

Mainstreaming NetPositiveHospitality From Strategy to Action

Autumn Summit

28th - 30th October 2024
San Antonio

We invite you to join us at the World Sustainable Hospitality Alliance Members' Autumn Summit, on 'Mainstreaming Net Positive Hospitality: From Strategy to Action'. The event is part of The Hospitality Show, at the Henry B. Gonzalez Convention Center in San Antonio, in collaboration with the American Hotel and Lodging Association and Questex.

The event will see our entire network of members and partners come together to share exciting updates, reflect on our achievements in 2024 and map out action for 2025. Over the course of this three-day Summit, we aim to facilitate critical discussions surrounding Net Positive Hospitality in action - sharing best practices, exploring opportunities for innovation and forging new collaborations.

Together, we will make Net Positive Hospitality a reality!

Agenda Day 1 - Monday 28th October

| Time (CDT) | Session |
|---------------|---|
| 10:00 - 13:00 | GM Summit Powered by AHLA It's all about GMs at the 2nd annual GM Summit at The Hospitality Show! Connect with General Managers from across the country, gain insights from industry leaders on issues facing general managers, and more! After the GM Summit, don't forget to head over to The Hospitality Show Main Stage for the 2024 GM Awards at 3:15 p.m. <i>Location: The Hospitality Show Main Stage</i> |
| 13.00 - 13.15 | Welcome to The Hospitality Show opening remarks <i>Location: The Hospitality Show Main Stage</i> |
| 15.55 - 16.25 | Navigating the Dynamics of Ownership and Management <i>Kevin Jacobs - Chief Financial Officer and President, Global Development, Hilton</i> <i>Location: The Hospitality Show Main Stage</i> |
| 16.30 - 17.00 | Keynote Session: Changing the World Through the Power of Food <i>José Andrés - Owner/Chef, José Andrés Group</i> <i>Location: The Hospitality Show Main Stage</i> |
| 17.00 - 19.00 | Alliance Welcome Reception <i>Location: Room 225A</i> |

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Agenda Day 2 - Tuesday 29th October

| Time (CDT) | Session |
|------------|---------|
|------------|---------|

09.07 - 09.32

The Future of AI

Join a lively discussion on AI and the long game for the travel industry. How can owners and operators make tech work for them. How do they best use technology to enable their vision and create their future identity. Learn to view AI, not as a goal within it itself, but part of an integrated system.

Kevin Carey - Interim CEO and President, AHLA

Liselotte de Maar - Managing Director, Accenture

Location: The Hospitality Show Main Stage

09.32 - 10.02

Commercial Strategies: Collaborative Insights

This session brings together top executives from airlines and hospitality to discuss the latest trends in commercial strategy, offering practical takeaways for staying competitive and driving growth. Learn to view AI, not as a goal within it itself, but part of an integrated system.

Kevin Carey - Interim CEO and President, AHLA

Doreen Burse - Sr. Vice President Worldwide Sales, United Airlines

Kristie Goshow - Chief Commercial Officer, KSL Resorts

Scott Strickland - Chief Commercial Officer, Wyndham Hotels and Resorts

Location: The Hospitality Show Main Stage

11.00 - 11.20

Alliance Opening Address

Inge Huijbrechts - Vice-Chair, Alliance Board of Trustees and Chief Sustainability and Security Officer, Radisson Hotel Group

Location: Room 225A

11.20 - 11.30

AHLA Welcome

Kevin Carey - Interim CEO and President, AHLA

Location: Room 225A

11.30 - 12.25

2025 and Beyond - Utilising Metrics and Shaping Data Best Practice in the Hospitality Sector

After a 20-minute presentation, industry experts will discuss decarbonisation, target-setting, optimisation, benchmarking, certification, risk management, reporting and compliance, ultimately asking the question - what does data best practice look like in 2025?

Richard Williamson - Chief Operating Officer, Considerate Group

Megan Brumagim - VP of Sustainability and ESG, Choice Hotels International

Ryan L. Butler - Corporate Director, Sustainability and Energy, PM Hotel Group

Marianne Balfe - Vice President of Sustainability, Highgate

Location: Room 225A

12.25 - 12.55

Discussion: EU green claims

Baptiste Carriere-Pradal - Co-Founder and Director, 2B Policy

Location: Room 225A

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13.00 - 14.00

Lunch

Location: Room 225A

14.00 - 15.30

Putting Standards and Certification to Good Use

This 90-minute presentation, from Global Sustainable Tourism Council, aims to equip hospitality professionals with the knowledge to leverage standards and certifications effectively for meaningful achievements in sustainability. The session will cover global trends in sustainability regulations, including environmental impacts, DEI and community engagement. Additionally, participants will learn about the implications of the EU Green Claims Directive for North American hotels targeting European travelers.

Randy Durband - CEO, GSTC

Dr. Mihee Kang - Global Assurance Program Director, GSTC

Location: Room 225A

15.30 - 17.00

The Hospitality Show Expo Hall

Location: The Hospitality Show Trade Floor

16.00 - 16.30

Property Management - Past, Present and Future

No area is more critical to successful property operations, and profitability, than Property Management. Managing a property successfully has always been central. Today - with more pressure than ever on the bottom line, realizing efficiencies to effectively manage labor costs, and keeping up with quickly evolving guest preferences - it's never been more important to draw on the time tested practices of the past, and leverage the latest technology. This panel brings together a uniquely experienced, creative group of property management experts, asset managers and innovators to guide hoteliers toward property management success - now, and in the future.

Michael Frenkel - President, MFC PR, Travel Conversations LLC

Location: The Hospitality Show Solutions Stage

19.00 - 21.00

Low Carbon Pioneer Drinks Reception

Join us for drinks, canapés and live music, and discover IHG Hotels and Resort's Low Carbon Pioneers project!

Julienne Smith - Chief Development Officer, IHG Hotels and Resorts

Location: Intercontinental, San Antonio Riverwalk, 111 East Pecan Street, San Antonio, TX 78205



In collaboration with



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Agenda Day 3 - Wednesday 30th October

| Time (CDT) | Session |
|---------------|---|
| 08.30 - 10.30 | Senior Advisory Council Meeting <i>Location: Room 225D</i> |
| 11.00 - 11.15 | Alliance Opening Address <i>Location: Room 225A</i> |
| 11.15 - 11.30 | Questex Announcement <i>Alexi Huntley Khajavi - President Hospitality and Travel, Questex</i> <i>Location: Room 225A</i> |
| 11.30 - 12.55 | Global Synergy for Sustainable Hospitality: Leading Voices from China, Asia-Pacific, the US, Middle East and EU This distinguished panel discussion will delve into the pressing challenges faced across these regions, while uncovering innovative and sustainable solutions poised to drive transformative change. Be part of this dynamic conversation, where global insights converge to shape a resilient and forward-thinking future for hospitality. Don't miss this opportunity to engage with the trailblazers who are setting new benchmarks for sustainability in our industry. <i>Moderator: Gemma Greenwood</i> <i>Panellists: Gary Rosen - CEO, Accor Greater China</i> <i>Erika Harms - Global Director of Sustainability, Iberostar Group</i> <i>Eric Ricaurte - Founder and CEO, Greenview</i> <i>Marianne Balfe - Vice President of Sustainability, Highgate</i> <i>Location: Room 225A</i> |
| 13.00 - 13.15 | Food Systems White Paper Launch <i>Iberostar Group and Systemiq</i> <i>Location: Room 225A</i> |
| 13.15 - 13.45 | Transformative Training for Sustainable Hospitality: Pioneering Net Positive Change This session will unveil future-oriented training strategies that transcend international, regional, and local boundaries. Discover the groundbreaking World Academy of Sustainable Hospitality, offering certified programmes to empower hotel professionals in driving true systems change towards Net Positive Hospitality. <i>Glenn Mandziuk - CEO, World Sustainable Hospitality Alliance</i> <i>Dr. Christopher Jahns - CEO and Founder, XU Sustainable</i> <i>Gary Graham - Director of Operations & Program Development, Green Key Global</i> <i>Fran Brasseur - CEO, International CHRIE</i> <i>Location: Room 225A</i> |
| 13.45 - 14.00 | CEO Closing Address <i>Glenn Mandziuk - CEO, World Sustainable Hospitality Alliance</i> <i>Location: Room 225A</i> |