

Program

Thursday April 1st 2010

MORNING

08h30 - 9H00	Welcome coffee and registration
09h00 - 9H15	Introduction: Georges Panayotis , President of MKG Group
09h15 - 10H00	Focus on budget and economy hotels in Europe in 2009 By MKG Hospitality*
10h00 - 10h30	The new customer has arrived, how has he changed? - By guest speaker
10h30 - 11h15	ROUND TABLE Everything about the budget and economy hotels or what is the impact of low cost accommodation on the industry? - By guest speakers
11h15 - 11h45	Coffee break
11h45 - 12h30	ROUND TABLE "Web channels: online agencies vs. hoteliers, who is pulling the strings?"
PARALLEL PANEL SESSION	New hotel classification, better visibility or added confusion?
12h30 - 13h00	Intervention by Nicolas Baverez , economics historian

Lunch

AFTERNOON

14h30 - 15h15	Focus on midscale and upscale hotels by MKG Hospitality*
15h15 - 15h45	Asset Management: owners' new weapon - By guest speaker
15h45 - 16h30	ROUND TABLE "Hotel owners, franchisors and operators - does the separation remain?" - By guest speakers
16h30 - 17h00	Coffee Break
17h00 - 17h45	ROUND TABLE Product, branding and location: what are the industry's success tools?
PARALLEL PANEL SESSION	Is revenue management anti-business?

Friday April 2nd 2010

MORNING

08h30 - 9H00	Welcoming and registration
09h00 - 9H15	Introduction: Georges Panayotis , President of MKG Group
09h15 - 10H00	Focus on the leisure segment by MKG Hospitality*
10h00 - 10h30	New areas of tourism development - By guest speaker
10h30 - 11h15	ROUND TABLE "Towards a new deal in leisure accommodation: resorts, hotel residences, camping..." - By guest speakers
11h15 - 11h45	Coffee Break
11h45 - 12h30	ROUND TABLE "How are serviced apartments affecting the leisure hotel market?" - By guest speakers
PARALLEL PANEL SESSION	Human resources: The human challenge of hotel development - By guest speakers
12h30 - 14h30	Farewell cocktail

* MKG Hospitality presentations will be held in both English and French in two different rooms