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HX: THE HOTEL EXPERIENCE EVOLUTION CONTINUES IN SECOND YEAR OF REBRAND

***HX brings in more than 10,000 hospitality leaders and decision makers to
NYC, November 13-15 at the Javits Center***

NEW YORK, NY (December 5)- HX: The Hotel Experience—Rooms to Restaurants, formerly the International Hotel, Motel and Restaurant Show (IHMRS), made another positive impression on hospitality industry leaders and vendors in the second year of its rebrand. HX featured over 400 exhibitors and 10,400+ registered attendees, and was held at the Jacob K. Javits Convention Center in New York, November 13-15, 2016.

“I found the HX content this year quite extraordinary. I will be sending my supervisors next year. Even though we are a small hotel, the information shared by the panels was so helpful to anyone—boutique, small or large.” ~**Linda LaFollette, General Manager, Hôtel Manoir d’Auteuil, (Quebec, Quebec Canada), HX Attendee.**

“We were again pleased by the number of hotel owners attending the Hotel Experience. Meeting decision-makers has continued to provide us a strong ROI.” **Jeff Day, Director/Owner, TLS By Design (Indianapolis, IN), HX Exhibitor.**

In total, HX presented XX sessions in three show floor theaters: HX On Stage Hotel, HX On Stage Restaurant and HX Tech featuring industry thought leaders from Google, Maidbot, Marriott Hotels & Resorts, Savioke, Interstate Hotels, IHG, and *Hotel Business*.

Now in a new location of the Javits Center, Hall 3B, D and E, HX introduced new features such as HX: COOKS, a lively chef demo stage; a Head Shot Lounge, allowing attendees’ to update their professional photos; and debuted an on-site social media team to live stream the event and conduct on-site interviews with attendees and exhibitors.

In addition to hosting sessions, HX: TECH, sponsored by MasterCard, headlined out-of-the-box new technology, including two types of virtual reality demonstrations; and a tech and mobile app support team.

HX: COOKS included extraordinary chefs from the New York area including Melba Wilson, Melba's Restaurant; Michael Laiskonis, Institute of Culinary Education; Daniela Soto-Innes, Cosme; Chris Jaeckle, all'onda; Karl Franz, 67 Orange; Ryan Hardy, Charlie Bird and Pasquale Jones; Joe Dobias, Joe & Misses Doe; Manish Mehrotra, Indian Accent; and Ulysses Vidal, Employee's Only. The demos were coordinated by NYC Hospitality Alliance, an HX association partner.

Also on the show floor was build out of the 2016 Foodservice Pioneering Concept winner created by FOODDESIGN Associates, Charlotte, NC. "ReFresh-Eatery and Market," provided a fresh, healthy, made-to-order alternative to fast-food options typically found in a food court or public space, and uses the latest technology for iPad and mobile-app ordering. The concept provides a retail component for take-home, along with a made-to-order quick-service for customers who want to dine at the location.

"The Foodservice Pioneering competition supports innovation, which is a key ingredient to staying relevant in our industry," said Phil Robinson, Group Show Director, Hospitality Media Group LLC (HMG), which manages HX. *"We were thrilled to present "ReFresh" in a scaled, working concept model on the HX exhibit floor this year as our winner,"* he continued.

HX also brought back fan favorite competitions/awards including the Editor's Choice Awards, the second annual TECHPitch Competition and the fourth annual Tabletop Challenge. Winners included:

- **Zoottle**, TECHPitch winner, for its No App Required technology
- **Tina Delia**, Tabletop Challenge winner, from the Philadelphia, PA design firm of **Tina Delia Designs**
- **Juicero**, Food & Beverage Editor's Choice winner; **Elkay Foodservice**, Editor's Choice Foodservice Equipment winner; **Ernest Sports**, Editor's Choice Guest Amenities winner; **AeraMax Pro**, Editor's Choice Technology winner; and **Ramler International**, Editor's Choice Hotel Products and Best in Show winner.

HX also extended the attendee experience off the show floor with tours of NYC hospitality properties: a hotel tour of IHG's new wellness brand, The Even Hotel, and the recently renovated Intercontinental New York Barclay, and a restaurant tour and dinner at Tao Group's midtown Lavo Restaurant.

HX will return to the Javits Center in New York City, November 12-14, 2017. For more information, please visit the website at www.thehotelexperience.com

About HX

HX: The Hotel Experience takes the best of 100 years from the International Hotel, Motel + Restaurant Show® (IHMRS) forward for the next hundred years. 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).

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