

STR Hotel Data Conference Agenda

Day 1 (Tuesday, August 4)

9:00am - 2:00pm **Registration and Check-In** Level One Ballroom Foyer

2:00pm - 3:00pm **US Hotel Industry Overview** Level One Center Ballroom
Mark Lomanno, President, STR

3:00pm - 3:15pm **Break**

3:15pm - 4:00pm **Data Breakout Sessions***
4:15pm - 5:00pm

Level Two Fisk One

I. Global Hotel Performance: *Hotel performance trends in markets around the world.*
Jan Freitag, VP, STR

Level One Center Ballroom

II. Consumer Leisure and Business Travel Trends: *Research by RRC Associates (an STR company), focused on current trends in leisure and business travel, is explored.*
Nate Fristoe, Director, RRC Associates

Level Two Fisk Two

III. Serving Hoteliers - Vendors Anticipate the Future
Hotel Business Climate: *Projecting the future isn't easy, especially when it comes to rate management. This panel of industry experts looks at the current climate in the hotel industry and what the future might hold. Proprietary research, thoughtful insight and an open discussion will make this panel an educational experience.*
Moderator - **Stacey Higgins**, Managing News Editor, HotelNewsNow.com
Paul Campbell, VP, Sales, QL2
Kristi White, Director of Revenue Optimization, TravelCLICK

Level Three Ryman Room

IV. Revenue Management – Looking at it From Different Angles: *Hear different perspectives of how current revenue management systems are affecting the hotel industry today.*
Moderator - **Greg Cross**, Hotel Industry Consultant
Michelle Russo, President, Hotel Asset Value Enhancement, Inc.
Jonathan Bogatay, President & Chief Operating Officer, The North Central Group
Chad Sorenson, Consultant, Warnick & Company

5:00pm - 7:00pm **Networking Cocktail Reception** Level One West Ballroom

7:00pm **Dine On Your Own**

* Sessions will last 45 minutes and then repeat so you have a chance to attend two sessions.

Day 2 (Wednesday, August 5)

7:00am - 8:30am

Breakfast

Level One West Ballroom

8:30am - 10:00am

General Session:

Market Trends Affecting the Hotel Industry

Moderator - Jeff Higley, Editorial Director for Digital Media, HotelNewsNow.com

Brian Ferguson, VP - Lodging Demand & Analysis, Expedia

Webster O'Brien, VP, SH&E

Gary Portuesi, VP - Lodging Account Development, American Express Establishment Services

Level One Center Ballroom

10:00am - 10:15am

Break

10:15am - 11:00am

Data Breakout Sessions*

11:15am - 12:00pm

Level Two Fisk One

I. Hotel Pipeline and Development Trends: *Gain a better understanding of existing hotel supply and expected growth for the hotel industry in the U.S.*
Duane Vinson, VP, STR

II. Hotel Industry Demand Drivers and Economic Industry Cycles: *Find out the historical business cycles of the hotel industry while learning what drives demand.*
Maria Simos, CEO and **Dr. Evangelos Otto Simos**, Chief Economist, e-forecasting.com

Level One Center Ballroom

III. Best Practices in STR Data Usage: *STR data users will talk about how they use data to make strategic business decisions.*

Moderator - Lana Yoshii, VP, STR

Kate Henrikson, SVP Investment Analysis & Portfolio Management, RLJ

Bryan Maher, Managing Director Head of Lodging, Gaming & Leisure and REIT Research, Collins Stewart

Robert Morse, Corporate Director of Revenue Management, White Lodging

Level Three Ryman Room

IV. Top 25 US Market Performance and STR Chain Scale Trends: *Discover which major markets and STR chain scales in the U.S. are outperforming and which ones have trended below the national average.*

Bobby Bowers, Senior VP, STR and **Brad Garner**, VP, STR

Level Two Fisk Two

12:00pm - 1:00pm

Lunch

Level One West Ballroom

1:00pm - 2:30pm

US Hotel Industry Outlook

Moderator - Jeff Higley, Editorial Director for Digital Media, HotelNewsNow.com

Mark Lomanno, President, STR

R. Mark Woodworth, President, PKF Hospitality Research

Scott Berman, Principal, PricewaterhouseCoopers

Level One Center Ballroom

2:30pm **End**