



**INTERNATIONAL HOTEL
TECHNOLOGY FORUM
LONDON 2026**

International Hotel Technology Forum UK 2026 (IHTF)

9th June 2026 | CodeNode,
London

FEATURED SPEAKER



Kirk Stephenson, Director
Franchise Operations, North &
West Europe, **Wyndham**



Richard Rosenerg
Director of Technology
Whitbread



Jon Siberry
Revenue Director
Sarova 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 LONDON 2026

SPEAKING FACULTY



Kirk Stephenson,

Director Franchise Operations, North & West
Europe, Wyndham



Richard Rosenerg

Director of Technology
Whitbread



Nicholas Wyatt

Head of R&A – Travel & Tourism
GlobalData



Jon Siberry

Revenue Director
Sarova Hotels



Philip von Ditfurth

Founder
Apaleo



Matthew Joyce,

Vice President - Hospitality Tech -
Europe, Accor



Mustafa Gokcen

Global Head of IT
Cheval Collection



Adam Blake

CEO , Threatspike



Vanda Allwood,

Director Workforce Optimisation
EMEA, IHG



Paul Mulcahy

Chief Commercial Officer,
The Lux Collective



INTERNATIONAL HOTEL TECHNOLOGY FORUM 2026

The leading forum for UK hoteliers to explore cutting-edge tech that elevates guest experiences, drives revenue and boosts operational efficiency.

IHTF UK 2026

9th June 2026 CodeNode, London

08:00 – 08:50

Registration & Networking Breakfast

08:50 – 09:00

Chair's Opening Remarks

Session 1: Key Trends (1/2)

09:00 – 09:20

UK vs. Europe: Market Deep Dive into Hotel Market Trends

- Overview of the EU market trends and prominent technologies
- Economic drivers, regulations and major trends in the UK
- UK specific trends, opportunities and challenges

Nicholas Wyatt, Foodservice & Tourism Director, **GlobalData**

09:20 – 09:45

The SaaSocalypse: What Happens When AI Kills Your Software Stack

- Why the SaaS model is collapsing and what's replacing it
- How AI is rebuilding the tools hotels depend on, inside a single platform
- What it looks like when your entire technology environment is understood, mapped, and managed as one

Adam Blake, CEO, **Threatspike**

09:45 - 10:15

Tech Leaders Panel Discussion: Separating Tech Hype from Reality in UK Hospitality

- Industry leaders debate hype vs. long-term adoption
- Operator and investor perspectives on ROI and decision making on spend
- Investment vs. Profitability
- Clarity on CAPEX vs. OPEX payback
- Emerging trends in guest expectations across the UK market

Moderator: Nicholas Wyatt, Foodservice & Tourism Director, **GlobalData**

Richard Rosenberg, Director of Technology, **Whitbread**

Mustafa Gokcen, Global Head of IT, **Cheval Collection**

Yoav Roth, CRO, **DUVE**

10:15 – 10:40

The Dragon's Den

A group of the industry's most sought-after solution providers set the scene with a 60 second introduction and insight into their products and services. Visit their tables in the meeting area for more details and services!

Session 1: Key Trends (2/2)

10:40 – 10:50	Networking Break
10:50 – 11:05	Business Meeting 1
11:10 – 11:25	Business Meeting 2
11:30 – 11:44	Business Meeting 3
11:50 – 12:05	Business Meeting 4
12:15-12:40	Value-First AI Strategy: Clear Value Creation and What Other Industries Teach the Hospitality Sector <ul style="list-style-type: none">• AI Market Opportunities and Breakdown by Industry• The Outlook for ROI Growth• The Way Forward and Roadmap for Value Driven Adoption Jeremiah Caron , Global Head of Research & Analysis, GlobalData
12:40- 12:55	Smarter Stays, Leaner Operations: The Future of Hotel Energy Management <ul style="list-style-type: none">-Energy efficiency: not just good practice but a competitive advantage-Unoccupied rooms, outdated controls, and manual overrides: silent drains of budget-Connected systems turning hidden waste into measurable savings — and reportable ESG wins Michael Serour , Vice-President & General Manager, Verdant by Copeland
12:55- 13:55	Lunch & Networking Break



Session 2: Tech in Practice

Stream A: Tech in Practice - Staff

Stream B: Tech in Practice – Guests

Stream C: AI & Data Analytics

13:55-14:25 Panel Discussion: From Skills Gaps to Growth: AI-Designed Training, Digital Co-Workers and Labour Economics for the UK Market

- AI designed training programs from scratch
- Labour Economics: Where Does Technology Help Most
- From gap to growth: Identify skill gaps with AI analysis and prescribe targeted training
- The digital co-worker: Equip staff with AI tools to encourage collaboration and experimentation

Moderator: **Nicholas Wyatt**, Foodservice & Tourism Director,

GlobalData

Kirk Stephenson, Director

Franchise Operations, North & West Europe, **Wyndham**

Kiril Parmacki, Director of Tech

Rollout & PMO, Europe & North

Africa, **Accor**

Vanda Allwood, Director Workforce Optimisation EMEAA, **IHG**

13:55-14:25 Panel Discussion: AI-Driven Hotel Discovery & Attribute-Based Booking: What's Shaping Choice, Rates, and Loyalty in 2026

- AI as the new front door for hotel discovery – and what hotels surface on it is changing fast
- The rise of attribute-based booking: from marketing claims to machine-readable proof
- New market data: the attribute now ranking #1, and what they're already doing to choice, rate, and loyalty in 2026
- How UK hotels balance tight budgets with must-have tech features

Moderator: **Catt McLeod**, VP Brand Development, **Elegant Hotel**

Collection

Martim Gois, Co-founder and CEO, **Valpas**

Morgane Bimet, Director Sales

Marketing and Revenue, **Westmont**

Lena Arbery, Director of Destinations, Travel and Growth, EMEA, **Tripadvisor**

13:55-14:15 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: **Sue Graves**, CEO, **Experience Alive**

Jon Siberry, Revenue Director **Sarova Hotels**

Paul Mulcahy, Chief Commercial Officer, **The Lux Collective**

Matt Bell, Managing Director, **Mollie's**

14:25- 14:45 – Fix the Friction, Free the Team: How Mollie's Uses Smart Data Access to Run Leaner, More Human Hotels

- Automate the 80%, manage the exceptions
- Smart data access is now a strategic criterion
- Build for agility - the team equation pays off

Matt Bell, Managing Director, **Mollie's**

Philip von Ditfurth, Founder, **Apaleo**

14:25- 14:45 – Designing Hotel Networks Around the Guest Experience

- Why Wi-Fi is now a core part of the guest journey, not just infrastructure
- The challenge of delivering consistent, high-quality experiences across every room and space
- How modern, centrally managed solutions enable reliability, scalability, and simplicity

Joseph Drohan, Business Development Manager – Hospitality, **TP-Link**

14:25- 14:45 – Unlocking F&B Profitability in Hotels: How EPoS Tech Can Drive Growth

- Use modern EPoS to lift hotel F&B margins and overall profitability
- Streamline ordering, payments, and reporting to improve operational efficiency
- Unlock revenue growth through better data, upselling, and faster service across outlets

Jonathan Grant, Director of Technical Sales, **Zonal Retail Data Systems**

14:45 – 14:55	Networking Break
15:00 – 15:15	Business Meeting 5
15:20 – 15:35	Business Meeting 6
15:40 – 15:55	Business Meeting 7
16:00 – 16:15	Business Meeting 8

Session 3: Towards 2027

16:15- 16:50	<p>Panel Discussion: The Business Case for Hotel Tech in the UK — Who Pays, Who Benefits?</p> <ul style="list-style-type: none"> • Who pays for what in UK hotel tech? • Can new tools integrate with PMS/CRS without disruption? • Do guest-experience gains justify the cost to owners? • Which funding model comes next: co-investment, revenue share or brand mandate? <p>Moderator: Nicholas Wyatt, Foodservice & Tourism Director, GlobalData Darryl Walker, Commercial Director EMEA, Frasers Hospitality Matthew Joyce, Vice President - Hospitality Tech - Europe, Accor Dan Merriman, Director of IT - EMEA, Aimbridge</p>
16:50 – 17:10	<p>Fireside Chat: Are APIs Dead? Navigating the Era of the new world Platform Connectivity</p> <ul style="list-style-type: none"> • AI-to-AI connectivity (beyond manual connectors/middleware) • Closing the gap between modern user tools and legacy hotel systems • 5-year platform strategy for self-integrating software <p>Malcolm Jull, CEO, Purchase Plus</p>
17:10	Chair's Closing Remarks
17:15	Networking Drinks sponsored by Threatspike