



presents the

45TH CYPRUS HOTEL

SUMMIT &
EXHIBITION

Friday, 23 February 2024
City of Dreams Mediterranean,
Limassol

#hotelsummitcy

BROCHURE

EMBRACING THE NEW NORMAL



KEY TOPICS

- THE FUTURE OF HOSPITALITY
- HOSPITALITY: THE INVESTMENT & FINANCE DIMENSION
- HOSPITALITY MARKETING TACTICS TO BOOST THE BOTTOM LINE
- THE RIGHT TECHNOLOGY
- SUSTAINABLE HOSPITALITY

350+
PARTICIPANTS

7
SPONSORS

50+
EXHIBITORS

30+
LEADING SPEAKERS

Media Partners



Coordinator



Organiser



INTRODUCTION

EVENT DETAILS

When: Friday, 23 February 2024

08:30-15:00

Where: City of Dreams
Mediterranean, Limassol

Language: English

Awards

For the first time in its history, the 45th Hotel Summit & Exhibition will honour some key players in the hospitality industry, which have excelled in a number of areas and parameters. An experience not to be missed!



EMBRACING THE NEW NORMAL

In a world where crises have become the new normal, predicting and planning around the future of the hospitality industry is proving increasingly difficult. As travel transitions from leisure to bleisure, as more and more people adopt the lifestyle of digital nomads, as sustainability becomes not just an option but an expectation and disruptive technology shakes the foundations of the industry, how do hotels position themselves to remain competitive?

THE SUMMIT

Already in its 45th year, the Hotel Summit & Exhibition is the landmark Conference in Cyprus around the hotel and hospitality industry. With a view to the future, the Conference explores the key trends shaping the hospitality landscape and the critical success factors necessary for hotels to survive and thrive in an unpredictable environment. Attracting hotel owners, executives and industry professionals from Cyprus and abroad, the Conference includes a Products & Services exhibition area, where visitors and participants can network and explore the multifaceted offering of companies operating in the wider hospitality sector.

AUDIENCE

The Conference is addressed to hotel owners, CEO's and executives of hotels and hospitality-related businesses. From large hotel chains to boutique hotels, from traditional luxury hotels to Gen Z start-ups and alternative resorts, participants will have a chance to hear from some household names in the industry, explore and exchange ideas, mingle in the exhibition area and enjoy the first-ever Award Ceremony and networking cocktail at the end of the Conference.

THE NEW ENGLISH-LANGUAGE BUSINESS AND INVESTMENT PORTAL OF CYPRUS



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KEY TOPICS

1. THE FUTURE OF HOSPITALITY

The trends shaping the hospitality landscape in 2024:

As visitors expect not simple stays, but full-blown, exciting experiences, what is the impact of changing consumer trends? How can increasing demands on luxury, technology, sustainability and entertainment be managed without disrupting the bottom line?

2. HOSPITALITY: THE INVESTMENT & FINANCE DIMENSION

- The options beyond vanilla bank loans: learn from experts in the field
- Navigating economic downturns & recovery

3. HOSPITALITY MARKETING TACTICS TO BOOST THE BOTTOM LINE

- Personalisation and customized experiences
- Direct bookings
- Influencer & video marketing
- Storytelling & user-generated content
- The impact of social media
- Diversifying and boosting revenue streams

4. THE RIGHT TECHNOLOGY

The pace of technological change is faster than our adaptation rate to it. Which types of technology can be leveraged to satisfy consumer demand while streamlining hotel operations?

- Customer-facing services
- Yield management
- Smart hotel rooms
- The role of Artificial Intelligence

5. SUSTAINABLE HOSPITALITY

- Climate change & the expansion of shoulder seasons
- Eco-friendly practices
- Meeting customer expectations and promoting eco-tourism



SPEAKERS



ANDY WHITESIDE, Director of Digital Communications, 80 DAYS UK

With more than 30 years' experience in journalism, branding, marketing, advertising, public relations, digital communications and production, Andy has worked with some of the world's leading brands across hotels, spas, restaurants, destinations and real estate. As the Director of Digital Communications at 80 DAYS, Andy heads the social media and content creation teams, working for a diverse range of clients from global luxury hotel brands to independent properties. Andy also spearheads Hotel Social by 80 DAYS, a digital academy and training initiative created especially for hotel, travel and hospitality industries, designed to revolutionise their social media and digital marketing communications.



GIANLEO BOSTICCO, Vice President, Development – Southern Europe, Marriott International Italy

As of March 1st, 2023, Gianleo's expanded role is aimed at growing Marriott's footprint in Southern Europe with a particular focus on Iberia, Greece and Italy. In 2019 Gianleo joined Marriott's Development team as Senior Director responsible for development of all MI brands in Italy completing high profile deals like the W Milan, the Lake Como Edition or more recently the Ritz-Carlton Bellagio. Gianleo graduated from IMHI a joint program of Essec and Cornell University in 2003. Following this he took on a position at JLL Hotels & Hospitality in Milan where he was responsible for feasibility and advisory projects. Moving to the London Pan European investment team in 2007, he followed complex cross boarder sale mandates. In 2011 he changed to the development team at Melia and then Radisson, where he completed deals in all the major Southern European countries.



IOULIA DOURAMANI EFTHYMIADI, Area Manager, Expedia Group

Ioulia Douramani Efthymiadi started her career in London working in shipping industry before deciding 12 years ago to follow her passion for travel and move to hospitality industry by joining Expedia Group in Athens, GR. Throughout the years at Expedia Group she worked on various roles, opening new markets, driving revenue for existing partners and creating innovative strategies based on business needs. Currently as an Area Manager for Greece & Cyprus supports, motivates, and develops her team through coaching. She is an active member of Inclusion & Diversity community of Expedia Group as a voice of Athens WELL (Woman at Expedia Leading and Learning).



PAULINE VAN BENEDEN, Co-CEO & Sustainability Expert, Ecotel Consultancy Belgium

As the co-CEO & co-founder of a leading sustainability consultancy firm in the hospitality industry, Pauline Van Beneden has guided numerous hotels toward harmonizing economic prosperity, environmental stewardship, and social responsibility. With a comprehensive background in sustainable practices through master's degrees in Business Engineering: Supply Chain Management and in Sustainable Hospitality Management and a great passion for driving sustainable decision-making in the complex hotel industry, Pauline has excelled in lowering operational costs and creating future-proof, environmentally-friendly solutions tailored to the specific needs of both the guests as well as the hotel business as a whole.



PAVLOS PAPANIMITRIOU, MRICS, Director, HVS – Athens Office

Pavlos Papadimitriou is a Director with the Athens Office of HVS, specializing in hotel valuation and financial consultancy, and a member of the Royal Institution of Chartered Surveyors as well as a registered valuer by the Greek Ministry of Finance. He joined HVS Athens in late 2007 after completing the MBA programme of Les Roches School of Hotel Management in Switzerland and a BSc in Marketing and Communication from the Athens University of Economics and Business. Since then, he has conducted numerous valuations, feasibility studies, and market research analyses in the Balkans, Cyprus, Georgia, Greece, Italy, Poland, Spain, and Turkey.



PETROS MYLONAS, Regional Manager - Sourcing – South Greece & Cyprus, HBX Group - Hotelbeds

Petros Mylonas studied Civil Engineering, but the Tourism Industry won him over. Back in 2000 he joined Louis Tourist Agency and after 10 successful years he moved on to Hotelbeds. Petros was Hotelbeds Contracts Manager looking after Cyprus for 5 years and then was promoted to a Regional Manager and relocated to Greece. During covid he returned to Cyprus. Currently he is leading a team of 14 people looking after South Greece & Cyprus handling a portfolio of 1,200 hotels spread mainly between Crete, Rhodes, Kos & Cyprus.



TASOS EFTHYMIU, Area Manager Greece & Cyprus, Booking.com

Tasos Efthymiou studied Economics at the Athens University of Economics & Business and then as travel has been of great interest to him, moved to the Netherlands for a Master on Hospitality Management. His journey within Booking.com started 15 years ago and as of then have been positioned to various roles, currently being the Area Manager of Greece & Cyprus.



VICTORIA STUDER, Director Sourcing & Contracting Volume Tour Operating, Hotelplan Group

Victoria Studer found her way into the travel industry in 2011 as a travel consultant for city trips at the Swiss OTA travel.ch. She moved then to TUI Cruises as a guest advisor before returning to travel.ch as a travel consultant. Her further career stages took her to Hotelplan Suisse in 2015 as Manager Sales & Operations Beach East, Lead Product Manager Beach Shorthaul and as Head Product Management. 2021 Victoria Studer has been Director Tour Operating Hotelplan & Migros Ferien and a member of the management team of the Volume Tour Operating division. Since 1.12.2023 Victoria Studer is Director Contracting & Sourcing for Volume Tour Operating.



WILLEM VAN ROSSEM, Manager International Partnerships & Barcelona Campus, Ferrières Hospitality & Luxury Management School

Willem van Rossem holds a B.Sc Highest Honors degree in Tourism Management by the University of New Hampshire, USA. Willem van Rossem has ample international experience in luxury hotel management positions in Europe, USA and Asia, including Disney, Leading Hotels of the World, Dolce Hotels & Resorts and Port Aventura World. Willem was part of the opening teams for three hotels and provided training, quality assurance and consulting solutions to hotels, cruise lines and call centers in Spain, Morocco and Ecuador, including Taj Hotels & Palaces, American Express and Fairmont Hotels & Resorts. Mr. van Rossem joined Ferrières Hospitality & Luxury Management School in 2021 and currently serves as Manager International Partnerships & Barcelona Campus

ORGANISER



The Cyprus Hotel Association is the Hoteliers National Trade Union. The history of its foundation goes back in the mid-1930s. Today the vast majority of all hotel establishments and other licensed tourist accommodation units, all over Cyprus, are members of the Cyprus Hotel Association. The Association, in order to achieve its aims and goals, develops a wide range of activities and offers various services to its members. Representatives of the Association participate actively in many official committees set up by the government or by semi-governmental organizations, related to the various sectors of the hotel and tourist industry and to the economy of Cyprus in general. In order to protect and promote its members' interests, the Association takes the necessary steps and makes representations to the Government, to the House of Representatives, to various Official Organisations and to the Workers Unions on economic, industrial, commercial, labour, legislative, social and other subjects related directly or indirectly to the hotel and tourist industry of Cyprus. The Association is an active member of the Hotels, Restaurants & Cafés in Europe (HOTREC), maintains close cooperation with the International Hotel & Restaurant Association (IH&RA), and is affiliate member of the United Nations World Tourism Organisation (UNWTO), the Cyprus Chamber of Commerce & Industry (CCCI), the Cyprus Employers & Industrialist Federation (OEB) and the Association of Cyprus Travel Agents (ACTA).

COORDINATOR



IMH is a leading Corporate Events, Media, Business Intelligence and Networking organisation with a vast annual agenda of over 200 conferences, business forums, exhibitions, investment summits, client events and business awards ceremonies. Organised by IMH in Cyprus and abroad, these are considered to be Cyprus' largest business and professional networking platforms. Our Business Media Department publishes Cyprus' two most popular monthly business magazines— IN Business and GOLD —and two digital media platforms, IN Business News and CBN (Cyprus Business News) with their Daily Newsletters providing executives with news and updates on the local business and economic landscape, in Greek and English respectively. Our Consumer Media Department operates REPORTER, one of the country's most popular news portals, as well as SUPER FM, Cyprus' Number 1 Greek music radio station. IMH also participates in Cyprus Government, EU and other international organisations' projects and programmes. www.imhbusiness.com

MEDIA PARTNERS



The English-speaking white-collar community of Cyprus, which includes well over 50,000 entrepreneurs, managers and professionals, has been growing fast in recent years. Its members work in diverse sectors, including Shipping, Financial Services, ICT, Gaming, Media, Communications, Trading, Insurance, Supply Chain, etc. In 2023, building on the success of GOLD, the only monthly English-language business magazine in Cyprus, IMH launched CBN (Cyprus Business News), a new English-language portal, app and newsletter focused on business and investment. This new and exciting portal aims to become the daily source of information on business in Cyprus for all English-speaking professionals based on the island, as well as for hundreds of thousands of professionals all over the world wishing to do business with Cyprus. Through strategic collaborations with relevant bodies and organisations, CBN gathers the corporate news of all foreign companies and investments in Cyprus and disseminates it to the broader reading public.




As the flagship publication among IMH's media brands, IN Business, the monthly magazine launched in 2006, now has a 17-year history, during which thousands of examples of good business practices by businesses and businesspeople, brands, commercial practices, and developments have been showcased.

Booking Form

EASY WAYS TO REGISTER

 E-mail: events@imhbusiness.com

 Fax: +357 22 679820

 Website: www.imhbusiness.com

REGISTRATION DEADLINE PAYMENT

Participation fees must be paid in advance by Wednesday, 23 February 2024.

WHAT DO THE FEES INCLUDE?

Participation fee per person includes registration, a coffee break, networking cocktail and documentation.

45th Cyprus Hotel Summit & Exhibition

Friday, 23 February 2024 | City of Dreams Mediterranean, Limassol
(Registration deadline: Wednesday, 21 February 2024)

PARTICIPANT INFORMATION		
Company / Organisation:		
Address:	City:	Postal Code:
Telephone:	Fax:	
E-mail:	Website:	
Invoice Information (if different from above):		

1 st PARTICIPATION	2 nd PARTICIPATION
<input type="checkbox"/> Mr <input type="checkbox"/> Mrs	<input type="checkbox"/> Mr <input type="checkbox"/> Mrs
Name:	Name:
Job Title:	Job Title:
Mobile:	Mobile:
E-mail:	E-mail:
3 rd PARTICIPATION	4 th PARTICIPATION
<input type="checkbox"/> Mr <input type="checkbox"/> Mrs	<input type="checkbox"/> Mr <input type="checkbox"/> Mrs
Name:	Name:
Job Title:	Job Title:
Mobile:	Mobile:
E-mail:	E-mail:

For more information about the processing of your personal data please read our Privacy Notice.
 I wish to receive information about future Events and Media of IMH

PARTICIPATION FEE PER PERSON	
€230 + 19% VAT for Non- members	€130 + 19% VAT for Members of the Cyprus Hotel Association
Members of supporting organisations are entitled to 15% discount	

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METHODS OF PAYMENT	CONFERENCES: TERMS & CONDITIONS OF PARTICIPATION
<input type="checkbox"/> Cheque Please mail your cheque by mail or courier to: IMH Consulting , P.O.Box 21185, 1503, Nicosia, Payable to IMH Consulting	<p>Confirmation of your registration will be sent as soon as possible once we have received your application in writing – either online or by fax or mail. Please note that, in order for you to take part in the conference, your participation fee must be paid in full two days before the first day's deliberations. Please note, furthermore, that the organisers reserve the right to make changes to the details – though not to the substance – of the conference without prior warning, even if these do not appear in the programme because they occurred after printing and due to unforeseen circumstances. Additionally, you should be aware that, if the organisers are obliged to cancel a conference, they have a responsibility to reimburse any fees paid. They cannot be held responsible, however, for any consequential damage or loss. Finally, please note that an application to participate and an online registration are considered legally binding.</p>
<input type="checkbox"/> Bank Transfer Please inform the bank that you will pay all charges. Name of bank: Bank of Cyprus Exact designation of account holder: IMH C.S.C Full account number including codes: 357019693355 IBAN code: CY06 0020 0195 0000 3570 1969 3355 , SWIFT BIC: BCYPCY2N Description: 45th Cyprus Hotel Summit & Exhibition / Participant's name	
<input type="checkbox"/> Credit Card An IMH representative will contact you to complete the transaction.	

CANCELLATION POLICY

• Participation fees are paid in advance. • Cancellations must be made in writing two days before the start of the conference, otherwise you will be charged 50% of the participation fee. • In case of a no show without a written cancellation two days before the conference, you will be charged 100% of the participation fee.

imh CONFERENCE MANAGEMENT

For further information contact: IMH, 5 Aigaleo Str., 2057 Strovolos | P.O.Box 21185, 1503, Nicosia, Cyprus
Tel.: +357 22505555 | Fax: + 357 22679820 | E-mail: events@imhbusiness.com | Website: www.imhbusiness.com

EVENT PRIVACY NOTICE

1. WHAT IS THE PURPOSE OF THIS DOCUMENT?

IMH CSC Ltd. is committed to privacy and secure processing of your personal information. We are committed to the collection and processing of this personal data in full compliance with the General Regulation on the Protection of Personal Data of the European Union (Regulation 2016/679) (hereafter referred to as "the Regulation" and/or "GDPR") and the legislation in force in Cyprus, providing for the Protection of Natural Persons with regard to the Processing of Personal Data and for the Free Movement of such Data of 2018 (Law 125(I)/2018), that governs the collection and processing of Personal Data of Individuals.

This Privacy notice informs you about the information we collect from you when you register and/or attend one of our events.

2. OUR PRINCIPLES WHEN IT COMES TO PROTECTING YOUR PERSONAL DATA

We are fully compliant with THE data protection laws and principles, which means that your data will be:

- Used lawfully, fairly and in a transparent way.
- Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
- Relevant to the purposes we have told you about and limited only to those purposes.
- Accurate and kept up to date.
- Kept only as long as necessary for the purposes we have told you about.
- Kept securely.

3. HOW IS YOUR PERSONAL INFORMATION COLLECTED?

We collect personal information about you from the following sources:

- You directly.
- From our online platform service provider
- Your employer/organisation.
- Other companies wishing to invite you to an event organized by IMH

4. THE KIND OF INFORMATION WE HOLD ABOUT YOU

When you register to attend one of our events, we will collect, store, and use the following categories of personal information about you:

- Data when you fill in a booking form or when registering online to attend one of our events, such as but not limited, including organisation, title, first name, last name, job title, contact details (address, email address, telephone number)
- If there is a participation fee to attend the event we also ask for payment, therefore this information may include credit card information should you choose to pay via a credit card (credit card number, expiry date, cardholder name and signature).
- Communication information. When you send us an e-mail or other communication we retain that communication in order to process your enquiries and respond to your requests.
- Surveys you may be requested to fill out in some events.

ONLINE EVENTS

Additionally, when you register to attend one of our online events, our online events platform provider collects the following information about you on our behalf:

- Account information. To access various parts of the platform you must have an online account on our platform. To register for an account on the platform, you must provide your name, email address, telephone number, company name, and other information necessary to confirm that you are authorised to use the platform.
- End User Information. To access webinars, virtual environments and other events administered by us via the online platform, you may be required to register. The requested personal information typically includes name, email address, telephone number, company name and job title as well

as information about your company such as country and industry sector.

5. HOW WE WILL USE INFORMATION ABOUT YOU

In general, we might process your personal data for the following reasons:

- Provision of services in response to the service you have requested.
- Communication with you in response to a request, complaint and/or inquiries.
- To manage your account, to provide you with customer support, notices about your account and information about changes and/or updates to any service we offer to you.
- Following explicit consent to communicate with you about our newsletter, products and/or services that may be of your interest.
- To enforce our Terms and Conditions and to comply with our legal obligations as there derive from the applicable laws or regulations.
- Detection, prevention and response to actual or potential fraud, illegal activities, or intellectual property infringements
- for any other purpose with your consent

7. DATA DISCLOSURE

We may share your data with third parties, including the event organisers, event sponsors and third-party service providers, where it is necessary to administer the service requested, and/or facilitate the organization of events. We may disclose your information in response to a subpoena or similar investigate demand, or any other legal obligations we may face. We require third parties to respect the security of your data and to treat it in accordance with the law and we have appropriate agreements in place.

8. HOW WE STORE YOUR DATA

The Data we collect and process about you is safely stored and processed in a safely manner, following all necessary technical and organizational measures to safeguard them. In case we need to disclose any personal information about you to a third party in another country outside the European Economic Area (EEA), rest assure we put safeguards in place to ensure your personal information remains protected.

9. RETENTION OF PERSONAL INFORMATION

The period for which we keep your personal information that is necessary for compliance and legal enforcement purposes varies and depend on the nature of our legal obligations and claims in the individual case. You can contact us at dpo@imhbusiness.com for further information.

10. DATA SECURITY

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees and agents who have a business need-to-know. We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

11. YOUR RIGHTS ACCORDING TO THE REGULATION (GDPR)

Subject to the provisions of the GDPR, you have the following rights in regard to your personal data

- Right of access
- Right of rectification
- Right to Erasure
- Right to Object
- Right to Restriction of Processing
- Right to Data Portability
- Right to Object and Automated Individual

If you want to exercise any of the above rights, please contact us at dpo@imhbusiness.com