

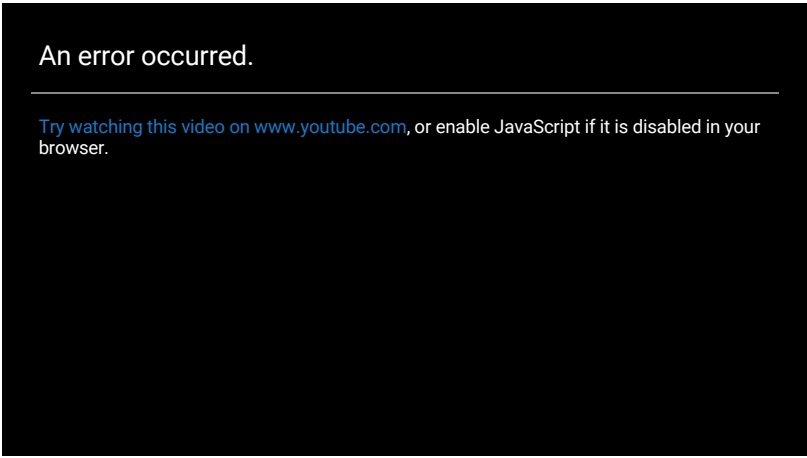
# Hotel Technology – Impacting the Bottom Line

📅 March 5, 2021 / 👤 By Russell Kett



On 24th February attendees at a webinar hosted by **HVS, AlixPartners, Bird & Bird** and **EP Business in Hospitality** heard a distinguished gathering of experts - including **George Turner** of **IHG**, **Carmen Hui** of **booking.com**, **Klaus Kohlmayr** of **IDeaS**, **Neetu Mistry** of **Cycas Hospitality**, **Marco Nijhof** of **Bicester Shopping Village** and **Sally Richards** of **RaspberrySky**, along with **Karen Friebe** and **Ian Edwards** of **Bird & Bird**, **Brian Kalms** of **AlixPartners** and **Chris Sheppardson** of **EP Business in Hospitality** - explore what the

future holds for hotels and their rapidly evolving tech offering.



We look forward to welcoming you at our next event, on Tuesday 23 March which focuses on **Global Performance and its Impact on the European Hotel Sector**. For more details and to register for this webinar, please click [here](#).

## Summary

On 24th February attendees at a webinar hosted by HVS, AlixPartners, Bird & Bird and EP Business in Hospitality heard a distinguished gathering of experts discuss the deployment of current and future developments in technology and its potential impact on Hotel profitability.

[🗨️ Comments](#)

## FILED UNDER CATEGORIES

- Hotel Investments & Ownership
- Hotel Operations
- Technology
- COVID-19
- Europe

## About Russell Kett



Russell Kett is Chairman of the London office of HVS, which he joined in 1995. He has 45 years' specialist hotel consultancy, investment and real estate experience, focused on providing valuation, feasibility, shared ownership, property, brokerage, investment, asset management, strategy and related consultancy services, advising hotel companies, banks, developers and investors on all aspects of their hospitality industry related interests, throughout the EMEA region. Russell is a frequent writer, moderator and speaker on the international hotel industry, especially topics relating to hotel valuation, investment, marketing and finance. For more information, contact: [\[email protected\]](#)