



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

21-23 April 2026 | Amsterdam

## FEATURED SPEAKER



**Matthew Joyce,**  
Vice President - Hospitality  
Tech – Europe,  
Accor



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



**Karsten Tremmel**  
CIO Central & Northern  
Europe  
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)



### Jeroen van Gils

Development Director  
Europe  
BWH Hotels



### Karsten Tremmel

CIO Central & Northern  
Europe  
B&B Hotels



### Tobias Reinecke

Head of Investments &  
Development EMEA  
Choice Hotels International



### Renée Nicole Wagner

Orascom  
Corporate Director ESG  
& Quality Management



### Jens Gmiat

COO-Member of the  
Executive Board  
Ruby Hotels



### Matthew Joyce

Vice President -  
Hospitality Tech - Europe  
Accor



### Thijs Brugman

Managing Director  
Tech & Data  
Another Star (formerly  
CitizenM Hotels)



### Richard Rosenberg

Director of Technology  
Whitbread



### Nicholas Wyatt

Foodservice & Tourism Director,  
GlobalData



### Martijn van der Graaf

COO, WESTERN EUROPE  
Essendi



### Adam Burt

Franchise IT Director  
Radisson



### Kiril Parmacki

Director of Tech Rollout & PMO  
Europe & North Africa  
Accor



### Noe Conceicao

IT DIRECTOR EU  
Highgate



### Noe Conceicao

AREA VP AND CLUSTER GM  
Hyatt Hotels Corporation



### Ted Horner

Owner  
E Horner & Associates



### Ittai Savran

CEO  
Olala



### Stamos Kalogrias

CEO  
New era Hotels



### Neil MacCallum

Group Director of Revenue  
Ensana



# 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 Revenue &  
Growth  
'Hapi



**Angelo La Riccia**

CCO  
VOIhotels S.p.A.



**Valentin Dumonnet**

Director of Technology  
& Innovation  
Hotel Okura Amsterdam



**Nicola Rhone**

VP Business  
Development EMEA  
Access Hospitality



**Jacob Andrews**

Head of Managed IT  
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**

Consultant, Hotel Technology  
Leading Hotels of the World



**Alex Dinsdale**

Head of Digital Product  
Whitbread



**Tomas Holan**

Head of Digital  
OREA HOTELS s.r.o.



**Peter Habelitz**

Chief Financial &  
Technology Officer  
The Dean Hotel Group



**Daniele Davi**

IT Senior Director  
Aeroviaggi S.p.A.



## DAY 1 : TUESDAY, 21ST APRIL 2026

10:00 – 10:50

Registration & Networking Breakfast

10:50 – 11:00

Chair's Opening Remarks

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

### Session 1: Key Trends

11:00 – 11:20

#### **Europe Hospitality Tech Outlook: Investment, Innovation, and the Intelligence Era**

- Benchmarking Europe's digital maturity and innovation adoption against global markets
- Where tech investment is accelerating - from AI and automation to personalization and sustainability tech
- What the data tells us about hospitality's next intelligence-driven evolution

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

**Aidan Knight**, Associate Analyst, Strategic Intelligence, **GlobalData**

11:20 – 11:40

#### **Keynote Address: Independent, Branded or Affiliated?**

#### **Strategic Positioning for Sustainable Hotel Growth**

- Brand vs. Independence: Strategic Trade-offs
- Technology, Guest Experience & Commercial Performance
- Sustainability as a Competitive Differentiator

**Jeroen van Gils**, Development Director Europe, **BWH Hotels**

11:40 – 12:10

#### **PCI: Compliant Yesterday, Vulnerable Today: Why Passing Your Audit Isn't Enough**

**Jacob Andrews**, Head of Managed IT , **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)

	<b>Stream A</b>	<b>Stream B</b>
<b>13:20-13:25</b>	<p>Technology &amp; Operations</p> <p>Chaired by <b>Ted Horner</b>, Owner, <b>E Horner &amp; Associates</b></p> <p>Chair's opening remarks</p>	<p>Distribution &amp; Marketing</p> <p>Chaired by <b>Nicholas Wyatt</b>, Foodservice &amp; Tourism Director, <b>GlobalData</b></p> <p>Chair's opening remarks</p>
<b>13:25-13:45</b>	<p><b>Laying Out Your AI Strategy Roadmap – Trends, Hype and Truly Effecting Transformation</b></p> <p><b>Karsten Tremmel</b>, CIO Central &amp; Norther Europe, <b>B&amp;B Hotels</b></p>	<p><b>Beyond Check-In – Building a Mobile-First Guest Journey</b></p> <p><b>Richard Rosenberg</b>, Director of Technology, <b>Whitbread</b></p> <p><b>Alex Dinsdale</b>, Head of Digital Product, <b>Whitbread</b></p>
<b>13:45-14:15</b>	<p><b>Tech Leaders 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>Ted Horner</b>, Owner, <b>E Horner &amp; Associates</b></p> <p><b>Kiril Parmacki</b>, Director of Tech Rollout &amp; PMO Europe &amp; North Africa, <b>Accor</b></p> <p><b>Gozde Eren</b>, Area VP, <b>Andaz Prinsengracht &amp; Hyatt Regency Amsterdam</b></p> <p><b>Shanu Ammuni</b>, Global Senior Director Technology, <b>Rosewood Hotels</b></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>Nicholas Wyatt</b>, Foodservice &amp; Tourism Director, <b>GlobalData</b></p> <p><b>Jeroen van Gils</b>, Development Director Europe, <b>BWH Hotels</b></p> <p><b>Neil MacCallum</b>, Group Director of Revenue, <b>Ensana Spa Health Hotels</b></p> <p><b>Caroline Hohmann</b>, Director of Revenue, <b>Leonardo Hotels Benelux</b></p> <p><b>Hugo Esteves</b>, Head of Revenue, <b>Savoy Signature</b></p>
<b>14:15-14:45</b>	<p><b>Transforming Hospitality: Elevating Guest Experiences with Seamless Digital Services</b></p> <p><b>Landen Lancaster Snell</b>, Sales Manager, <b>Suitepad</b></p>	<p><b>From Inquiry to Booking: How AI Agents Turn Guest Messages into Reservations</b></p> <p><b>Jon-Fredrik Hopland</b> and <b>Kristoffer Pedersen</b>, Co-Founders, <b>Altek AI</b></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**

**Matthew Joyce**, Vice President - Hospitality Tech – Europe, **Accor**  
**Ugur Kaan Isbasaran**, Chairman, **Isbasaran Group**

**Manolo Diaz**, Director of Sales - Southern Europe, **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**

**Dale Nix**, Director, **Avenue 9 Solutions**

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*

17:10-17:20

**Prize Draw**



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

<p><b>17:20-17:40</b></p>	<p><b>Stream A</b></p> <p><b>Leading Through Technology Without Being a Technologist : Where Technology Meets Real Hotel Operations</b></p> <p><b>Gozde Eren</b>, Area VP and Cluster General Manager, <b>Andaz Prinsengracht &amp; Hyatt Regency Amsterdam</b></p>	<p><b>Stream B</b></p> <p><b>Measuring What Matters: Redefining Value Through Guest and Host E-ROI – The Cabins Sleeping Case Study</b></p> <p><b>Stamos Kalogrias</b>, CEO, <b>New Era Hotels</b></p>
<p><b>17:40-18:00</b></p>	<p><b>Revolutionizing guest communication: Agentic AI and Beyond</b></p> <p><b>Philip von Ditfurth</b>, Founder, <b>Apaleo</b></p> <p><b>Thijs Brugman</b>, Managing Director Tech &amp; Data, <b>Another Star</b> (formerly <b>CitizenM Hotels</b>)</p>	
<p><b>18:00-18:20</b></p>	<p><b>Fireside Chat: 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>, Foodservice &amp; Tourism Director, <b>GlobalData</b></p> <p><b>Renée Nicole Wagner</b>, PhD, Corporate Director ESG &amp; Quality Management, <b>Orascom Hotels Management</b></p>	
<p><b>18:20</b></p>	<p>Close of day one and networking drinks Sponsored by M3Connect</p>	
<p><b>19:20</b></p>	<p>Networking Dinner</p>	



## DAY TWO – WEDNESDAY 22 APRIL 2026

08:00 - 08:45	Registration	
08:00 - 08:45	<p><b>Breakfast Executive Exchange: Is Hotel Tech Overhyped? Market Signals and the 2027 Outlook*</b> Cutting through the noise to drive measurable value</p> <ul style="list-style-type: none"><li>• Market outlook: investment signals, consolidation, and risk priorities</li><li>• AI – separating hype from tangible results</li><li>• Establishing a use case – the difference between failure and success</li><li>• Investment priorities: where should you invest?</li></ul> <p><b>Nicholas Wyatt</b>, Foodservice &amp; Tourism Director, <b>GlobalData</b></p> <p>*Delegates must pre-register interest prior to the day of the event.</p>	
08:45 - 08:55	<p><b>Stream A Technology &amp; Operations</b></p> <p>Chairs opening remarks Ted Horner, Owner, E Horner &amp; Associates</p>	<p><b>Stream B Distribution &amp; Marketing</b></p> <p>Chairs opening remarks Nicholas Wyatt, Foodservice &amp; Tourism Director,, GlobalData</p>
08:55 - 09:15	<p><b>Seamless System Integration: Building a Low-Disruption, Cost-Efficient IT Rollout Roadmap for Hotels</b></p> <p><b>Jean Bessard</b>, Consultant, Hotel Technology , <b>The Leading Hotels of the World</b></p>	<p><b>Revenue Focused Packaging &amp; Upselling Strategies</b></p> <p><b>Neil MacCallum</b>, Group Director of Revenue, <b>Ensana Spa Health Hotels</b></p>

# DAY TWO – WEDNESDAY 22 APRIL 2026

<p><b>09:15 - 09:35</b></p>	<p><b>Beyond Chatbots: Designing the Boundary Between AI and Human Hotel Operations</b>  <b>Markus Feller</b>, CEO, <b>Like Magic</b>  <b>Jason Noronha</b>, Co-founder and CEO, <b>D3x</b></p>	<p><b>The Invisible Concierge: Why Self-Driving Networks are Redefining Hotel &amp; Resort Operations</b>  <b>Darrel Rhodes</b>, Hospitality Networking Consultant, <b>HPE</b></p>
<p><b>09:35 - 10:05</b></p>	<p><b>Presentation and Fireside Chat: Effective AI Implementation: What hotels can learn from other industries</b></p> <ul style="list-style-type: none"> <li>• Exploring rate of AI adoption by hoteliers and current use cases</li> <li>• Understanding why AI adoption in lodging struggles compared to other adjacent industries</li> <li>• Examining relevant lodging-adjacent industry AI use cases, and where hoteliers can learn from said use case</li> </ul> <p><b>Aidan Knight</b>, Associate Analyst, Strategic Intelligence, <b>GlobalData</b></p> <p>Fireside Chat with:  <b>Nicholas Wyatt</b>, Foodservice &amp; Tourism Director, <b>GlobalData</b></p>	<p><b>Panel Discussion: Who Pays, Who Gains? The Real Economics of Hotel Tech Innovation</b></p> <ul style="list-style-type: none"> <li>• Follow the money: Owners, operators, brands, and investors — who should pay for new tech?</li> <li>• Can solutions really plug into CRS/PMS ecosystems without disruption?</li> <li>• If a tool boosts guest experience but drains owner budgets, is it worth it?</li> <li>• Future Models: Co-investment, revenue-share, or brand-led mandates — what's next?</li> </ul> <p>Moderator: <b>Ted Horner</b>, Owner, <b>E Horner &amp; Associates</b>  <b>Tobias Reinecke</b>, Head of Investments &amp; Development EMEA, <b>Choice Hotels International</b>  <b>Valentin Dumonnet</b>, Director of Technology &amp; Innovation, <b>Hotel Okura</b>  <b>Nicola Rhone</b>, VP Business Development EMEA, <b>Access Group</b>  <b>Antonio Di Natale</b>, CEO Benelux, <b>Passman</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>	



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

12:05-12:35

- 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**, Franchise IT Director, **Radisson**  
**Shrikant Shenoy**, Chief Information and Strategy officer, **Adeera**  
**Nils Scheers**, COO and Co-Founder, **Thynk**  
**Tariq Valani**, Co-Founder | Chief Product & Innovation Officer **Intel AI**

**Panel Discussion: AI in hospitality —Turbocharger for Guest Interaction? Or Efficiency Finder for Back-Office Tasks?**

- Practical and concrete ideas of how to implement AI for efficiency
- How to evaluate and prioritize investments
- The payback period: what owners and operators want to see
- Case studies: implementing AI into hotels today

Moderator: **Nicholas Wyatt**, Foodservice & Tourism Director, **GlobalData**  
**Martijn van der Graaf**, COO Western Europe, **Essendi**  
**Daniele Davi**, IT Senior Director, **Aeroviaggi**  
**Fritz Muller**, SVP of Enterprise Growth EMEA & APAC, **Cendyn**

12:35 - 12:55

**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**

**The Invisible Engine: Why the Best AI in Hospitality is the One Your Guests Never See**

- Shift focus from chatbots to invisible operational AI guests feel.
- Use AI to boost efficiency, accuracy, and profit—keep service human.
- Tackle the data tax: surface and fix data-quality issues.
- Prioritize prediction/correction (ETL, BI, pricing, inventory) for ROI.

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

12:55-13:50

Networking Lunch

13:50-14:20

**Panel Discussion: Automation in Hospitality: Frictionless Journeys or Digital Overload?**

- 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**  
**Karsten Tremmel**, CIO Central & Northern Europe, **B&B Hotels**  
**Kiril Parmacki**, Director of Tech Rollout & PMO Europe & North Africa, **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: **Nicholas Wyatt**, Foodservice & Tourism Director, **GlobalData**  
**Hugo Esteves**, Head of Revenue, **Savoy Signature**  
**Angelo La Riccia**, Chief Commercial Officer, **VOI Hotels**  
**Ryan Brough**, SVP of Revenue & Growth, **Hapi**  
**Frank Wagner**, General Manager, **ACT International**

14:20-14:50

**Panel Discussion- Modern Guest Engagement: Digitization, Automation & AI**

- Learning from hospitality AI power users through real-world rollout lessons in guest messaging, mobile check-in, and operational automation
- Exploring industry-wide AI adoption through case studies, market trends, and research on vendor selection, change management, and measurable impact
- Gaining a forward-looking view of AI's next frontier in back-of-house innovation and advanced personalisation, including key lessons from experienced adopters

Moderator: **Alex Reid**, Country Manager, **Canary Technologies**  
**Freya Sinding**, IT System Service Manager, **Brøchner Hotels**  
**Michael Lederman**, Vice President, Information Technology, **The Leading Hotels of the World**

14:50-15:00	<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>	
16:45-16:55	<i>Prize Draw</i>	
16:55-17:15	<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>
17:20-17:25	<i>Day Two Closing Remarks</i>	
17:25-18:25	<i>Drink Reception Sponsored by Threatspike</i>	
18:30	<i>Networking Dinner</i>	



# INTERNATIONAL HOTEL TECHNOLOGY FORUM 2026

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

## DAY THREE – THURSDAY 23 APRIL 2026

08:00- 10:00	<b>Coffee Morning Session: Women in Hospitality</b> Moderator: <b>Rachelle Peterson</b> , Founder, <b>Rebound &amp; Rise</b>
08:30 - 09:00	Registration
09:00 - 09:10	Chair's Opening Remarks – Welcome Back <b>Nicholas Wyatt</b> , Foodservice & Tourism Director, <b>GlobalData</b>

### Session 1: Navigating Tech Buying Decisions

09:10 - 09:30	<b>Keynote Address:</b> <b>Legacy Technologies and Challenges of Integration</b> <b>David Mendes</b> , Director of Technology, <b>Pestana Hotel Group</b>
09:30 - 10:00	<b>Keynote Panel Discussion: From Tech Stack to Guest Delight: Tech Buying Decisions for Extraordinary Guest Experiences</b> <ul style="list-style-type: none"><li>• 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.</li><li>• How different hotels balance their budgets against must-have features</li><li>• What makes implementation successful (and what to avoid)</li><li>• Ways to ensure staff can actually use the technology effectively</li><li>• How to measure if you're getting value for money</li></ul> <b>Moderator: Ted Horner</b> , Owner, <b>E Horner &amp; Associates</b> <b>Tomas Holan</b> , Head of Digital, <b>OREA HOTELS</b> <b>Daniele Davi</b> , IT Senior Director, <b>Mangia's</b> <b>Daan de Smit</b> , Business Development Manager Hospitality, <b>TP-Link</b> <b>David Bodnick</b> , Founder and CEO, <b>Expertly AI</b>
10:00-10:10	<i>Networking Break</i>
10:15-10:45	<i>Business Meetings 10</i>
10:50-11:20	<i>Business Meetings 11</i>
11:25-11:55	<i>Business Meetings 12</i>
11:55-12:00	<i>Prize Draw</i>

# Session 1: Navigating Tech Buying Decisions

12:00- 12:30

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

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

**Jean Bessard**, Consultant, Hotel Technology, **The Leading Hotels of the World**

**Shrikant Shenoy**, Chief Information and Strategy Officer, **Adeera**

**Catt McLeod**, Vice President Brand Development, **Elegant Hotel Collection**

**Maarten Edelman**, Vice President International Sales, **Dailypoint**

# Session 2: Future Trends: Preparing for 2030

12:30-13:00

**Panel Discussion: Hospitality's Next Generation: Designing for the Guest and Workforce of the Future**

- Balancing AI adoption with adapting to shifting Gen Z guests and talent.
- Reducing operational friction by meeting next-gen expectations around work and experience.
- Rethinking hotel strategy, spaces, and structures for a tech-forward future.
- Embedding sustainability into operations and the guest journey as a core next-gen expectation.

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

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

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

**Chris Salman**, Hotel Manager and Instructor, **Skotel The Hague**

**Asif Alidina**, Co-Founder and CEO, **Inntelo AI**

13:00-13:50

Networking Lunch

## Session 2: Future Trends: Preparing for 2027

13:50 – 14:20

### **Panel Discussion: Still Fighting for a Seat: Women Redefining Power in Hospitality**

- Women powering hospitality but still missing from the C-suite.
- Hotel and hospitality-tech leaders unpacking the systemic barriers blocking advancement.
- Clear actions to shift power and increase women's representation at the top technical positions

Moderator: **Rachelle Peterson**, Founder, **Rebound & Rise**

**Catt McLeod**, Vice President Brand Development, **Elegant Hotel Collection**

**Sue Graves**, CEO, **Experience Alive**

More panellists to be announced

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14:20- 14:30

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

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