

2ND ANNUAL

rome lodging outlook

A comprehensive look at the Italian Hotel Market

WEDNESDAY, 25 NOVEMBER, 2020



MANAGING THROUGH & THINKING FORWARD



What can the Italian hospitality industry look forward to in a post-COVID world? Hear from top industry analysts and leaders as they share their perspective to help you approach your rate and management strategy for 2021.

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9 - 11 CET/Rome



Virtual Webinar

l'evento sarà sia in italiano che in inglese



Free*

Market Forecast
and Analysis
provided by STR



Sarah Diugnan
Director, STR

Speakers:
**Opening remarks
by the President of
ENIT and Regional
Vice President
Cornell Hotel Society**



Giorgio Palmucci
President, ENIT



Jonathon Dominic Spada
Regional Vice President, North Europe
Cornell Hotel Society

Keynote presentation by



Prof. Sherri Kimes
Emeritus Professor of Operations Management,
Cornell University
School of Hotel Administration

PANEL DISCUSSION



Marcello Cicalò
Moderator
Group Director of Operations,
Italian Hospitality Collection



Fabrizio Gaggio
Managing Director
Gruppo UNA Hotels



Gianni di Fede
VP Total Revenue Management EMEA,
Radisson Hotel Group

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AlpAdria &
Eastern Europe



The Hotel School
Cornell
SC Johnson College of Business



*To show solidarity with the hotel industry, STR Global and the Cornell Hotel Society, AlpAdria & Eastern Europe Chapter have decided to share this year's event and data free of charge to industry professionals.

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