


Mediterranean Hospitality Forum

Toward the Sustainability in the Mediterranean Hospitality
23rd November 2018 – Casa Llotja de Mar – Barcelona

The **Mediterranean Hotel & Hospitality Forum** (MedaHotels Forum) will be one of the most important annual events in the calendar at Mediterranean Hotel and will play a significant part in driving the hospitality sector by bringing hoteliers together and facilitating partnerships among all stakeholders.

I. Rethinking the Hospitality Agenda in the Mediterranean Region

- ✓ The hotels and hospitality sector has an important role in shedding light on the **Mediterranean's projections**, which aims to welcome hundreds million visitors per year by the start of the next decade.
- ✓ Europe, Middle East and Africa EMEA volumes are predicted to reach \$25 billion, with the **region expected to remain the largest destination for offshore capital**. The bulk of EMEA sales activity will be driven by single-asset transactions, which are expected to grow by 35%.

II. The Event

Hotels and hospitality have a great part to play in realizing Mediterranean's tourism sector and vision, which aims to welcome hundreds million visitors per year by the start of the next decade.

Hotels, restaurants and leisure facilities need to continue to invest in services and technology to help improve the guest experience. They must upgrade to technologies that have proven to add to revenues and reduce costs.

The forum will:

- ✓ Highlight successful strategies companies can use to make their hotel and tourism products more sustainable.
- ✓ Challenge businesses and governments to address their present travel policies, as well as demonstrating case studies and success stories from around the region and internationally.

Hotels, restaurants and leisure facilities need to continue to invest in services and technology to help improve the guest experience. In order to stay competitive, they must upgrade their technologies that will translate into added revenues and reduction of costs.

The 3rd edition of this forum will have an extensive programme offering the latest insight and market intelligence from Mediterranean and international speakers. Presentations will come from renowned industry experts highlighting solutions and initiatives already available, as well as discussing innovations that will drive the sector forward. It is the must-attend event for those looking to develop green hotel policies, projects and technologies or looking to make their existing operations more sustainable.

Moreover, attendees will get to network with people who face a similar challenge and those who offer a solution to their problems.

Together, facilitated by Meda Hotel Forum, we can reach and exceed our goals, and drive success and prosperity within the tourism industry as a whole. It is free to attend and will provide a platform so delegates can hear global hoteliers, restaurateurs. Leisure experts will be able to discuss and debate trends, challenges and vision.

Join us at the **Meda Hotels Forum** and stay on top by becoming part of recent trends and discover new technologies that could translate into a better experience for guests or customers

Topics like the following will be discussed in this Forum:

- ✓ An Overview of Hotel Performance in the Mediterranean Region.
- ✓ Sustainable Development in the Hospitality Industry.
- ✓ Classification & Standardization in the Hospitality Industry.
- ✓ Inspiring the Future Workforce.

III. The Programme

10:30-12h Session 1: Mediterranean Hotel's Status- Sustainable Development, Security and Classification & Standardization

- ✓ Sustainable Development on the rise.
- ✓ Security.
- ✓ Hotels classification & standardization in Mediterranean.

Speakers:

Ghassan Aidi. President, International Hotel and Restaurant Association and Mediterranean Hotel and Restaurant Association (Chair)

Reto Wittwer. President, Smart Hospitality Solutions, Former President and CEO of Kempinski Hotels (Key Speaker)

Eduard De Gispert. Director, Barceló Hotels & Resorts (Speaker)

Eva Ballarin. Director, Hospitality Innovation Planet (Speaker)

Geoffrey Lipman. Director, TraNexus Limited, Former Director General of IATA, UNWTO (Speaker)

12-13:15 Session 2: An Overview of Hotel Performance in Mediterranean Region- A Regional Market Focus

Regional Market Focus

Southern Europe Market Focus

North Africa Market Focus

Middle East Market focus

Regional Leaders Overview

- ✓ A discussion on organic growth vs. acquisition: is the real growth coming organically through new initiatives, or are acquisitions proving to be the most effective way to expand?
- ✓ Hear about the regional leader's growth strategies for the Mediterranean region.

Speakers:

Ghassan Aidi. President, International Hotel and Restaurant Association and Mediterranean Hotel and Restaurant Association (Chair)

Franck Trouet. CEO, GNI Synhorcat (Speaker)

Amine Moukarzel. President – Golden Tulip MENA and Vice President – Middle East of International Hotels and Restaurant Association (IHRA) (Speaker)

François Furia. Mediterranean Development Association (Speaker)

Josep Francesc Valls. Professor, Department of Marketing Management (ESADE) (Speaker)

Hala El Khatib. Executive Director, Egyptian Tourism Federation (Speaker)

13:15-14:15 Session 3: Inspiring the Future Workforce-Fostering Talent for the Hospitality Industry

Human Capital Development

- ✓ Availability of skilled workforce continues to be a major challenge for the hospitality industry in the region.
- ✓ How should we be addressing the issue of building and retaining local talent?
- ✓ What can education establishments do to influence younger generations on developing careers in the sector?
- ✓ Developing a Career in Hospitality & Tourism: Executives from a cross section of the industry will present students from a number of hospitality schools in the region on the types of careers available in the sector-what they are looking for as employers, and how to get a job in the industry.

Speakers:

Ghassan Aidi. President, International Hotel and Restaurant Association and Mediterranean Hotel and Restaurant Association (Chair)

Daniela Freund. Researcher of the Chair of Responsible Tourism and Hospitality and Lecturer of School of Tourism and Hospitality Management Sant Ignasi. Ramon Llull University (Speaker)

Karim Yahiaoui. Director of Corporate Relations, Air France (Speaker)

Iva Bahunek. CEO, Croatian Hotels Association (Speaker)

George Drakopoulos. President and CEO of Tourism Generis (Speaker)

IV. News & Contact

CONTACT US: secretariat@ascame.org