

Overview: Hospitality Technology Next Generation

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Hospitality Technology Next Generation (HTNG)

HTNG is the global non-profit association dedicated to continuously moving the hospitality industry forward through collaboration and partnership between the best and brightest minds in hospitality technology worldwide.

Through this integrated ecosystem of intelligence, we foster the development and advancement of systems and solutions that enable hospitality professionals and vendors to lead the industry into the future.

The Original Intent (2002)

“A vehicle to foster the adoption of standards and practices that can help the hotel industry achieve generational change in technology. This will provide both a technical architecture and integrated software environment to address the needs of the hotel industry for years to come.”

Stability

Flexibility

Interoperability

Scalability

Agility

Integration

Leadership

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Michael Blake, CAE, CEO, HTNG

- Previously CIO of Commune Hotels & Resorts
- Previously CIO of Hyatt
- Over 20 years of experience in finance and technology holding positions as SVP of IT, CFO and Director of IT Finance



David Sjolander, CAE COO, HTNG

- Previously held senior executive positions with industry suppliers: Pegasus, TravelClick and Fidelio
- Previously held senior executive positions at Carlson Hospitality and Hyatt

HTNG Board of Governors

- Direction-setting body of the organization
- 21 CIO-level hospitality executives from across the globe
- Responsible for over 3 million hotel guest rooms in addition to leading hospitality venues

HTNG Board of Governors



Floor Bleeker
*CIO, Middle East & Africa &
Global Accor Strategic Programs*
AccorHotels
HTNG President



Wendy Mertz
VP of IT Applications & Strategy
Hard Rock International
HTNG Vice President



Mark Rupert Read
Director of IT
Firmdale Hotels
HTNG Secretary



Yvette Vincent
CTO
Delaware North
HTNG Treasurer



Samir Abi Frem
Corporate VP of IT
Rotana Hotels Management
Corporation



Gustaf Burman
SVP of IT
Montage Hotels & Resorts



Jeff Bzdawka
Sr. VP, Global Hotel Technology
Hyatt Hotels Corporation



Micah Friedman
CIO
Rosewood Hotel Group



Gilles de Richemond
Group CIO
AccorHotels



Brennen Gildersleeve
VP, Technology
Equinox Hotels



Kristie Goshow
CMO
Preferred Hotels & Resorts



Brian Kirkland
CTO
Choice Hotels International

HTNG Board of Governors



Dan Kornick
CIO
Loews Hotels



Chin Lee
VP, Global IT Engagement
Melco Resorts &
Entertainment



Edward Malinowski
CIO
Great Wolf Resorts



Bill Martin
CIO
AEG Worldwide



Bryan Mitkowski
SVP, IT Delivery
Marriott International



Monika Nerger
Global CIO
Mandarin Oriental Hotel Group



Gustaaf Schrijs



Jason Shane
Sr. Director of IT
Hersha Hospitality
Management, L.P.



Marco Trecroce
SVP & CIO
Four Seasons Hotels
& Resorts



Weber Wang
IT GM & SVP
BTG Homeinns Hotel Group

HTNG Vendor Advisory Council

- Created to ensure HTNG can better address needs and concerns of members who are technology providers in hospitality
- Provides advice, guidance, recommendations and technical assistance to HTNG's Board in order to align the vendor community with the hospitality IT executives directing the organization
- 16 total seats (2 dedicated to startups); 5 seats up for re-election each year

Vendor Advisory Council (VAC)



Vanessa Ogle
President & CEO
Enseo
VAC Co-Chair



Luis Segredo
CEO
Data Travel, LLC
VAC Co-Chair



Dave Berger
Founder & CEO
Volara



Larry Birnbaum
VP Global Hospitality
Ruckus Networks at CommScope



Florian Gallini
CEO
INTEREL



Mike Gray
Sr. Manager-Hospitality
Practice Manager, Americas
NEC



Mark Holzberg
President & CEO
Cloud5 Communications



Klaus Kohlmayr
Chief Evangelist
IDeaS

Vendor Advisory Council (VAC)



Piotr Lipiec
*Sr. Business Development
Manager Hospitality TV, Europe*
Samsung Electronics Co.



Jessica Koch
*Business Development Director
of Sports and Entertainment*
Corning Optical Comms



Andrada Paraschiv
Head of Hospitality
Beekeeper



Tanya Pratt
Associate VP
Oracle Hospitality



Joseph Savino
*Director of Sales, North America
Hospitality & South Retail*
Zebra Technologies



Iris Steinmetz



Eric Sullender
VP Products
Eleven



Suzy Treece
Global Head of Hospitality
Aruba, a Hewlett Packard
Enterprise

Membership

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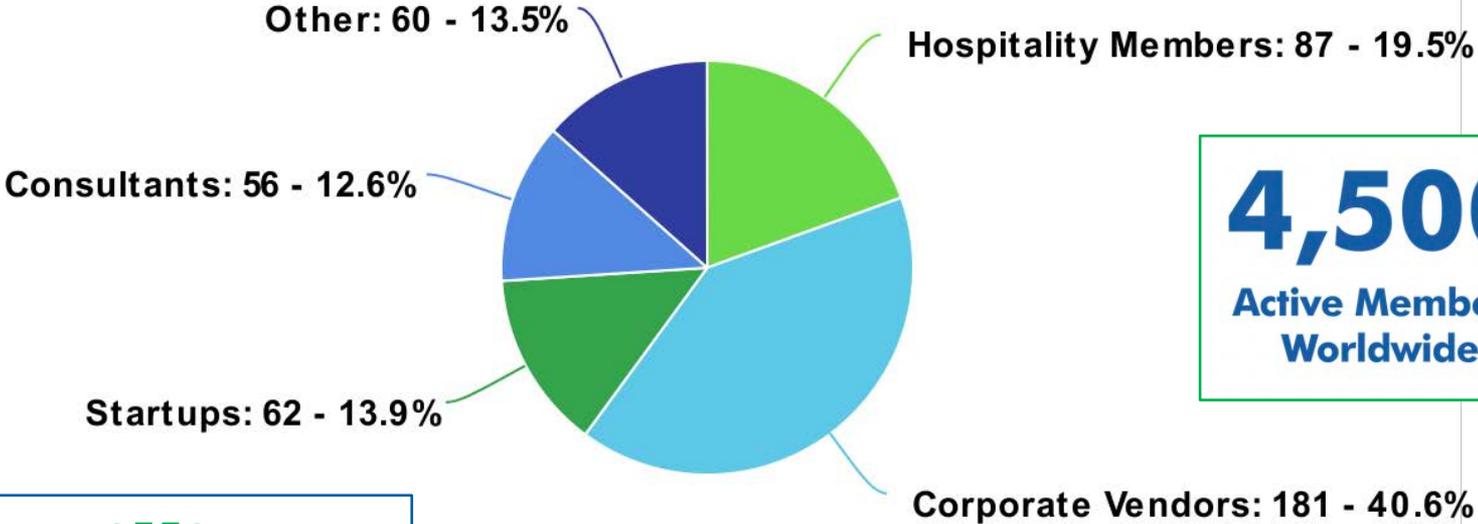
HTNG Membership

Main benefits:

- Industry access and networking
- Opportunity to demonstrate and benefit from thought leadership
- Participation in ongoing workgroups alongside industry peers and potential partners
- Events (speaking opportunities, sponsorships, exhibits and more)

There are no requirements for HTNG members. The more time and effort spent contributing to the points above, the greater the return on your membership investment.

Membership Representation and Breakdown



4,500
Active Members
Worldwide

5.5 Million+
Total Rooms



HTNG Membership

- Hospitality membership (hoteliers, cruise lines, venues, etc.)
 - Individual – \$375
 - Corporate* – \$2,500
 - Benefactor* – \$15,000
- Vendor membership (technology solution providers)
 - Startup* – \$1,000/\$2,000
 - Corporate* – \$4,800
 - Platinum* – \$9,000
- Consultant membership (individual) – \$375
- Other (academia, association, media, etc.) – *Varies*

***Corporate memberships are annual and cover all employees of a company**

Workgroups and Strategy

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HTNG's Strategic Pillars

HTNG identified the greatest challenges and opportunities within the business of IT in hospitality:

- Quality of the Guest Experience
- Marketing and Commercial Technologies
- Operational Excellence
- Modernizing Infrastructure
- Security
- Distribution

HTNG workgroups align to one or more of these higher strategic concepts. HTNG's Global Strategy Team is led by chairs and advisors representing each pillar. All HTNG members are encouraged to join the Global Strategy Team. These meetings serve to provide updates on each pillar and their workgroups to the greater HTNG community.

Strategic Pillar Mission Statements



QUALITY OF THE GUEST EXPERIENCE

Increase guest satisfaction by providing hotel guests cutting edge technologies and personalized content with a focus on reducing costs, improving efficiencies and enabling the staff to connect more directly with guests.



MARKETING & COMMERCIAL TECHNOLOGIES

Improve and leverage hospitality organizations' uses of technology that support commercial strategies while strengthening the internal relationships between a hotel brand CIO, CMO and CTO.



OPERATIONAL EXCELLENCE

Give operational stakeholders the ability to measure whether a solution makes a positive, neutral or negative influence and include the evaluation of sustainability, cost savings, staff retention and satisfaction, brand goal attainment and more.



MODERNIZING INFRASTRUCTURE

Provide insights into emerging technologies, ease the difficulty of deploying and accelerate the pace of modernizing infrastructure.



SECURITY

Increase security awareness beyond compliance, promote best practice security measures, and develop a common understanding of risks and threats targeting the hospitality industry.



DISTRIBUTION

Provide hotel chains and independent hotels a way to represent their brand identity and products through all channels seamlessly to enable more complex and dynamic revenue management strategies and ultimately sell a guest experience that matches their needs.

HTNG Workgroups

- Address industry issues by defining a specific challenge and proposed solution
- Develop a charter stating a group deliverable and timeline
- Groups typically meet bi-weekly via Zoom teleconference for a duration of 6-12 months
- Workgroup members, Chairs and HTNG staff facilitators build and produce output
- Over 150+ technical specifications publicly available on HTNG's website

HTNG Workgroups

- Companies discover what problem areas other companies have run into around a topic
- A space where vendors not only work with hoteliers but build vendor-to-vendor relationships
- Consultants also participate, sharing their specialized expertise
- Virtual network for HTNG members that is ongoing
- Level of participation varies; some sign up to be a chair to lead a workgroup and some participate every few calls

Current HTNG Workgroups

- 5G for Hospitality
- 911 Location Communication
- Attribute Modeling for the Distribution Ecosystem
- Business Analytics Transactional Extract
- Converging AV and IT
- Express PMS Integrations
- Fiber to the Room
- Global Privacy Regulations
- Guest Room Entertainment
- Hospitality Operations Revitalization
- Improving the Guest Wi-Fi Experience
- Internet of Things (IoT)
- Open Payments Alliance (OPA) Standards
- Payment Services Directive 2 (PSD2)
- Payments
- Unique Hospitality Identifier
- Wireless Power

Events

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HTNG Events

- 4 Annual Global Conferences
 - HTNG & HFTP's HITEC Europe – **POSTPONED**, new dates TBD
 - North America (HT-NEXT) – **November 30 - December 3, 2020**
 - HTNG & HFTP's HITEC Asia – **POSTPONED**, new dates TBD
 - Middle East – **POSTPONED**, new dates TBD
- Sponsorship opportunities to promote company brand and enhance visibility (exhibit tables, distribution of promotional materials, etc.); Certain levels include commercial speaking opportunities
- Smaller face-to-face events and workgroup meetings
 - Hospitality Tech Summit at ISE – **Amsterdam, February 13, 2020**
 - Insight Summit North America – **POSTPONED**, new dates TBD

Collaboration

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PLUGANDPLAY



Integrated Systems Events



RETAIL & HOSPITALITY ISAC



NMHC



bench
GLOBAL BUSINESS EVENTS



HOSPA
Hospitality Finance, Revenue and IT Professionals



HOSPITALITY TECHNOLOGY
HT

UNLV



HFTP
Hospitality Financial and Technology Professionals

WEST VIRGINIA UNIVERSITY

Hospitality Upgrade

UNIVERSITY of DENVER



ihra INTERNATIONAL HOTEL & RESTAURANT ASSOCIATION

International Card Manufacturers Association
icma

BJLA
BOUTIQUE & LIFESTYLE LODGING ASSOCIATION



opentravel
enabling the future

THE **Open** GROUP

HEDNA

enoccean alliance
No Wires. No Batteries. No Limits.

ihita
INTERNATIONAL HOSPITALITY INFORMATION TECHNOLOGY ASSOCIATION

CI Convention Industry Council



CHTA 中国酒店科技联盟
China Hospitality Technology Alliance

AHLA
AMERICAN HOTEL & LODGING ASSOCIATION

tti travel technology initiative

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Restaurant Technology Network (RTN)

- A membership community solely dedicated to the restaurant technology industry, run by *Hospitality Technology Magazine*
- Helps restaurant professionals and solution providers work together to solve problems large and small and inspire bold ideas for the future
- RTN workgroups are facilitated in partnership with HTNG



National Multifamily Housing Council (NMHC)

- The association for the leaders of the apartment industry
- Provides a forum for insight, advocacy and action that enables both members and the communities they build to thrive
- Launched the Real Estate Technology Alliance (RETA) powered by HTNG
- RETA is a voluntary self-funded and self-governed standards organization that creates universal, open standards to support the development of system solutions for the apartment industry

The logo for the National Multifamily Housing Council (NMHC) consists of the letters 'NMHC' in a bold, orange, sans-serif font. The letters are slightly shadowed to give a 3D effect.

OpenTravel Alliance

- The OpenTravel Alliance is the travel industry non-profit trade association responsible for developing and maintaining interoperability for all travel verticals
- OpenTravel creates, expands and drives adoption of open specifications for the electronic exchange of business information among all sectors of the travel industry
- OpenTravel collaborates with HTNG's Distribution Pillar including the Open Payments Alliance (OPA) Standards Workgroup and the Unique Global Identifier Workgroup



Hotel Electronic Distribution Network Association (HEDNA)

- HEDNA is a global community of hospitality professionals, technology providers, educators, and consultants passionate about elevating the role of distribution
- HEDNA collaborates with HTNG's Distribution Pillar including the Open Payments Alliance (OPA) Standards Workgroup and the Unique Global Identifier Workgroup



Hospitality Financial & Technology Professionals (HFTP)

- HFTP is a global professional association for financial and technology personnel working in hotels, clubs and other hospitality-related businesses
- HTNG and HFTP are partnering in 2020 to produce HITEC Europe and the first HITEC Asia
- HFTP participates in HTNG's Unique Global Identifier Workgroup



Hospitality Sales and Marketing Association International (HSMAI)

- HSMAI is a global organization of sales, marketing and revenue management professionals representing all segments of the hospitality industry
- HSMAI collaborates with HTNG's Marketing and Commercial Technologies Strategic Pillar



Hospitality Technology Next Generation (HTNG)

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