

The Conference Programme

HICA 2012

“Changing Trends”

A focus on the “How To” aspects of hotel business

DAY 1
Wednesday, 9th May 2012

07:00 – 11:00

Exhibition Setup

09:00 – 18:00

Delegate Registration

DAY 2
Thursday, 10th May 2012

08:30 – 12:30 08:30 – 08:45	PLENARY SESSION WELCOME REMARKS & CONFERENCE OVERVIEW
08:45 – 09:00	OPENING ADDRESS
09:00 – 10:00	TRAVEL, TOURISM & HOSPITALITY POLICY IN SUB-SAHARAN AFRICA A discussion on the role of government in supporting the hotel and hospitality sector during the bad and good times” with
10:00 – 11:00	Airlift and Air Access in Sub Saharan Africa We discuss the role of the major airlines in the region and what they are doing to support tourism growth in the sector? What strategies do they have in place? Which ingredients do they require from the hotels to support growth in arrivals? What policy interventions do they require to support the hotel sector?
11:00 – 11:30	NETWORKING BREAK with TEA/COFFEE & PASTRIES
11:30 – 12:15	WHERE ARE WE ON THE ECONOMIC RECOVERY – <i>Global vs. Sub Saharan Africa</i> A global and Sub Saharan Africa discussion on macroeconomics and future predictions. The session will also explore the economic recovery on a global scale and in Sub Saharan Africa and the role of the travel and tourism sector. Is 2012 the year for the industry’s recovery? Moderator -
12:15 – 13:15	HOTEL & HOSPITALITY BAROMETER – LEADERS PANEL What is the outlook for the hotel sector globally and in Sub Saharan Africa? Where are we on the recovery curve? The impact of the Eurozone recovery and growth prospects? Assessing trends in hotel performance and transactions.
13:15 – 14:30	NETWORKING LUNCH BREAK
14:30 – 15:45 Session 1	BREAKAWAY SESSIONS GROWING THE DOMESTIC AND REGIONAL MARKETS Considering the changing global economy, we discuss the importance of developing and growing the ability for locals and regional tourists to support the sector instead of depending on overseas arrivals. We discuss the strategies required and implementation. We also consider the challenges and how to overcome them.
Session 2	UNDERSTANDING CHANGING CONSUMER BEHAVIOR & TRAVELLING PATTERNS We present the latest consumer trends in travel on a global, regional and local level? Consider their changing travel patterns and what it means to hoteliers? We present the forecasted travel patterns of key source markets for Southern Africa, i.e. UK, Germany and USA
15:45 – 16:15	NETWORKING BREAK with TEA/COFFEE & PASTRIES
16:15 – 17:30 Session 1	BREAKAWAY SESSIONS UNDERSTANDING VARIOUS FINANCIAL OPTIONS AVAILABLE A discussion of the various financial options that are available in the market for potential hotel developers and entrepreneurs in the hospitality sector. We offer advice from the panel speakers coming from developmental financial institutions, commercial banks, institutional investors and their requirements.
Session 2	THE IMPORTANCE OF FEASIBILITY STUDIES, RESEARCH & HOW TO CONDUCT THEM We discuss the importance of conducting feasibility studies, their role in hotel developments and how to conduct them. What are the areas, which needs to be covered in the feasibility study? We also discuss the importance of researching the market before developing and building hotels.
18:30 – 20:00	Opening Reception at TBC

DAY 3

Friday, 11th May 2012

07:30 – 08:30 MORNING TEA, COFFEE & PASTRIES

08:30 – 12:30 INTERACTIVE WORKSHOP
08:30 – 09:30 DEALING WITH DISTRESSED HOTELS

We set the scene for the discussion by asking the question - Do we have distressed hotels, and if so, why do we have them and how to rescue them?

09:30 – 11:00 BREAKAWAY SESSIONS

Session 1 RESTRUCTURING HOTEL DEBTS - RECAPITALIZATION, REPOSITIONING, RECEIVERSHIP AND RECOVERY.

How best to deal with a distressed scenario where the loan is coming due? What rescue options are available? Assessing what amount makes sense to reinvest in the asset and what will the brand say in terms of deferred capex?

Session 2 REBRANDING AND DISTRIBUTION

We discuss and debate the advantages and disadvantages of rebranding and the various situations in which the strategy of rebranding and/or changing a property name can be sued by hotel developers and operators. We also discuss the all important subject of distribution which is critical to the survival of hotels and consider the link between distribution and branding.

Session 3 REENGINEERING HOTEL OPERATIONS – INCREASING EFFICIENCIES

We discuss the issues relating to hotel operations and the aspects that require attention to achieve efficiencies that are necessary for cost saving and for saving hotels in distress. We discuss the key areas needing focused attention from building costs all the way to guest services and general maintenance of the hotel.

11:00 – 11:30 NETWORKING BREAK with TEA/COFFEE & PASTRIES

11:30 – 13:00 BREAKAWAY SESSIONS
Session 4 BUDGET HOTELS, FIVE STAR HOTELS – CHALLENGES AND OPPORTUNITIES

We discuss the merit and demerits of building luxury/five star hotels as opposed to budget hotels in the current economic climate. We also discuss whether there is a place for Budget hotels in Africa as most countries are in a developmental stage and also considering the perceived risk which often escalates the cost of building and operating in most African countries.

Session 5 BUILDING AND OPERATING GREEN HOTELS

Exploring the growing trend of building and operating “green hotels” – what materials are needed? What are the cost implications? Will financiers support such projects, and if so, what are their requirements? What does it take to build such hotels in Africa, the challenges and opportunities? Good case studies to follow around Africa and models.

Session 6 TRENDS IN ARCHITECTURE AND HOTEL DESIGNS – trend setters

Understanding the role of architectures in the development and operations of hotels? The overall cost of building hotels? Structuring the deals including the financial package? Understanding design trends that contributes to the reducing cost of building and operating hotels?

13:00 – 14:00 NETWORKING LUNCH BREAK

14:00 – 16:30 PLENARY SESSIONS

14:00 – 15:00 TRAVEL AND TOURISM EMBRACING GREEN INITIATIVES

Understanding the decisions at COP17 and its implications for the hotel sector in Sub Saharan Africa and Africa – carbon offsetting, green travel, etc. What incentives are available to adopt green business practices.

15:00 – 16:00 **HOW TO EXPAND STRONG AFRICAN HOTEL BRANDS INTO THE CONTINENT - Lessons from the Retail Sector**

16:00 – 16:30 **INSPIRATIONAL SPEAKER**
“If One Had to Paint the Future with the Ongoing Global Economic Crisis, what will it look like?”

17:00 – 19:00 **Networking Drinks - Whisky and Chocolate followed by**

18:00 – 19:30 **Light Dinner**

HICA 2012 End & Onto Indaba 2012 at the Durban ICC – 12th to 15th May