

MEDIA RELEASE

citizenM's Michael Levie to be keynote speaker for Ted Horner's CEO Summit

New brand demonstrates "most innovative use of technology in hotel industry"

6 June 2014: Michael Levie, the founder of the world's 'trendiest' new hotel brand – citizenM –will be the keynote speaker at **Ted Horner's CEO Summit in Sydney on 16 July**.

Ted Horner's CEO Summit is an invitation only event designed for hotel executives wanting the latest and most relevant information on technology trends and their impact on the hotel sector.

Founder and convenor, Ted Horner, has invited Michael Levie for his first-ever visit to Australia, because he believes citizenM is demonstrating the best use of customer and operator focused technology in the hotel industry, thereby both saving costs for operators while increasing customer service and satisfaction.

"That's a rare combination, but the success of citizenM in Europe has shown what is possible for hotel operators," says Ted Horner

citizenM is a Dutch based hotel chain that first launched at Amsterdam Airport in 2008, and has since expanded to London and Glasgow, with plans for expansion in Paris and New York, and then the Asia Pacific region.

The company was co-founded by Michael Levie and Rattan Chadha and uses the slogan "affordable luxury for the people" for its hotels. Rooms are compact but offer plush beds, rain showers and a 'mood pad' to manage all the room functions.

The main emphasis of the hotels is on the expansive public areas called the "Living Room", which is where guests check-in themselves and enjoy communal dining and 'living' in an area that offers eclectic art and furnishings, a library, multi-media areas, self-serve deli and cafe, and bar.

Most of the hotel's operating systems are based on cloud technology, which makes adding hotels much easier because the addition of major operating systems isn't required. citizenM argues that the money saved in operational infrastructure goes into customer service that helps both win and retain guests.

Following Michael Levie's presentation, the issue of technology in hotels will then be debated by three majors of the Australian hotel industry – Bob East, CEO of Mantra Group, Michael Herman, Executive Development Manager of Toga Far East Hotels and Patrick Imbardelli, who was until recently CEO of Asia Pacific's Pan Pacific Hotel Group and one of the founding members of Australia's contemporary hotel industry. The session will be moderated by Rodger Powell, MD of Tourism Accommodation Australia, the major sponsor of the event.

The morning event will conclude with a presentation by Hospitality Financial and Technology Professionals' Frank Wolfe, who will discuss the latest Hospitality Technology Trials and Trends.

Ted Horner, says that the event is kept to just a morning session because while hotel executives need to know and understand the most recent technology trends, it recognises their time constraints.

“Today, more than ever before, the importance of technology in society is paramount – and it needs to be in our hospitality industry as well,” he says. “In my opinion success in the hotel business requires knowing your customers. It demands a ubiquitous internet and mobile presence, easy electronic booking, robust loyalty programs and a focus on meeting the increasingly universal demand for value and this is the role that technology plays in delivering these objectives.”

Tourism Accommodation Australia (TAA) is a major sponsor of the event, and TAA Managing Director, Rodger Powell, said that Ted Horner’s CEO Summit provided an invaluable insight into key technological issues facing the industry.

“Ted is considered the leading authority on hotel-related technology issues, and with Michael Levie speaking for the first time in Australia, hotel executives have the opportunity to hear and discuss technological trends that will shape the future of our industry,” said Mr Powell.

Ted’s Conference will be held in the Ashurst Conference room, 225 George Street, Sydney starting with breakfast on 16 July, and ending at lunchtime. It is part of MegaMeet, the largest and most significant event for tourism hospitality professionals in the Asia Pacific region.

Further information on Ted Horner’s CEO Summit and programme: <http://www.tedsconference.com.au/>

Tourism Accommodation Australia (TAA) represents the interests of the 24 Australian Accommodation Chains and some 1000 individual members in the Hotel, Serviced Apartment, Integrated Resort, Motel and Vacation Ownership sectors. Servicing owners, operators, managers, franchises and other industry stakeholders, TAA is a division of the Australian Hotels Association, a federally registered organisation of employers representing hotels since 1836.

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