**Innovation bring WIT and Hotel ICON together for WIT Hospitality**

19 JAN 2015 – SINGAPORE - In line with Web In Travel’s (WIT) mantra of innovation and nurturing new talent, the first WIT Hospitality in Hong Kong on March 22, 2016 will be held in partnership with Hotel ICON, the teaching and research hotel built for the [School of Hotel and Tourism Management](https://en.wikipedia.org/wiki/School_of_Hotel_and_Tourism_Management) by the [Hong Kong Polytechnic University](https://en.wikipedia.org/wiki/Hong_Kong_Polytechnic_University).

Richard Hatter, General Manager of Hotel ICON, said, “The hotel market in Asia is becoming increasingly competitive, with a crowded field of top international and new emerging independent boutique brands, Airbnb and pricing pressures from outside the industry.

“As an independent teaching hotel, Hotel ICON is very excited to partner with WIT to host Hong Kong’s first ever WIT Hospitality conference. It brings together thought leaders from throughout the region to discuss how the emerging issues can help hoteliers enhance profit, performance, and ultimately, improve our guests’ hotel experience — as we maximise the value of our hotels’ best assets.”

Opened in 2011 for the School of Hotel and Tourism Management of The Hong Kong Polytechnic University, Hotel ICON’s mission is to train and develop the next generation of elite hotel managers. Through exposure to best practice, students gain a first-hand insight into the commercial realities in hospitality. Hotel ICON — with five-star finishes – is managed to the highest standards of good governance to maximise profits, which are invested in education.

“We are proud to partner with Hotel ICON and Hong Kong Polytechnic University to launch WIT Hospitality in Hong Kong,” said Yeoh Siew Hoon, WIT’s founder. “It is an innovation centre of excellence that is grooming new talent for the industry. We believe that travel in Asia needs both for the disruption that’s coming to our industry.”

The partnership will involve opening up the event to a batch of School of Hotel Management’s Elite Students as well as collaborating on a student project. Hotel ICON will also host the post-event cocktails.

Meanwhile, the programme is taking shape with a cast of A-list speakers being confirmed for the event.

On the hotelier front, they include veteran hotelier Giovanni Angelini, who’s been in the industry for nearly five decades, veteran marketer Kent Zhu, executive vice president of Wanda Hotels & Resorts, Colman Ho, VP group marketing, Century City Holdings, Michael Hobson, chief marketing officer, Mandarin Oriental Hotel Group,

Jeannette Ho, VP revenue management and customer analytics, Fairmont Hotels & Resorts and Emilie Couton, vice president, digital marketing, Asia Pacific, Accor Hotels.

Other speakers confirmed include Oliver Hua, managing director, Asia Pacific, Booking.com, Wilfred Fan, managing director, North Asia, Agoda, Adam Brownstein, CEO, Booking Suite, Andrew Cowen, CEO, HK Express, Hichame Assi, COO, Hotelscombined, Pierre Charles Grob, managing director Asia, FASTBOOKING, Dan Lynn, VP Asia Pacific, HomeAway and Morris Sim, CEO & co-founder, Brand Karma.

Bringing its strength in the start-up world, WIT Hospitality will feature a session highlighting opportunities in working with start-ups, such as Woqu.com, a Chinese booking service for local tours, activities and hotels; Klook, a Hong Kong-based tours & activities play and Relux, a Japanese OTA specialising in ryokans and unique Japanese accommodation. The panel will be moderated by Fritz Demopoulos, co-founder of Qunar and CEO, Queen’s Road Capital.

“Our programme will blend seasoned views with fresh voices, and cover the key issues impacting hotel distribution, marketing and technology. We will also introduce voices from other industries so that lessons can be learnt,” said Siew Hoon.

“We will cover strategic issues as well as offer breakout sessions where delegates can get down to brasstacks on how they can apply what they’ve learnt.”

The six breakouts, each of which will be led by expert track leaders, are:
*• How To Build Direct Business Through Brand.com*

*• How To Work In A Win-Win Way With Your Distribution Partners*

*• Revenue Management Best Practices*

*• How To Use The Latest Advertising Technologies & Platforms*

*• Content Creation & Content Marketing*

*• Everyone Sells, And Everyone Can Sell: Sales Techniques & Skills In A New World*

See programme [here](http://www.webintravel.com/event-post/wit-hospitality-2016-programme/).

Book early bird rate [here](http://www.webintravel.com/event-post/wit-hospitality-2016-registration/).

**About Web In Travel**

WIT is a community for anyone passionate about travel technology, distribution and marketing. WIT incorporates a news website, a weekly newsletter, conferences and events that are held in Singapore, Indonesia, Japan, Taiwan, Thailand, Vietnam and the UAE. Its signature conference in Singapore will be held Oct 17-19, 2016, in partnership with ITB Asia.

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