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GLF to Tackle Key Sector Issues

The Global Lodging Forum in Paris will feature key note speaker Secretary General of the WTO, Taleb Rifai speaking about predictable changes in international tourism. The event will facilitate a number of roundtable sessions and special presentations for the sector.



World, 22 February 2013: The annual Global Lodging Forum (GLF) will take place this Monday and Tuesday (25 & 26 February) bringing together over 500 key decision-makers from the hotel and hospitality industry to converse on key industry trends.

“The GLF is a key platform for the sector, and provides the opportunity to tackle some of the critical issues we are facing together,” states CEO, MKG Group organising company of the GLF, Georges Panayotis. “This year will be especially important, as hoteliers confront judgement day with the pending issues surrounding the growing power of OTAs, as well as of course continue economic hardships.”

Key note speaker at this year’s event will be Secretary General, UNWTO, Taleb Rifai who present an analysis on predictable changes in international tourism.

“2012 saw continued economic volatility around the globe, particularly in the Eurozone. Yet international tourism managed to stay on course,” comments Rifai. “The sector has shown its capacity to adjust to the changing market conditions and, although at a slightly more modest rate, is expected to continue expanding in 2013. Tourism is thus one of the pillars that should be supported by governments around the world as part of the solution to stimulating economic growth.”

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Throughout the GLF, various roundtable sessions will provide insights from leading experts in the sector and a platform for open-discussion with the audience. The morning session will kick-start with an in-depth market analysis from MKG Hospitality on the evolution of hotel supply in 2012. This will be followed by a discussion on which hotel products are best adapting to the trend cycle and then maintenance for better management and are capex being well utilised.

In the afternoon, another presentation will be given on trends in hotel asset transactions, together with a key note from economist Nicolas Baverez on the outlook for 2013. Other roundtable sessions will then take place on hotel transaction and later hotel developments and industry demand dynamics.

The event will continue on Tuesday with a presentation on hotel distribution channels, as well as roundtable sessions on hotel commercialisation, human resources and generation Y, customer relations management, the luxury hotel segment, and the European strategic forum.

For over a decade, the Global Lodging Forum has been the only international platform staged in France to facilitate a close encounter between the various business areas involved in the development of the hospitality industry, including leading hotel operators, banking and financial institutions, real estate firms and developers.

Further information : <http://www.globallodgingforum.com/files/attendees.pdf>
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About MKG Group

Established in 1985, MKG Group has built a solid reputation for business expertise and know-how in the fields of tourism, lodging and hospitality services. MKG Group provides decision-making support via industry trend and analytical reports, together with highly specialised consulting practices.

Specialising in Hospitality

With a team of over 60 experienced consultants, as well as advanced research and analytical tools and applications, MKG Hospitality provides unique savoir-faire in four major areas of expertise: Market Research; Financial Feasibility Studies; Consulting; and Sector publications.

MKG Hospitality is a global leader in tourism, hotel and catering consulting, with the largest industry performance database in the EMEA region, representing all segments from budget to upscale hotels. MKG's customised database, HotelCompSet, contains a sample of over 200 brands and 11,000 corporate chain hotels, representing more than one million rooms. HotelCompSet provides daily, monthly and yearly monitoring of hotel indicators and analyses of its sample, used by hoteliers for yield management and financial reporting, as well as by financial institutions, investors and developers for forecasting trends.

Together with other specialised sector brands, MKG Qualiting, OlaKala online customer satisfaction survey, The Worldwide Hospitality Awards, Global Lodging Forum, Hotel Class, and the newly revamped Hospitality-ON media platform, MKG supports investors, hoteliers and other key tourism stakeholders improve performance, boost productivity and optimise results.