



**Annual Hotel  
Conference**

**Discover the future of UK  
hospitality investment**

 3 – 4 October 2022     Manchester, UK

**Sponsorship Brochure**



AN EXPERIENCE FROM  
**Questex**

WHY ATTEND AHC?

# Because you don't get this level of access anywhere else

## Hotel brands. Investors. Owners, Operators.

The Annual Hotel Conference (AHC) is pretty special. It's where the leading minds of UK hospitality come together to share their visions for the future and strategies for success. The AHC promise to our delegates is that you'll learn, network and be inspired. All of which means this is one event you do not want to miss.



### Connect

With more **investors, owners and developers** than at any other hotel investment event in the UK.



### Discover

What's happening next in UK hospitality as leading companies use AHC to launch their latest ventures, investments and innovations.



### Develop

**Contacts, relationships and business leads by attending AHC.**



## Senior decision-makers power AHC

 **1,000+**  
DELEGATES

 **250+**  
HOTELIERS & INVESTORS

 **50+**  
HOTEL BRANDS

The audience at AHC comprises the most active hoteliers and investors from across the UK, alongside global hotel brand chain CEOs, hotel owners, asset managers, real estate consultants, architects, lawyers, designers, tourism boards... every area of the UK hospitality investment industry is represented.

# 89%

of attendees  
plan to attend  
AHC again

# The Programme

## Monday 3rd October

- |       |                                                                                                    |       |                                                                                                |
|-------|----------------------------------------------------------------------------------------------------|-------|------------------------------------------------------------------------------------------------|
| 9:30  | Bright Start: Registration and Networking                                                          | 13:40 | Hotel Distribution: Fewer Guesses, More Guests                                                 |
| 10:00 | Smart Hotel: Redefining Guest Experience                                                           | 14:00 | CBRE Capital Talks: Searching for the Right Stock: Investing in Hospitality in 2022 and Beyond |
| 10:20 | The New Normal - How to do More with Less Staff?                                                   | 14:40 | How to Fill the Hotel Development Viability Gap?                                               |
| 10:30 | Welcome to the AHC 2022                                                                            | 15:20 | Recharge, Network, Experience Exhibition                                                       |
| 10:40 | Economic Outlook: Navigating Choppy Waters                                                         | 15:25 | How to Capture and Grow the F&B Revenue in the Hotels?                                         |
| 11:00 | Crunching the Numbers: The Business of Hotels in 2022 and Beyond                                   | 15:50 | Succeeding When Nothing is Normal Vision Stage                                                 |
| 11:40 | Recharge, Network, Experience                                                                      | 16:30 | Breaking the Mould - Inspiring Hospitality Ventures                                            |
| 11:45 | Payment Processing - The Next Wave of Innovation                                                   | 17:30 | Closing Keynote                                                                                |
| 11:55 | Supercharged: Harnessing Hotel Automation                                                          | 18:00 | Let's get the Evening Started! Networking Reception.                                           |
| 12:10 | The Power of Insight: What Do Consumers Really Want and Feel?                                      | 21:00 | AHC After Party by YOTEL                                                                       |
| 12:25 | From the Wheelhouse - Leadership in Pivotal Times                                                  |       |                                                                                                |
| 13:00 | All you Need is Lunch                                                                              |       |                                                                                                |
| 13:10 | Maximising Revenue Yield                                                                           |       |                                                                                                |
| 13:20 | Power-up: Cost-effective Energy Management                                                         |       |                                                                                                |
| 13:30 | Decarbonising Energy: How to Maximise Financial and Environmental Returns with On-site Renewables? |       |                                                                                                |

# The Programme

## Tuesday 4th October

- |       |                                                                                                  |       |                                                                      |
|-------|--------------------------------------------------------------------------------------------------|-------|----------------------------------------------------------------------|
| 8:30  | Welcome Refreshments Exhibition                                                                  | 12:15 | Recharge, Network, Experience                                        |
| 9:00  | Bringing Guests through the Door: Come One, Come All, But Who Are They and How Do They Get Here? | 12:45 | Dare to Be Different - Building Brands with a Sense of Self          |
| 9:00  | The Sustainability Conundrum: Accreditation, Measuring and Reporting                             | 13:15 | Shift Happens: Unpicking Big Impact Trends to Drive Competitive Edge |
| 9:00  | Hybrid Hospitality: Opportunity in the Living Sectors                                            | 14:00 | The Audacity of Growth                                               |
| 9:00  | Borrow Market: Horses for Courses                                                                | 14:30 | Closing Lunch and Networking                                         |
| 9:45  | Recharge, Network, Experience                                                                    |       |                                                                      |
| 10:15 | Raising the Bar: Pubs Pulling Hotel Guests                                                       |       |                                                                      |
| 10:15 | Debate: What Price Economy Hotels?                                                               |       |                                                                      |
| 10:15 | Planning for Longevity: Good for the Planet, Good for the Asset                                  |       |                                                                      |
| 10:15 | The Whole Guest: Maximising Spend, Minimising Leakage                                            |       |                                                                      |
| 11:00 | Recharge, Network, Experience                                                                    |       |                                                                      |
| 11:30 | Levelling Up: Maximising the Social and Economic Impact of the Hotel Sector                      |       |                                                                      |
| 11:30 | How Can the Hospitality Industry Win the Talent Challenge?                                       |       |                                                                      |
| 11:30 | Work, Meet, Eat, Treat, Repeat - Maximising Spaces                                               |       |                                                                      |
| 11:30 | Supply Chain Reaction: How to Source Smarter?                                                    |       |                                                                      |

*"It's been fantastic to walk the aisles, bump into people I haven't seen face to face for a while, have some good meetings. It's been very productive and very exciting."*

– Karin Sheppard, Senior Vice President and Managing Director, Europe. IHG



*"It's so vibrant. It's been amazing seeing everyone in the UK hospitality industry. It's amazing, very exciting."*

– Dimitris Manikis, President and MD EMEA, Wyndham Hotels & Resorts

# Create powerful connections across the UK hospitality sector



## Hotel Operators



## Investors



## Asset Managers



## Consultants/Analysts



And this is only the beginning... **See the full list of 800 attending companies.**

# Formal and informal access to the UK investor community

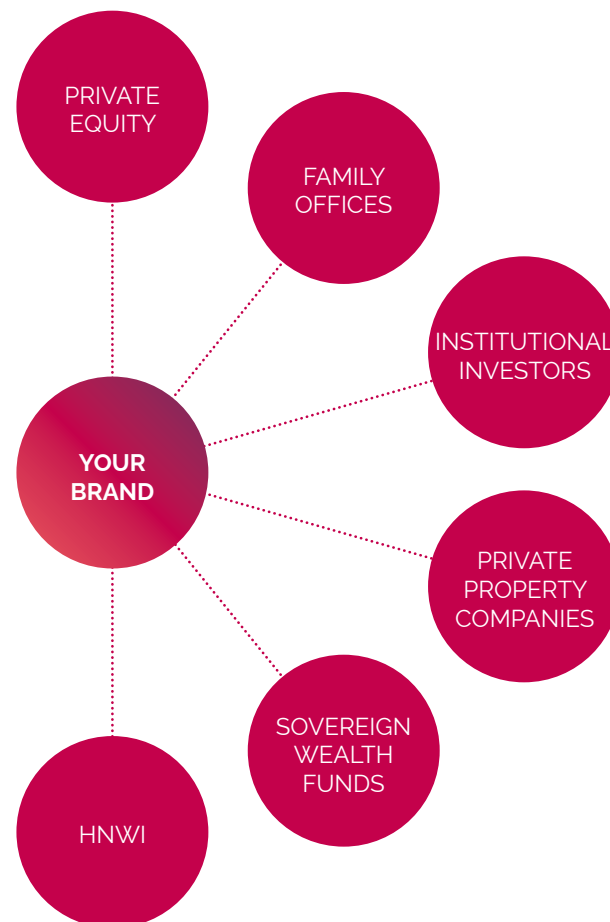
## AHC connects you to the capital.

Investors drive our industry. The audience at AHC included 100 UK investors, representing the biggest players in the market. As a sponsoring company you benefit from full access to those who power the funds behind the deals.

## And connects the capital to you.

Investors benefit from your attendance because AHC facilitates the contacts they need to deploy their capital. We make it our mission to share these contacts and opportunities with our sponsors.

Be in the room at AHC as the deals happen



**“The UK was identified as the number one country for hotel investment over the next 12 months”**

– Q3'21 Hospitality Insights Investor Sentiment Assessment



## Get the Report

Contact us to access this in-depth report that uniquely captures investor sentiment including investor type, asset class and geographical and regional breakdown.

# Year-round Access



## Make valuable connections ALL YEAR ROUND with a Virtual Stand

Showcase your brand with your own virtual exhibition stand featuring: company description and contact details, two downloadable assets such as whitepapers or brochures, a live chat function, sponsored adverts on your booth page and more!.

## Have conversations all year, not just at AHC

The AHC networking and event platform provides the most valuable **meeting platform** in the industry.

As a sponsor of AHC, the online platform puts your company in front of the 1,000+ delegates, positioning you as a source of information, a leader in your field and allows you to start making valuable connections NOW.

This 24/7/365 accessibility allows you to **optimise your networking opportunities** throughout the year, enabling you to connect and meet with AHC community outside of the three days of conference.

# Join the best

\*To view bookings for 2022, please visit [www.theahc.co.uk](http://www.theahc.co.uk)

## Patrons



## Gold Sponsors



## Sponsors





# Let's get started...



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