

# Business Outlook Seminar



NORTHERN  
IRELAND  
HOTELS  
FEDERATION

Get the inside track on industry performance, hotel expansion, rebuilding the industry including insights into new campaigns and exciting promotions.

Hilton Hotel Belfast  
Wednesday 22nd March 2023  
9.15 am to 2.00 pm

Hosted by veteran journalist Mark Simpson, we'll take a comprehensive look at hotel performance from leading benchmarking firm STR, including a review of 2022 and a look at the year ahead with key metrics to measure your business.

With a focus on rebuilding the sector, the event will include an update on hotel expansion, an analysis of the true economic value of tourism, opportunities for the coming season and new promotional material for the overseas markets.

The event is ideally suited to general managers, hotel sales, marketing, and revenue managers as well as those who want a better understanding of the current market.

## Tickets

£50 inc VAT per person for NIHF Members

£75 inc VAT per person for non-members

Book online at [nihf.co.uk](http://nihf.co.uk) or call 028 9077 6635

## Running Order

- 09.15 Tea & Coffee & Breakfast to go
- 09.45 Welcome, Introductions, Agenda
- 09.50 The Hotel Landscape  
NIHF on Market Growth
- 10.10 The True Value of Tourism  
Andrew Webb, Grant Thornton
- 10.30 Hotel Performance 2023  
Sarah Duignan, STR
- 11.10 Coffee Break
- 11.40 Fill your Heart with Ireland  
Elmagh Killeen, Tourism Ireland
- 12.00 Building on Our Giant Spirit  
John McGrillen, TNI
- 12.30 Making Tourism Better  
Industry Panel Discussion
- 13.00 Networking Lunch
- 14.00 Event Finish



Northern Ireland Hotels Federation  
The McCune Building, 1 Shore Road, Belfast BT15 3PG  
Tel: 028 9077 6635 Email: [office@nihf.co.uk](mailto:office@nihf.co.uk)