



**INTERNATIONAL HOTEL
TECHNOLOGY FORUM**
LONDON 2026

International Hotel Technology Forum UK 2026 (IHTF)

9th June 2026 | CodeNode,
London

FEATURED SPEAKER



Liz Dixon
VP Information Technology -
EMEA, Aimbridge



Richard Rosener
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



Liz Dixon

VP Information Technology -
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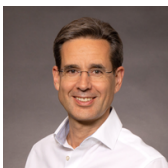
Nicholas Wyatt

Head of R&A – Travel & Tourism
GlobalData



Jon Siberry

Revenue Director
Sarova Hotels



Philip von Ditfurth

Founder
Apaleo



Michael Serour

Vice-President &
General Manager
Verdant



Rajdeep Gahir

Head Development EMEA
Urban Rest



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

10:00 – 10:50

Registration & Networking Breakfast

10:50 – 11:00

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

09:20 – 09:45

Applied Technology & Outcomes

Senior speaker , **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, Head of R&A – Travel & Tourism, **GlobalData**

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

Rajdeep Gahir, Head Development EMEA, **Urban Rest**

More panellists will be announced

10:15 – 10:40

The Hotel Tech Den

A panel 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 the booths in the exhibition hall 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
12:05-12:25	Innovation & Impact; Insights into Technology Developments Senior speaker, Sky Business
12:25-12:45	Laying Out Your AI Strategy Roadmap – Trends, Hype and Truly Effecting Transformation Senior industry representative
12:45-13:00	Smarter Stays, Leaner Operations: The Future of Hotel Energy Management -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
13:00- 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

13:55-14:15 From Skills Gaps to Growth: AI-Designed Training and Digital Co-Workers for UK Market

- AI designed training programs from scratch
- 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

Senior industry representative

14:15- 14:30 – Practical Insights and Solution Showcase

Senior speaker, **TP-Link**

14:30 – 14:50 Can AI and Automation Solve the Labour Challenge in the UK Hospitality Market?

- Automation vs augmentation: where AI should replace tasks not people and where human touch wins
- Where it pays back fastest: UK labour economics and the roles/processes most suited to automation
- What's working on the ground: best practices from operators using workforce tech —plus robots/AI: genuine game changers or expensive gimmicks?
- Proving impact and getting teams onboard: productivity, service quality and retention metrics

Senior industry representative

13:55-14:15 Buying the Right Tech for Better Guest Experiences: Turning Your Stack into Service

- How UK hotels balance tight budgets with must-have functionality
- Choosing the right tech stack for your property type and guest mix
- What good implementation looks like in practice
- Proving value beyond vanity metrics

Senior industry representative

14:15- 14:30 – Practical Insights and Solution Showcase

Senior speaker, **Apaleo**

14:30 – 14:50 – Automating UK Hospitality: Seamless Service or Screen Fatigue?

- Human vs digital: where UK guests prefer people or self-service
- Omnichannel, not overload: connect channels without spamming guests
- Future lobby: rethinking space and service around automation
- Personalisation vs privacy: use data responsibly under UK GDPR
- Proven ROI: focus on tech that cuts cost and improves quality

Senior industry representative

13:55-14:15 Harnessing AI and Other Technologies to Expand and Optimize Revenue Channels

- Using AI to improving forecasting and pricing to lift overall revenue.
- Scaling and streamlining channel integrations to capturing more demand.
- Personalizing offers across the guest journey to increasing conversions and ancillary sales.

Rajdeep Gahir, Head Development EMEA, **Urban Rest**

14:15- 14:30 – Practical Insights and Solution Showcase

Senior speaker,

Zonal Retail Data Systems

14:30 – 14:50 - AI in hospitality — Threat, Tool or Turbocharger?

- Is the UK market ready for full adoption of AI and how does it compare to the rest of Europe
- Practical and concrete ideas of how to implement AI for efficiency
- How to evaluate and prioritise investments
- The payback period: what owners and operators want to see
- How to ACTUALLY use AI in your hotel
- Identifying the potential threats such as cyber security, loss of human touch and vendor lock-in and opaque models

Senior industry representative

14:50 – 15:00	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- 16:45	Panel Discussion: The Business Case for Hotel Tech in the UK — Who Pays, Who Benefits? • 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? Moderator: Nicholas Wyatt, Head of R&A – Travel & Tourism, GlobalData Panellists to be announced
16:45 – 17:00	Innovation & Impact; Insights into Technology Developments Senior speaker, Purchase Plus
17:00– 17:20	Closing keynote : Hotel Tech in UK: Building a 3-year Roadmap for Profit, People and the Planet Senior industry representative
17:20	Chair's Closing Remarks
17:25	Networking Drinks