

# CARSON BOOTH, CHTP

## JOINS THE 2018–2019

## HFTP GLOBAL BOARD



**C**arson Booth, CHTP's illustrious hospitality career kicked off in the casino world of early-'90s Las Vegas at the famous Desert Inn, where he worked in accounting. It did not take much time at all before he found his way into the fields of management information systems (MIS) and information technology (IT). "Originally, I wanted to be an airline pilot," Booth recalls, "but shortly after my Desert Inn experience, I began traveling the world for ITT Sheraton and Starwood.

"It was early into these travels that I realized I had a wanderlust to continue meeting new people, and experiencing new cuisines and cultures. In many ways, my love of flying has been satisfied, but as the old Harry Capin Taxi lyric goes, 'And me, I'm flying in my taxi...'"

Today, Booth is a 27-year global veteran of the hospitality industry who has traveled to over 60 countries and currently resides in Berlin, Germany with his wife and daughter.

Booth has accumulated a wealth of professional experience over the years. He is the former global vice president of property technology for Starwood Hotels & Resorts Worldwide, where he led a diverse global team managing strategy, innovation and operations of associate- and guest-technology. He also concurrently served as general manager of Starwood's international licensing company.

From his time with Starwood, Booth recalls a memory of flying with Starwood's CEO and having a detailed discussion on the future of property technology – "Complete," he mus-

es, "with upside-down drawn diagrams."

Booth most recently made a transition to hospitality sales as the newly-appointed CEO at SnapShot GmbH, a hospitality data and application marketplace company with offices in Europe, Asia Pacific and the United States. This change in perspective will serve well to inform the HFTP Global board. "As a vendor," he states, "I can provide a more well-rounded view of the industry, and how HFTP is working to service all segments."

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Over the past two decades, Booth has applied his professional experience to leadership positions within HFTP. He has attended a myriad of HFTP and HITEC events, previously served on the board, and presided as the advisory chair for the HITEC Amsterdam Education Advisory council twice.

Booth looks forward to his new tenure as a director on the HFTP Global board. "I will continue to support this association, primarily due to their nonprofit nature and desire to continually help educate the industry."

"I also appreciate HFTP taking leadership when it comes to [the EU's] GDPR and similar prevalent topics. Having a neutral voice to provide guidance to the industry is a real

benefit – as well as it is beneficial to have a group that seeks to serve the best interest of the industry."

He also hopes to tackle issues that he has long perceived within the industry – one being a certain lack of intrinsic value on the collection and use of data within the hospitality industry.

Another issue of particular interest to Booth is a need for consolidation. "I have had a long desire to see consolidation amongst the industry tradeshows. There are too many, and we are all constrained by limited time and funds," Booth contends. "As a vendor now, this rings even truer. I plan to focus on how HFTP continues to support and service the needs of vendors as well as its members – while ensuring we remain relevant and add value to these shows for our customers."

Booth sees the hospitality industry as an intimate, well-acquainted one. "It is great to have HFTP and HITEC as continuous magnets, as our colleagues come and go across organizations and locations. I believe I can offer something special back to not only the association, but also to the industry – just as my former mentor Jules Sieburgh did, the one who first brought me closer to HFTP."

