves RevPAR & efficiency

Moderator: **Ryan Haynes**, Director, **Haynes MarComs**  
**Hugo Esteves**, Head of Revenue, **Savoy Signature**  
**Angelo La Riccia**, Chief Commercial Officer, **VOI Hotels**  
**Ryan Brough**, SVP of Growth, **Stayhapi**  
**Frank Wagner**, General Manager, **ACT International**

14:45-15:00	<i>Networking Break</i>	
15:00-15:30	<i>Business Meetings 7</i>	
15:35-16:05	<i>Business Meetings 8</i>	
16:10-16:40	<i>Business Meetings 9</i>	
16:45-17:15	<p>Seamless System Integration: Building a Low-Disruption, Cost-Efficient IT Rollout Roadmap for Hotels</p> <p><b>Jean Bessard</b>, Head of Hotel Technology &amp; IT Operations, <b>The Leading Hotels of the World</b></p>	<p>Revenue Focused Packaging &amp; Upselling Strategies</p> <p><b>Neil MacCallum</b>, Group Director of Revenue, <b>Ensana Spa Health Hotels</b></p>
17:15-17:35	<p><b>Beyond the AI Hype: Driving Revenue Optimization through Unified BI, Strong Data Governance, and Decision Dashboards</b></p> <ul style="list-style-type: none"> <li>• Why most hotel AI and analytics initiatives fail: fragmented data, unclear ownership, and weak governance</li> <li>• How unified BI and disciplined data management enable better commercial and service decisions in practice</li> <li>• What it takes to move from “nice dashboards” to real, data-driven revenue steering in hotel operations</li> </ul> <p><b>Valentin Dumonnet</b>, Director of Technology &amp; Innovation, <b>Hotel Okura</b></p>	<p><b>Challenging the Giants: How a Smaller Hotel Chain Integrated CDP + CRM/CRS + PMS to Compete at Scale</b></p> <ul style="list-style-type: none"> <li>• Competing in hyper-saturated markets against global brands—and why we built a proprietary CRM/CRS and PMS to control our guest data and execution.</li> <li>• CDP as the “brain” of the stack: practical lessons from integrating the CDP with in-house systems to unify profiles, activate data across channels, and improve decisioning.</li> <li>• From collection to personalization: progressing from basic data gathering to advanced segmentation and scalable, targeted guest experiences—what worked, what didn’t, and what others can replicate</li> </ul> <p><b>Riccardo Galli</b>, CMO, <b>Evenia Hotels</b></p>
17:40-17:45	<i>Day Two Closing Remarks</i>	
17:45-19:00	<i>Drink Reception and Prize Draw Sponsored by Threatspike</i>	
19:00	<i>Networking Dinner</i>	



## DAY THREE – THURSDAY 23 APRIL 2026

08:30 - 09:00

Registration

09:00 - 09:10

Chair's Opening Remarks – Welcome Back  
Nicholas Wyatt, Head of R&A – Travel & Tourism,  
GlobalData

### Session 1: Navigating Tech Buying Decisions

09:10 - 09:30

**Keynote Address: From Legacy to Cloud  
– Redefining the Guest Experience**

- The shift from PMS and siloed platforms
- Lessons learned from vendor selections
- Change management and guest adoption

Moderator: **Ted Horner**, Owner, E Horner & Associates  
More panellists TBC

09:30 - 09:50

**Partner Presentation**

Suggested Topic: Selecting Tech with Confidence: Apps, Unified  
Payments ChatBots: When Is Too Much Tech a Bad Thing? How To  
Make the Right Choices for your Hotel.

09:50-10:00

*Networking Break*

10:10-10:30

*Business Meetings 10*

10:35-11:05

*Business Meetings 11*

11:10-11:40

*Business Meetings 12*

# Session 1: Navigating Tech Buying Decisions

11:45 - 12:15

## **Keynote Panel Discussion: From Tech Stack to Guest Delight: Tech Buying Decisions for Extraordinary Guest Experiences**

### **Discuss**

- Real-world experiences in choosing technology solutions, cut through the complexity and share how hoteliers are finding the right tech for their guest's needs.
- How different hotels balance their budgets against must-have features
- What makes implementation successful (and what to avoid)
- Ways to ensure staff can actually use the technology effectively
- How to measure if you're getting value for money

Moderator: **Ted Horner**, Owner, **E Horner & Associates**

**Tomas Holan**, Head of Digital, **OREA HOTELS**

**Daniele Davi**, IT Senior Director, **Mangia's**

**David Bodnick**, Founder and CEO, **Expertly AI**

12:15-12:35

Partner Presentation

12:35-13:40

Networking Lunch

# Session 2: Future Trends: Preparing for 2027

13:40 – 14:10

## **Panel Discussion: Is Technology Enhancing or Diluting the Luxury Guest Experience?**

Moderator: Ted Horner, Owner, E Horner & Associates

**Tiago Alves**, Director of IT Operations, Divisional Director of IT Europe, Asia and Africa, **Belmond**

**Jean Bessard**, Head of Hotel Technology & IT Operations, **The Leading Hotels of the World**

More panelists TBC

## Session 2: Future Trends: Preparing for 2027

13:40 - 14:10

Partner Presentation

From POS to Profit Centre: How F&B Tech Is Becoming the Core of Hotel Revenue

14:10-15:00

Fireside Chat: Beyond Email - Reimagining Guest Engagement Channels for a Mobile-First Generation

- Move beyond email: Connecting with guests using social media
- Hyper-targeted media for success: Leverage Meta's data to deliver personalized, high-intent ads

Moderator: **Ryan Haynes**, Director, **Haynes MarComs**

Panelists TBC

15:00-15:20

Partner Presentation

15:20 – 15:50

**Closing Executive Panel Discussion: Hotel Tech 2026: Building a 3-year Roadmap for Profit, People and the Planet**

- The whole journey from transformation, what happened 5 years ago – an evolution of learnings
- Roadmap to meeting ESG targets aligned with emerging regulations and guest preferences
- Where we're investing in 2027 — and why?

Moderator: **Ted Horner**, Owner, **E Horner & Associates**

**Francisco Santos**, Head of Sustainability, **Highgate**

**Alexander Lennart Schmidt**, Professor of Technological Innovation, **Hotelschool The Hague**

**Olga Rishko**, Chief Commercial Officer, **1926 COLLECTION**

15:50

Chair's Closing Remarks – Thank you for joining IHTF Europe 2026

16:00

Prize Draw