



2018 PROGRAM

WEDNESDAY, 23 MAY - PRE-CONFERENCE PROGRAM

14.00 – **Nordic market performance and update**

16.00 In-depth presentation and workshop on performance in the Nordic markets, supply/demand trends, new projects pipeline and transaction activity.

16.00 – **Hotel tour**

18.00 Visit to Copenhagen's newest hotel concepts

Radisson Blu Royal

Hotel Skt. Petri

Nimb Hotel

Nobis Hotel

18.00 – **NHC Conference - Networking reception**

20.00 Cocktails and networking

Venue:

Nobis Hotel Copenhagen



THURSDAY, 24 MAY

8.25 **NHC Conference Registration & Coffee**

Radisson Blu Scandinavia Hotel

Address: Amager Blvd. 70, 2300 Copenhagen

8.55 **Welcome to NHC Conference 2018**

Christian Kielgast - Partner, Nordic Hotel Consulting

9.00 **State of the union - A 360° view**

A 360° view on changing geopolitical factors, shifts in global demand patterns, hotel market performance in a European context, what segments are growing, investment and development activity.

9.20 **Hot Chair – View from the top**

What are the major challenges facing the big players in the Nordics? What are the CEO's doing to drive value and prepare for the next cycle, and what strategies are they pursuing to secure their market position?

10.00 **Coffee & Networking**

10.45 **Investment session – The passive investor**

Transaction levels are at a historic high in the Nordics. Institutional investors have been increasing allocation to hotel real estate significantly. Why have hotels become so interesting? What is the institutional capital looking for and what does it take to make it an attractive investment?

11.30 **Hot Chair Investment – Breaking the conventional and driving superior value**

Case study on a unique hotel investment case

11.55 **NHC Conference Award Ceremony**

The 2018 NHC Conference Award Ceremony preceded by a 5 min. Q&A session with 2017 award recipient.

Q&A session with 2018 award winner

12.15 **Standing Lunch & Networking**



13.30 **Investment session – The active investor**

What are the active investors doing to achieve high returns in a very active Nordic investment market? Is development and conversions replacing operating assets? Who are some of the new investors and what are they looking for?

14.10 **Hot Chair – The future outlook of the Nordic hotel investment market**

14.40 **Coffee & Networking**

15.25 **Development hard talk**

The development pipeline is heating up in the Nordics. What operators are closing new deals and what products are they pushing? How will they drive higher prices and more revenue to outperform the market?

16.05 **Future trends – what is shaping the industry in the years to come**

How will the hotel industry change in the years to come? How will technology and intermediaries change the game? What products and services will be in demand and how will new players disrupt the market?

16.45 **Closing Remarks**

17.00 **Networking, Wine & Snacks**

At Radisson Blu Scandinavia Sky Lounge