



"Online Distribution & Sustainability"  
Challenges and Opportunities for the  
Hospitality Industry Worldwide

10-12 March 2014



INTERLAKEN - SWITZERLAND

Organized by:

GASTRO SUISSE

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 SWISS

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 JUNGFRAU  
TOP OF EUROPE

## 51<sup>st</sup> IH&RA Annual Congress in Interlaken 1<sup>st</sup> World Hospitality Day 2014

Draft Program

as of 14.02.2014

### MONDAY, 10 MARCH 2014

17.00 OFFICIAL OPENING CEREMONY

Opening Speech by IH&RA President

Challenges and Opportunities for the Hospitality Industry Worldwide

**Mr. Casimir Platzer**, President

INTERNATIONAL HOTEL & RESTAURANT ASSOCIATION IH&RA

Opening Welcome Speech

**Mr. Adolf Ogi**

FORMER PRESIDENT OF SWITZERLAND AND UN AMBASSADOR

Opening Keynote Speech

**Mr. Taleb Rifai**, Secretary General

WORLD TOURISM ORGANISATION UNWTO

18.45 SIGNING OF AGREEMENT FOR STRATEGIC PARTNERSHIP  
IN-BETWEEN UNWTO AND IH&RA

19.00 APERITIF

20.00 DINNER - SWISS NIGHT



**International Hotel & Restaurant Association**

42 Avenue General Guisan - CH-1009 PULLY (Lausanne) - SWITZERLAND

Tel. +41 (0)21 711 4283 – E-mail: admin@ih-ra.com - [www.ih-ra.com](http://www.ih-ra.com)



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## **TUESDAY, 11 MARCH 2014**

**09.00-12.30 MORNING SESSION**

**SUSTAINABILITY - A MUST FOR THE FUTURE**

**Panel Discussion 1: "Changing Frameworks for Sustainability"**

10.30 COFFEE BREAK AND NETWORKING

**Panel Discussion 2: "Practical application - what are the hotels doing and what should they be doing"**

**Speech: Tourism and Hospitality Trends**

**Mrs. Sandra Carvão**, Chief Communications and Publications  
WORLD TOURISM ORGANISATION UNWTO

**12.30 LUNCH BREAK AND NETWORKING**

**14.00-17.30 AFTERNOON SESSION**

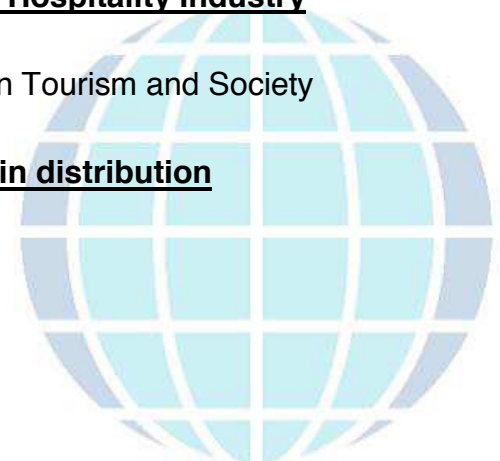
**ONLINE DISTRIBUTION - DIALOGUE AND NEW DEVELOPMENTS**

**Speech: Global Challenges and their Impact on the Hospitality Industry**

**Prof. Eduardo Fayos-Solà**, President  
ULYSSES FOUNDATION, Knowledge for Excellence in Tourism and Society

**Speech: Presentation of the newest developments in distribution**

**Prof. Roland Schegg**  
HES Sion



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### Panel Discussion 3: "OTA's Challenges and Opportunities / Rivals or Partners?"

16.00 COFFEE BREAK AND NETWORKING

#### Speech: Introduction to new technologies

Mr. Philipp Ries, Business Director  
GOOGLE EUROPE, ZURICH

#### Panel Discussion 4: "The future in online distribution"

#### The Presidents Panel: "Open forum of industry leaders"

The Presidents of the major hotel & restaurant associations from all around the world discuss the most important topics of the industry.

North-America, Europe, Asia, Australia, Africa and South-America

18.30 APERITIF  
19.30 GALA-DINNER  
IH&RA AWARDS  
ENTERTAINMENT

### WEDNESDAY, 12 MARCH 2014

#### TRIP TO JUNGFRAUJOCH - TOP OF EUROPE

09.00 Departure from Interlaken Ost railway station via Wengen

11.30 Arrival at Jungfrauoch – Top of Europe

12.00 Aperitif and Lunch

13.30 Departure from Jungfrauoch via Grindelwald

16.00 Arrival in Interlaken Ost railway station



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