

Scandic Hotels' Fiskers honoured with HSMAI Region Europe's Outstanding Leadership Award

Scandic Hotel's long-standing President and CEO Frank Fiskers is the first European travel and hospitality executive to be awarded HSMAI Region Europe's Outstanding Leadership Award.

Friday 16 June saw the celebration of Scandic Hotel's withdrawing Frank Fiskers, after more than seven years as the hotel chain's President and CEO – and a quarter of a century in leading positions in travel and hospitality.

Mr. Fiskers invited friends and colleagues to an after work gathering at the Scandic No 53 in Stockholm last Friday evening, including HSMAI Region Europe's President and CEO Ingunn Hofseth, who surprised the industry champion with HSMAI Region Europe's newly launched *Outstanding Leadership Award*.

The HSMAI Region Europe jury states the following reason for awarding Mr. Fisker the recently introduced prize:

HSMAI Region Europe is honoring Frank Fiskers as a visionary leader with great passion for the hospitality industry. His amazing achievements, positive energy and special gift for speaking publicly has made him well respected in the hotel and travel industry globally. He has held leadership roles in the hotel industry for 25 years across multiple countries throughout Europe and Africa. Frank Fiskers has held a number of top executive positions, in reputable hotel corporations such as Carlson Rezidor Hotel Group and Hilton Hotels Worldwide.

For more than 7 years he has been the President and CEO of

Scandic Hotels and led Scandic to world-wide recognition and multiple awards for its outstanding work within Sustainability. Scandic has almost doubled from 130 to 230 hotels under his leadership and he has raised the group to the strongest share price in the world among all listed hotel companies. He has also been a driver behind getting “accessibility” on the agenda of the hotel industry.

His ability to develop his leaders and empower them is exemplary and makes him a role model in the industry. He also understands the importance of helping out and giving back to industry associations, like our own HSMIAI, in order for the industry as a whole to progress and thrive. Congratulations!

“I am profoundly honoured by this award from HSMIAI. My journey with leading Scandic has been an amazing experience and I am of course delighted over it being recognised in this way,” Mr. Fiskers says, in response to the surprise.

“We are very thankful for Frank Fiskers’ commitment, both to the industry and to HSMIAI over the years, and hope to see many years of continued cooperation, where ever he may land in the wake of his Scandic era,” says HSMIAI Region Europe President and CEO Ingunn Hofseth, who caught Mr. Fiskers by surprise, as she presented the award in Stockholm last Friday night.

Photo: *Scandic Hotels’ departing president & CEO Frank Fiskers. Photograph from Scandic Hotels.*

HSMIAI Region Europe in

Barcelona Wednesday May 31st


HSMAI Region Europe would like to invite you to join us for an educational afternoon and evening in Barcelona Wednesday May 31st from 4 PM to 7 PM.



The event will take place at Melia Barcelona Sky. The address is Carrer de Pere IV, 272, 08005 Barcelona.

Powered by Eventbrite

Its FREE to attend for both HSMAI members and non-members if you are working in the hotel and travel industry.

Programme for Barcelona Wednesday May 31st:

WHEN	WHAT	WHO
16:00	Welcome by HSMAI Region Europe Simon Finne, HSMAI Region Europe Supporter and CEO at Loopon	

<p>16:15</p>	<p>In today's technology-driven age, customers expect digital communication at every stage of their journey and tailored to themselves individually.</p> <p>Travel operators across the globe are stepping up their game when it comes to expanding to new markets and reaching their current and future target demographics.</p> <p>Niklas Schlappkohl, HSMAI Europe Digital Marketing Advisory Board Chairman, will be covering strategic localization opportunities in new emerging markets.</p>	
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<p>17:45</p>	<p>Roundtable discussions – Session 1</p> <p>Concurrent sessions held by specialists in their field.</p>	
<hr/>		

1. Shifting revenue share from OTA to direct – Strategies to increase direct bookings

Even shifting just a few rooms per day from OTA bookings to direct bookings can make a big impact to your hotel's profits. But how can hotels implement a successful direct booking strategy? There is more to it than simply setting up a hotel website. In this roundtable, we'll talk about key strategies that hotels need to know to boost direct bookings. Specifically, we'll cover website and booking engine optimization, and how to use the same tactics that OTAs use on their own websites to increase bookings. We'll also discuss how digital marketing plays an important role in the sales cycle and how to use it to direct traffic to your own site instead of OTA sites.

John Power, VP of EMEA Sales at Travel Tripper



2. Channel Optimisation– Finding the right channel mix to drive future revenue.

Join us for a discussion on how to effectively optimise your channels to maximise revenue.

Marina Vicente, Director of Business Development – Spain, Portugal and LATAM, OTA Insight



3. The Emotive Booking Path: Leveraging emotion to grow direct

Digitalisation has brought choice to consumers. But how can you ensure that your guests have an emotional connection to your hotel, even before they stay with you? You can start by creating a seamless and consistent experience, which can often be a challenge in itself. Through compelling storytelling and creating a personalised experience, you're making more of a connection with your potential guests. This interactive presentation will explore more about how digital technology has changed the way hotels connect with guests by rewarding loyalty.

Rich Tuckwell, VP of Sales and Marketing,
Avvio



4. The Future of Direct Revenue




The future of direct revenue and the role of smart technology in the hospitality industry are two of the hottest topics this year. Globally, hotels are searching for solutions to improve sales through their direct channels along with guest experience.

With a majority of people booking hotels online, technology has become the ultimate disruptor where hoteliers need to align their strategy to compete fairly.

Through this roundtable, Marco van Velzen will share his experience and expertise on the landscape and future of direct revenue and guest engagement by using smart technology.

Marco van Velzen, Account Manager Spain,
Hotelchamp



<p>18:05</p>	<p>Roundtable discussions – Session 2 A repetition of the above mentioned roundtable session 1, in order to allow participants to cover topics of their own choice.</p>	
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<p>18:25</p>	<p>Roundtable discussions – Session 3 A repetition of the above mentioned roundtable session 1, in order to allow participants to cover topics of their own choice.</p>	
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<p>18:45</p>	<p>Snacks and networking</p>	

There might be some changes to the programme.

Powered by Eventbrite

A big thank you to our partners in Barcelona:



travel tripper

h Hotelchamp

 **OTA**
Insight

AVVIO

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HSMAI Region Europe in Helsinki Tuesday June 6th




HSMAI Region Europe would like to invite you to join us for an educational afternoon and evening in Helsinki Tuesday June 6th from 4 PM to 7 PM.

The event will take place at Radisson Blu Seaside. The address is Ruoholahdenranta 3, 00180 Helsinki, Finland.

Powered by Eventbrite

WHEN	WHAT	WHO
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<p>16:00</p>	<p>Welcome by HSMAI Region Europe</p>	
<p>16:15</p>	<p>Distribution Update: What are the current trends and challenges? What is hot, not and up and coming. Marco Corsi, 3rd party and distribution manager, Sokos Hotels / Radisson Blu Hotels & Resorts</p>	
<p>17:00</p>	<p>Roundtable discussions – Session 1 Concurrent sessions held by specialists in their field.</p>	

	<p>1. Mobile Dynamics: optimising your website for mobile booking and marketing</p> <p>Digitalisation has brought choice to consumers. Hoteliers have had to develop multi-channel distribution strategies. The biggest players have developed omni-channel strategies to ensure their customers enjoy a seamless and consistent experience whether they book online through mobile, tablet, desktop or offline in a store or over the phone. This interactive roundtable will explore more about how digital technology has changed the way hotel brands connect with guests through a 24/7 relationship both in and out of stay, and from finding a hotel, to checking in, during the stay and after departure.</p> <p>Rich Tuckwell, VP of Sales and Marketing, Avvio</p>	
	<p>2. Channel Optimisation – Finding the right channel mix to drive future revenue.</p> <p>Join us for a discussion on how to effectively optimise your channels to maximise revenue.</p> <p>Thierry Collard, Business Development Manager Benelux & Nordic Countries, OTA Insight</p>	
<p>17:20</p>	<p>Roundtable discussions – Session 2</p> <p>A repetition of the above mentioned roundtable session 1, in order to allow participants to cover topics of their own choice.</p>	

17:40	Snacks and networking	
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There might be some changes to the programme.

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HSMAI Region Europe Roadshow

HSMAI Europe, in partnership with [Nor1](#), [OTA Insight](#), [Hotelchamp](#), [Travel Tripper](#), [Avvio](#) and other partners will visit many of the European cities focusing on Digital Marketing, Distribution and Revenue Management. The partners may vary from city to city.

We will be visiting the following cities:

CITY	WEEKDAY	DATE
Paris	Wednesday	10 May
Frankfurt – Pre-IMEX	Monday	15 May
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Dublin (breakfast meeting)	Wednesday	14 June
Oslo	Tuesday	20 June
Amsterdam		Autumn
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Berlin		Autumn

It is **FREE** to attend for people working directly in the hotel and travel industry.

A big thank you to our partners in Helsinki:

AVVIO

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10,000 customers will be inspired to have better meetings: Scandic now launching new meeting concept

The value of a more effective meeting culture has long been known, but it is only this year that the industry is seeing a long-awaited change to make meetings better and more productive. Through certified meeting advisors, technical solutions, creative exercises and healthy food, Scandic's new meeting concept aims to change the way 10,000 customers plan and conduct meetings, according to a press release issued by the hotel chain.

The concept will be launched between 8 and 12 May, as 2,000 Scandic employees will meet close to 10,000 customers to inspire them to have better meetings. The companies have been invited to Scandic to test the new concept that has been created to meet the needs of Scandic's corporate customers.

In the hotel chain's work to develop its meeting concept, more than 2,000 customers and arrangers of meetings were asked what is important to them. More than half think that their meetings are ineffective today and nine out of ten managers consider meetings to be an important success factor for their organisations. There is also a demand for receiving support based on their meeting needs, achieving the right energy level in the meeting and making implementation easy. With this as a starting point, Scandic is now offering tailored solutions and advice from the planning phase, through execution and evaluation to improve customers' meeting culture.

"A meeting can create a big change – or be a waste of time. With our new concept and meeting advisors, we now have the opportunity to create the best conditions for effective, efficient and inspiring meetings. This big initiative has been developed together with our customers which is why it's great to now be launching it in the Nordic region and Europe," says Thomas Engelhart, Chief Commercial Officer at Scandic Hotels.

In cooperation with Hyper Island Scandic is also now training meeting advisors on how to organise successful meetings. The ambition is to have a total of 500 meeting advisors at Scandic's hotels in the Nordic region and Europe by 2020. Meeting advisors will help companies have better meetings based on their purpose and goals: training, inspiration and innovation, among others.

In addition to advisors, the meeting concept includes a number of other new features and services designed to meet the needs of the future. A new food and beverage concept has been developed to suit everyone, regardless of allergies or

preferences. There is also a Magic Box in each conference room for exercises to boost participation during meetings. Scandic has also implemented a variety of different technical solutions to communicate with participants already before the start of the meeting. The concept also allows customers to choose from various ancillary services such as broadcasting and gamification.

Rollout of the new meeting concept began in the spring and will continue throughout 2017. By the end of the year, the majority of Scandic hotels will offer the new concept.

Photo: A Scandic Hotels meeting advisor in action. Photograph from Scandic Hotels.

[HSMAI Region Europe and AccorHotels in Frankfurt](#)

HSMAI Region Europe & AccorHotels invites you to a Think Tank about Events, Channel Optimisation and more in Frankfurt Monday May 15th from 4 PM to 7 PM at [Novotel Frankfurt City](#).

This afternoon event, followed by networking and snacks, is FREE for both HSMAI members and non-members if you are working in the hotel and travel industry.

[SIGN UP FOR FREE](#)

HSMAI Event Trend Barometer

Great corporate culture doesn't happen on its own accord and more and more companies use events to build their culture, and



also more companies use events as part of their marketing strategy. HSMAI Region Europe have worked out an annual barometer for the developments in the event market – the HSMAI Event Trend Barometer.




AccorHotels

A Big Thank you to AccorHotels in Germany that have distributed the survey to their clients in Germany. The result of the survey will be presented by **Andre Kaufman**, Regional Director of Business Development – EMEA, [LodgIQ](#)

The survey is neutral and not specific about any hotel chains, hotels or event agencies.

Hotel chains, hotels, event agencies and others that are interested in distributing this survey in their region/country can do so as long as they are corporate members of HSMAI Region Europe.

WHEN	WHAT	WHO
16:00	<p style="text-align: center;">Welcome By HSMAI Region Europe</p>	
16:20	<p>Channel Optimisation– Finding the right channel mix to drive future revenue Join us for a discussion on how to effectively optimise your channels to maximise revenue. Jens Boecker, Director Business Development, OTA Insight</p>	

16:50	HSMAI Event Trend Barometer Andre Kaufman , Regional Director of Business Development – EMEA, LodgIQ	
17:10	How is the event industry in Germany performing compared to other countries? Discussions and sharing of ideas	
18:00	Snacks and networking	

[SIGN UP FOR FREE](#)

HSMAI Region Europe Roadshow

HSMAI Europe, in partnership with [Nor1](#), [OTA Insight](#), [Hotelchamp](#), [Travel Tripper](#), [Avvio](#) and other partners will visit many of the European cities focusing on Digital Marketing, Distribution and Revenue Management. The partners may vary from city to city.

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Amsterdam		Autumn

Brussels		Autumn
Berlin		Autumn

It is **FREE** to attend for people working in the hotel and travel industry.

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Our partner in Frankfurt:



**Scandic Hotels Introduces
IDEaS G3 RMS Across its
Estate of European Hotels**

IDEaS Revenue Solutions just announced that it has expanded its long-standing partnership with Scandic Hotels with the

planned implementation of IDEaS flagship G3 Revenue Management System (IDEaS G3 RMS) across its estate of more than 200 properties, according to a freshly issued press release.

IDEaS' technology will help Scandic futurecast demand for more than 40,000 rooms across seven European countries, creating tangible business results with advanced revenue management tools and expert resources.

"The hospitality sector is becoming increasingly sophisticated, so it's important that we invest in technology like IDEaS that delivers a competitive advantage and business results. Maximising revenue remains one of our key strategies to drive growth and deliver even better shareholder returns," says Jan Lundborg, Vice President of Revenue Management and Distribution for Scandic Hotels, adding: "Using IDEaS G3 RMS allows us to leverage its sophisticated futurecasting analytics, interactive dashboards and reporting tools to capture and analyse transactional data – and we can use those insights to make informed decisions for the future."

Powered by advanced SAS Analytics and IDEaS' nearly three decades of industry innovation, Scandic Hotels' entire portfolio will utilise IDEaS automated revenue management tools to make more strategic decisions for its properties. IDEaS G3 RMS offers the industry's most comprehensive pricing and inventory decisions, intuitive dashboards and reporting tools that deliver maximum revenue and occupancy impacts.

"Our partnership with Scandic exemplifies IDEaS' commitment to revenue management excellence and innovation, and we are eager to see how our premier revenue management system will drive their business forward," says Fabian Specht, EMEA managing director for IDEaS. "Hoteliers today are faced with a multitude of business challenges, and we believe our tools and industry expertise will serve up the actionable insights hotels need to make fully informed business decisions with confidence."

Photo: Jan Lundborg, Vice President Revenue Management. Photo from Scandic Hotels.

[HSMAI Region Europe Roadshow in Paris](#)

HSMAI Region Europe Roadshow in Paris Wednesday 10 May

HSMAI Region Europe and AccorHotels invites you to join us for an evening of trends, innovation and networking in Paris from 4 PM to 7 PM on Wednesday 10 May. This afternoon event, followed by networking and snacks, is FREE for both HSMAI members and non members if you are working in the hotel and travel industry. [Sign up today!](#)

The event take place at AccorHotels new head office:

[AccorHotels Head Office](#)




Tour Sequana
82, rue Henri Farman
92445 Issy-les-Moulineaux
France

The event will be educational, and [Peter O'Connor](#), Dean of Academic Programs at ESSEC Business School, will be the local speaker. The topic for his presentation is: **Direct Website Bookings: The challenge of conversion.**

For many years Peter has been a valued speaker in many of

HSMAI's events in Europe and we are glad he will join us in Paris as well.

Preliminary programme for Paris

WHEN	WHAT	WHO
16:00	<p style="text-align: center;">Welcome</p> <p style="text-align: center;">By Béla Nagy, VP Revenue Management & Pricing, AccorHotels and Ingunn Hofseth, President & CEO HSMAI Region Europe</p>	
	<p style="text-align: center;">Moderator: Chevy Kelly, MD, deckchair</p>	
16:20	<p style="text-align: center;">Direct Website Bookings: The challenge of conversion.</p> <p style="text-align: center;">Peter O'Connor, Professor of Information Systems, Dean of Academic Programs, Essec Business School.</p>	

16:50

Shifting revenue share from OTA to direct – Strategies to increase direct bookings

Even shifting just a few rooms per day from OTA bookings to direct bookings can make a big impact to your hotel's profits. But how can hotels implement a successful direct booking strategy? There is more to it than simply setting up a hotel website. In this roundtable, we'll talk about key strategies that hotels need to know to boost direct bookings. Specifically, we'll cover website and booking engine optimization, and how to use the same tactics that OTAs use on their own websites to increase bookings. We'll also discuss how digital marketing plays an important role in the sales cycle and how to use it to direct traffic to your own site instead of OTA sites.

John Power, VP of EMEA Sales at Travel Tripper.



<p>17:10</p>	<p>Mobile Dynamics: optimising your website for mobile booking and marketing</p> <p>Digitalisation has brought choice to consumers. Hoteliers have had to develop multi-channel distribution strategies. The biggest players have developed omni-channel strategies to ensure their customers enjoy a seamless and consistent experience whether they book online through mobile, tablet, desktop or offline in a store or over the phone. This interactive presentation will explore more about how digital technology has changed the way hotel brands connect with guests through a 24/7 relationship both in and out of stay, and from finding a hotel, to checking in, during the stay and after departure.</p> <p>Rich Tuckwell, VP of Sales and Marketing, Avvio</p>	
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<p>17:30</p>	<p>Speaker(s) and all the partners on stage together for Q & A</p>	
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<p>18:00</p>	<p>Snacks and networking</p>	
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There might be some changes to the programme.

Address :



ACCOR HOTELS

Feel Welcome

AccorHotels Head Office

Tour Sequana
82, rue Henri Farman
92445 Issy-les-Moulineaux
France

Enter at the main entrance of the building, and go to the Auditorium. It is located directly behind the reception.

HSMAI Region Europe Roadshow

HSMAI Europe, in partnership with Nor1, OTA Insight, Hotelchamp, Lodgiq, Travel Tripper and other partners will visit many of the European cities focusing on Digital Marketing, Distribution and Revenue Management. Our partners will vary from city to city.

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It is **FREE** to attend for people working in the hotel and travel industry.

[Sign up for free here](#)

If you are interested to participant but you are not working in the travel industry please contact Benedicte Gilroy Bøgh bgb@hsmmai.no and she will contact you directly.

Our Partners in Paris:



AVVIO

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[HSMAI Region Europe Roadshow 2017](#)

HSMAI Region Europe Roadshow

HSMAI Region Europe would like to invite you to join us for an evening of trends, innovation and networking. The Roadshow is an afternoon event followed by networking and drinks. Its FREE to attend for both HSMAI members and non members if you are working in the hotel and travel industry. [Sign up today!](#)

The event will be educational, and a local speaker with an interesting topic will be invited in each city. HSMIAI Europe, in partnership with [Nor1](#), [OTA Insight](#), [Hotelchamp](#), [Lodgiq](#), [Travel Tripper](#) and other partners will visit many of the European cities focusing on Digital Marketing, Distribution and Revenue Management. Our partners will vary from city to city.



We will start the Roadshow in Paris Wednesday May 10th (venue TBA) and [Peter O'Connor](#), Dean of Academic Programs at ESSEC Business School, will be the local speaker. The topic for his presentation is: **Direct Website Bookings: The challenge of**

conversion.

For many years Peter has been a valued speaker in many of HSMIAI's events in Europe and we are glad he will join us in Paris as well.

Preliminary programme for the Roadshow:

- 16:00: Welcome by HSMIAI Region Europe
- 16:20: Plenary session with local speaker
- 16:50: Different roundtables held by our partners. It will be a repetition of the roundtable session, 20 minutes x 3 times. (Partners will vary from city to city)
- 18:00: Local speaker and all the partners on stage together for Q & A
- 18:30: Wine, snacks and networking

We will visit the following cities:

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Our Partners:



[First Hire to NHR Hotel Project in Copenhagen](#)

Nordic Hotels & Resorts have just announced the appointment of Susanne Barfoed, Director of Marketing & PR, as the first person to lead their upscale hotel project in Copenhagen, the conversion of the old Central Post Office to become a luxury hotel, according to a press release.

After a long international career in hospitality she brings a wealth of experience in all aspects of brand management, latest from Starwood Hotels & Resorts, where she oversaw the brand management in EAME, of brands like Sheraton and Westin.

“After many years abroad, I am thrilled and very excited to return to my home city, Copenhagen, and to be part of transforming the old Central Post Office, an iconic building, to become a luxury hotel. With a holistic approach to branding, I believe in creating unique and differentiated guest experiences through all touch points with our customers, and I look forward to working with my talented colleagues at Nordic Hotels & Resorts in doing so,” says Barfoed.

The new hotel project, “the Post Office”, was launched in October 2016 and is scheduled to open in 2020. The hotel will consist of more than 400 rooms, several F&B outlets and spa, aiming to cater to the highest expectations. Since 1912 the building was the headquarter of the Danish Postal Service and will now go through an extensive renovation before opening as a brand new Independent Hotel as part of Nordic Hotels & Resorts.

“The ‘Post Office’ represents one of our biggest current projects, and we’re at the beginning of what will be a comprehensive concept development process. The goal is to build a hotel that will create magic in our Danish capital when the doors open in a few years. Susanne has the perfect background to lead this project, with international experience in branding and concept development for some of the world’s premier hotel companies. We look forward to working with her and create this exciting project,” says Trond Bastiansen, COO of Nordic Hotels & Resorts.

Photo: Susanne Barfoed, Director of Marketing & PR at Copenhagen’s “The Post Office”. Photo from Nordic Hotels & Resorts.

H.E.A.D. GmbH supports Centro Hotel Management GmbH

H.E.A.D. GmbH supports Centro Hotel Management GmbH with the digitalisation of procurement, according to a press release issued by Deutsche Hospitality.

The procurement company, Hotel Equipment and Design GmbH (H.E.A.D.) has acquired yet another customer for its services, in the form of the Hamburg-based Centro Hotel Group. Centro has decided to digitalise its procurement processes and, having conducted extensive market research, is introducing the electronic system “H.E.A.D.@web”.

Following a brief introductory phase of two to three months, the tool is fully implemented. It then provides holistic, digital and intuitive mapping of each component of the procurement process, from sourcing to audit, and thus replaces all manual procedures.

The e-procurement tool offered by H.E.A.D. has been designed to cover every aspect of purchasing and is aligned to the requirements of hotel chains. Users can achieve autonomy by integrating the products of their existing suppliers into the system. The platform also gives access to products and prices made available centrally to all H.E.A.D. clients, thus enabling all H.E.A.D.@web users to benefit from quantity discounts and particularly favourable conditions. One function, which remains unique on the market, is the option of carrying out joint invitations to tender. This “collaborative sourcing” allows further savings to be achieved.

“H.E.A.D.@web assists us in our endeavours to digitalise the company,” declares Homeira Amiri, CEO of the der Centro Hotel Group, adding “In order to secure future sustainability, it is essential that we simplify processes. This ultimately also

includes the bundling of procurement procedures.” The Centro Hotel Group currently operates 55 hotels right across Germany and Austria, from its headquarters in Hamburg. These hotels now contain around 5,600 rooms.

“Having recently acquired Vienna House as a customer, we are delighted that a second hotel group has quickly opted for our intelligent procurement model,” says H.E.A.D.’s Managing Director Lars Schmid. “We are proud to have developed a digital procurement solution that serves the needs of prominent and rapidly expanding hotel chains.”

Hotel Equipment and Design GmbH (H.E.A.D.) is a subsidiary of Steigenberger Hotels AG. It bundles all the procurement processes of Deutsche Hospitality into a single purchasing platform. Cooperation agreements concluded with the two hotel groups Vienna International Hotelmanagement AG and Centro Hotel Management GmbH have firmly secured the market success of its e-procurement tool. 150 hotels, restaurants and catering companies are now using the H.E.A.D. GmbH procurement platform.

Photo: *H.E.A.D.@web on-screen. Photo from Deutsche Hospitality.*