

Accommodation Conference – 23 January 2024
Blue Orchid Hotel, 100 Minories, London, EC3N 1JY

AGENDA

09.30 – Welcome Teas, Coffees, and Pastries

10:30 – Conference Welcome

Challenges and Opportunities in the Accommodation Industry

- Discuss the impact of OTA dominance on rate parity
- Internal disputes and revenue department strategies
- Moderated panel discussion with industry experts

Adapting to Shifting Trends panel

- Supplier engagement in the age of Online Booking Tools (OBTs)
- The importance of monitoring and tracking business effectively

13:00 – Lunch

14:00 – Welcome back

Corporate Rate Increases for 2024

- What are the challenges and strategies related to corporate rate increases
- Buyers Receptivity
- BTA best practice

Sustainability and Emission Reduction in the Accommodation Industry

- Presentation on sustainable options for travellers
- Collaboration with Travel Management Companies (TMCs) to support sustainability
- Interactive discussion on sustainable initiatives within hotel brands

16:00 – Closing Remarks