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Executive Hospitality Summit

Agenda

Wednesday 13 October

- **Welcome and Introduction**

Pascal Bordat – Vice President, Unisys Travel & Hospitality

- **Keynote: Emerging Lifestyles and Travel Trends**

Contemporary travelers, whether for business or pleasure, don't act the way they used to as recent as three years ago, and this session will provide attendees with some powerful insights into their emerging travel habits, preferences and intentions. From brands to booking practices, you'll marvel at just how quickly the landscape of consumer behavior has changed and the corresponding implications for future product development and marketing.

Peter Yesawich – Chief Executive Officer, Yesawich, Pepperdine, Brown & Russell

- **Adapting to the Changing Travel Consumer**

Arguably one of the biggest changes in the history of the hospitality industry has been the rapid emergence of online distribution, its reinvigoration of the merchant model and the resulting commoditization of the hotel room product caused by this third-party disintermediation. And while many industry experts point to third-parties as the cause of this crisis, in many ways they haven't caused the problem, but simply capitalized on the fragmentation of our industry and the deeply engrained cultural resistance to change at the line and property levels that have made innovation and differentiation difficult. While acknowledging these challenges, Mr. DiLeva will reflect upon some of the innovations introduced in the industry over the past few decades and will review new consumer trends and the changing needs and expectations of the travel consumer with an eye on how those changes are offering hotels an opportunity to introduce new processes and technologies that can allow them to fight commoditization and regain a competitive advantage.

Michael DiLeva – Director, Unisys Travel & Hospitality Solutions

- **Technology Convergence – Implications for Homes and Hotels**

There was a time when hotel guests were delighted with technology-enabled choices in hotels that were not available at home. Color TV and air conditioning are old and over-used, but still valid examples. But the days are long gone when a hotel could really delight a high value guest compared to their home technology experience.

Today's high value guest certainly has more sophisticated technology choices in their homes than can be had in almost any hotel room. And it will only get worse for hoteliers who do not heed the convergence of Consumer Electronics, Computing and Networking technologies. This part of our Executive Hospitality Summit program explores the implications of this convergence for amenities in homes of the future, and by inference, the implications for hotels of the future.

Barry Shuler – Senior Vice President & Chief Technology Officer, Marriott International

Thursday 14 October

- **How to Survive and Thrive in the Mid-Market: A Regional Case Study**

Outrigger Hotels and Resorts is a privately held owner/operator with over 50

properties in Hawaii and the Pacific. This presentation will address some provocative strategies that have allowed this mid-size regional company to compete successfully with global giants, such as:

- Where does distribution fit in, and how does it relate to success in the marketplace?
- What approaches have been successful in building and maintaining customer preference?
- How can a regional player develop strategic alliances and technology leadership

Robert Solomon – Senior Vice President, Sales and Marketing, Outrigger Hotels

■ **Blueprinting a More Efficient Travel Supply Chain**

Alan Sbarra – Vice President, Unisys R2A Transportation Management Consultants

■ **New Distribution Paradigms and Their Impact on Property Management Systems**

Michael Kennedy – Chief Information Officer, Cendant Hotel Group

■ **President's Panel: Critical Issues Impacting the Lodging Industry**

A dynamic panel of key hotel executives will share their views on a variety of issues impacting the lodging industry followed by a discussion and questions from the audience.

Moderator: Jay Schultz – Hotel Business Magazine

Robert Falor – President, Allied Hospitality, Hilton International

Robert Winchester – President, Waterford Hotel Group

Bakulesh "Buggsi" Patel – President and CEO, Buggsi Hospitality Group

Steve Van – President and CEO, Prism Hotels

Richard Millard, Chairman and CEO, TECTON Hospitality

■ **Advances in the Enterprise Data Warehouse**

Las Vegas is well known for keeping people up all night and, in many cases, that can include the executives. After all, a company like MGM Mirage, the world's premier casino entertainment company, faces all the challenges associated with operating a nationwide network of mega-resorts – each with enormous hospitality, gaming, restaurant and entertainment facilities that never close; that endure their busiest volumes on nights and weekends; and that base much of their decision-making on customer and operational data that is growing exponentially and brings with it significant disaster recovery/business continuity requirements. Glenn Bonner will present some of the initiatives that they have implemented to improve their odds of success, including advancements in the enterprise data warehouse and tools that use the concepts of "Institutional Memory" and "Mass Customization" to optimize customer relationships.

Glenn Bonner – Chief Information Officer, MGM Mirage

■ **Hospitality Trends in Asia**

With world travel tourism activity expected to double to close to US\$10 trillion over the next ten years, tourism will become an even more important sector in many Asian economies. Ms Chua will examine the changing travel preferences in Asia against the desired customer mix and the push for increased yields from the higher spending traveler.

Jennie Chua – Chief Executive Officer, Raffles International

■ **Bringing the Digital Evolution into the Hotel Room**

When a guest checks into a hotel and turns on the television what do they expect? Does that expectation change based on the type of technology they have at home? Should their expectations change based on the type of hotel they are staying at?

More than 2 million people in the U.S. alone watched the 2004 summer Olympics in high definition. With digital cable available in most homes offering movies and television-on-demand, electronic programming guides and personal video recordings, guests will expect similar or better services to Wow them. What do hotels need to offer to impress these technology and entertainment-savvy guests?

During this session Mr. Segev will discuss technology, service providers and business models relating to:

- IP network infrastructure
- Free-to-guest programming
- On-demand services and content
- Television-based CRM applications

Eran Segev – Founder and President, KoolConnect

Friday 15 October

■ **Measuring the True Value of the Guest Experience**

Leading hoteliers are fundamentally changing the rules of engagement with their guests in their properties. They are embracing innovations that create new opportunities for collaborating with guests, understanding their preferences, and tailoring the guest experience to the guest specific references. The edge of the enterprise – the hotel or resort – is where most of the labor in a hospitality enterprise is deployed, where much of the capital is spent, and where all the guests are.

The edge of the hospitality enterprise will be the focal point of integrated innovation and the redefinition of the value offer to guests. Through integrated innovation, technology can enable a hotel enterprise to get closer to its guests, both while in the property and before and after the visit, and drive sustained value from that interaction. The more the guest becomes a part of the overall hospitality experience, the higher their satisfaction level is and the more loyal the guest will be.

Mr. Muta will discuss how the industry is making bold strides to create guest value through experience differentiation to personalize the overall guest experience ultimately improving efficiencies, driving revenue and generating repeat frequency and loyalty.

Matthew Muta – Chief Technology Officer, Microsoft Retail and Hospitality

■ **Riches in Niches – Banding & Branding Together**

Hospitality studies worldwide agree that consumers prefer unique experiences in their travels and are willing to pay extra for it. Representatives from Historic Hotels of America (HHA) and Historic Hotels of Europe (HHE) discuss why they've entered into a cross-promotional, exclusive alliance. They will discuss how to find and attract guests who prefer staying at historic properties, and tactics to keep them coming back for more. Panelists will discuss their respective success stories and will give participants helpful advice on creating demand with individual consumers, groups, web visitors and travel agents, no matter what your 'niche' is or whether your properties are branded or independently operated.

Moderator: Thierry Roch – Executive Director, Historic Hotels of America
Laurent Plantier – Co-owner of Chateaux and Hotels de France; Founding Member of Historic Hotels of Europe; and General Manager and Co-Founder of Groupe Alain Ducasse

Kristian Jorgensen – Executive Director of Historiske Hotel and Spisesteder

■ **Loyalty – Is it Worth What We Invest In It?**

While the modern era of loyalty programs was kicked off by American Airlines' introduction of AAdvantage in 1981 and followed shortly thereafter by Holiday Inn's introduction of the first hotel program in 1983, 25 years later such programs have become virtually ubiquitous. Today not only does nearly every airline, rental car company, credit card company, casino and hotel chain offer a frequent customer program, but such membership clubs have expanded to become standard offerings for other retail establishments ranging from supermarkets to car washes. The reason for this expansion is simple: hotels and retailers want to exploit the lifetime value of a customer by keeping them loyal to their particular brand. But are such programs actually creating loyalty or merely serving as an increased cost of doing business and a means by which to set customer expectations of services and rewards continually higher and

higher? Mr. Abrantes will review whether loyalty programs are still worthwhile.

Jorge Abrantes – Chief Marketing Officer, The Pestana Group

■ **What Have We Learned? The Ins and Outs of Achieving 1999 Results in 2005**

Technology within the facility is still a key element in maintaining your position within your competitive set. The melding of technology with continued education for your personnel, your day-to-day business flow, and the pulse within your facility will drive a positive return to your top-line growth and bottom-line profits.

Understanding the outside influences that are rewriting the "book" on distribution, channel management and margin management is essential for establishing and managing a plan for execution within the "always-on" world of electronic business and electronic commerce. Mr. Nesta will summarize the Summit by reviewing the key lessons and insights offered during the event by each of the speakers and use his unique experiences to help translate this information into a framework for improvements for attendees when they return to their properties and enterprises.

Ed Nesta – President, Luxury Hospitality Consultants, and former Senior Vice President and Chief Operating Officer, Leading Hotels of the World