

## Hoteliers to Gather for HOTECH 2020

### IDEaS and Hotel ICON bring together hotel professionals for October technology summit

**Hong Kong – October 3, 2018** – [IDEaS Revenue Solutions](#), the leading provider of revenue management software and advisory services, will stage a pivotal hotel technology summit in conjunction with [Hotel ICON](#). The sold-out event, called HOTECH 2020, will bring together over 200 hotel executives to discuss the outlook for the regional hotel sector and the role of technology in hotel operations.

IDEaS and Hotel ICON, each recognised as thought leaders for hospitality innovation, will build on the success of previous events to present an ideal platform for industry networking, sharing tips and advice, gaining knowledge and skills and learning about the latest technologies and solutions.

HOTECH 2020 will be held on October 11 at Hotel ICON in Hong Kong, covering topics such as consumer trends in the online travel market, operational technology advancements, disruptions in travel distribution, revenue management and artificial intelligence in the hotel sector. The sessions will include panel discussions featuring vertical leaders as well as keynote addresses by industry experts.

“Technology plays a critical role in helping hoteliers identify leading trends across demographics, online information sources, and booking behaviours, enabling hoteliers to be more proactive in making strategic, impactful decisions,” said Rachel Grier, IDEaS’ Asia Pacific area managing director. “To succeed in an increasingly competitive hotel sector, it is vital that hotel executives not only have working knowledge of common operational technology platforms, but also understand how advancements in artificial intelligence and machine learning will disrupt the industry in the future.”

Supported by premium sponsors like Oracle, Sabre, FASTBOOKING, and SHR, HOTECH 2020 is designed to highlight best practices in hotel sales and marketing, distribution, revenue management and in driving personalisation of the guest experience.

“Guests today are less interested in purchasing products or brands and are more motivated by experiences and engaging with the destination,” said Richard Hatter, general manager of Hotel ICON & adjunct associate professor at the School of Hotel and Tourism Management Hotel ICON & The Hong Kong Polytechnic University. “To drive guest loyalty and satisfaction, personalisation of pricing and product is key. By attending the HOTECH 2020 event, hotel executives will learn how data-driven personalisation can enhance guest experiences and drive loyalty. For young hoteliers, this is the perfect platform to network, be inspired by industry leaders, and learn lessons to boost their hospitality and travel careers.”

*Due to overwhelming demand, registration for HOTECH 2020 is closed. If you wish to be placed on a wait list, in lieu of cancellations, please email [mc@hotel-icon.com](mailto:mc@hotel-icon.com).*

Visit [IDEaS.com](http://IDEaS.com) and [Hotel-ICON.com](http://Hotel-ICON.com) to learn more about the future of Asia’s hospitality industry.

## About IDEaS

With more than 1.6 million rooms priced daily on its advanced systems, IDEaS Revenue Solutions leads the industry with the latest revenue management software and advisory services. Powered by SAS® and with nearly three decades of experience, IDEaS proudly supports more than 10,000 clients in 124 countries and is relentless about providing hoteliers with insightful ways to manage the data behind hotel pricing.

IDEaS empowers clients to build and maintain revenue management cultures—from single entities to world-renowned estates—by focusing on a simple promise: Driving Better Revenue.

IDEaS has the knowledge, expertise and maturity to build upon proven revenue management principles with next-generation analytics for more user-friendly, insightful and profitable revenue opportunities—not just for rooms, but across the entire hotel enterprise. For more information, visit [www.ideas.com](http://www.ideas.com).

## About Hotel ICON

Unlike any other, Hotel ICON is an upscale Hong Kong hotel in the heart of Tsim Sha Tsui East. Standing as a testament to Hong Kong's creative energy and vibrant arts scene, Hotel ICON showcases work from the city's celebrated designers and the world's most acclaimed architects. Offering the ultimate in comfort and committed to service excellence, Hotel ICON's 262 stylish guestrooms comprise seductive extras, including complimentary wired and Wi-Fi internet connections, smartphone with unlimited mobile data and an ultra-slim 40" Ultra High Definition LED TV. Located on level nine, Hotel ICON's Angsana Spa is a tranquil oasis while the harbour-facing outdoor swimming pool and fitness centre allow guests to exercise while enjoying views of Hong Kong Island's spectacular skyline.

With a maximum capacity of 580 persons, Hotel ICON's grand Silverbox ballroom is the ideal venue for a celebration or theatre-style conference. Hotel ICON houses three restaurants: Above & Beyond, The Market and GREEN, providing guests with exceptional quality of food and impeccable service. *Wallpaper\** magazine included Hotel ICON in its 2011 list of the world's Best Business Hotels and *DestinAsian* included the hotel in its Luxe List 2011. The premier hotel has also won in two categories, including the Top 25 Hotels in Asia in the 2017 TripAdvisor Traveler's Choice Awards.

For more information on Hotel ICON, please visit [www.hotel-icon.com](http://www.hotel-icon.com). Join us by following our official social media accounts at @hoteliconhk and share your memorable moments with us by using the hashtag #hoteliconhk