

Speakers from MasterCard, Google, Hilton Worldwide, IHG and NYC Hospitality Alliance top the Lineup for 2016 HX: The Hotel Experience at Javits Center in NYC

New York City's annual HX: The Hotel Experience trade fair and conference features 56 interactive discussions with leading hospitality-industry figures, including presidents, CEOs, directors, owners, chefs and brand specialists at the Javits Center, November 13-15.

CINCINNATI, OH, October 11, 2016 – The influential thought-leaders behind some of the hospitality industry's top hotel brands and marquee restaurants will share their views on the state of each industry, consumer trends impacting business decisions, market forecasts and guest-experience strategies at the annual HX: The Hotel Experience, held November 13-15 at the Jacob K. Javits Convention Center in New York City.

Running concurrently with Boutique Design New York (BDNY), HX is North America's largest hospitality trade show for hotel and restaurant owners, executives, directors, chefs, and GMs from across the hospitality spectrum--and manufacturers and marketers of products and services for hospitality.

HX offers a stimulating collection of distinct, on-floor presentations for its 12,000 guests. Each session or demonstration will be featured in specific theaters throughout the floor. Theaters include: HX: ONSTAGE – Restaurant; HX: ONSTAGE – Hotel; HX: Cooks; and HX: TECH. These intimate sessions on the trade-show floor invite attendees to join in conversations with industry experts and thought leaders.

Headlining the HX: ONSTAGE – Restaurant platform will be Paul Seres, President, Helios Hospitality Group. The “NYC Hospitality Alliance - From Rooms to Restaurants” session will share an insider's look into how food and beverage are enhancing the hotel experience, with a keen examination of chef-driven restaurants and rooftop bars.

In “Foodservice Consultants Society International--Kitchen Makeover 101,” a panel of foodservice industry experts will share their experience-based knowledge to help guests understand what questions to ask, what works and what pitfalls to avoid when updating existing commercial kitchens. Leading the presentation will be Joe Carbonara, Editorial Director/*Foodservice Equipment & Supplies and restaurant development + design.*

Sarah Quinlan, Senior Vice President, Market Insights, MasterCard, will showcase “Trends in Consumer Spending and How You Can Profitably Respond.” As part of HX: Hotel, Ms. Quinlan's discussion will touch on the overall spending health of global consumers and their current spending trends in the hospitality industry.

With cyber security a hot news topic, “Are You Cyber Safe? Challenges & Solutions in Hospitality Cybersecurity” will be introduced by Peter Dooley, Chief Information Security Officer, IHG, from the HX: Tech stage.

Also on the list of notable speakers are Dr. Qing Wu, Senior Economist, Google, who will touch on “Uncovering Traveling Insights from Google Trends Data.” Additional insight will be provided by Jonathan Wilson, Vice President, Product Innovation and Brand Services, Hilton Worldwide in his presentation on “Reimagining the Future Guest Experience.”

“HX’s show-floor format will dramatically increase guest and speaker interactions, especially the launch of HX: Cooks with live chef demonstrations,” explained HX Group Show Director, Phil Robinson. “Our thought leaders come from every facet of the hospitality industry. This personable interaction will produce open dialogue among presenters, exhibitors and attendees and, in turn, help to inspire and even to facilitate profitable business relationships.”

Fifty more sessions addressing topics such as social media, restaurant design and wage-and-hour laws for hospitality workers fill the three-day agenda.

Registration for the HX trade show is \$75 (\$50 through October 17), which includes access to the show floor and all conference sessions.

Session, speaker, attendee registration and trade fair details are available at **www.thehotelexperience.com**.

ABOUT HX

HX is North America’s largest trade event for hotel and foodservice owners, executives, directors, and GMs from across the hospitality spectrum, and manufacturers and marketers of all things hospitality. It is held annually in November in New York City.

HX is sponsored by the American Hotel & Lodging Association (AH&LA), the Hotel Association of New York City, Inc. (HANYC), and the New York State Hospitality & Tourism Association (NYSH&TA) and is managed by Hospitality Media Group (HMG).

HX will feature three full days of exhibits from Sunday, November 13 through Tuesday, November 15. HX is co-located with the 7th annual Boutique Design New York (BDNY), a trade fair tailored exclusively to hospitality design professionals. Collectively, the two shows will present 900 exhibitors and attract some 18,000-industry professionals. For more information visit the website at **www.thehotelexperience.com**.