



## WORKING CHARTER

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HospitalityVIEW™ (Visionary Industry Executive Working Group) is a thought leadership group of industry leaders designed to advance a structured exchange on needs, insights, and perspectives of the industry in a closed-door setting. The goals of this working group are as follows:

1. To elevate the conversation on innovation while challenging established ways of thinking.
2. Foster collaboration between a diverse selection of hotel segments, markets, and leaders.
3. Maintain exclusivity to create a positive environment to share insights from across hospitality.

HospitalityVIEW was established to elevate the hospitality and travel industry's conversation on innovation at a time of unprecedented challenge and change. Advancing a structured, curated exchange on the future of innovation, this is a collaborative, diverse working group of global hotel industry C-level executives, powered by IDEaS.

This group of key influencers will bring forth needs, insights and perspectives from across all hotel types, operational functions, and global markets, and will include the perspectives of investors, owners, managers, and leaders in the field. Our mission is to share challenges and best practices, network with industry peers in an exclusive, closed-door setting, and share insights with the industry via a distinctive new thought leadership platform, amplified through partnerships with key industry publications and media channels.

While there is still much to diagnose about how the lodging industry will recover from the COVID pandemic and current economic downturn, what we do know is that the history of the industry is a story of evolution driven by disruption. *What is the next driving force that will remake the industry – and how can owners, operators, brands and investors stay in front of it?* These are the questions that HospitalityVIEW will tackle, led by the sharpest minds and leaders in the industry.

### **Member Commitment**

HospitalityVIEW participation is voluntary. We anticipate the group will meet at least once quarterly for online roundtable discussions, each centered on a key industry issue. The discussion will be moderated by IDEaS, and results will be shared with the industry via proactive content and media dissemination and social media. We ask for an initial 12-month commitment from each founding member.

IDEaS reserves the right to invite members to participate and to alter the attendance group as may be productive for the most fruitful conversations. Our intention is to create a balanced, diverse group of C-level executives that represent a variety of hospitality functions, demographics and global regions. Membership is at no cost to the participants, though travel costs to events/meetings are not included. Members are expected to attend group meetings, which will be hosted virtually with the hope for in-person gatherings when circumstances permit in the future.

**IDEaS Commitment**

IDEaS will organize and host meetings and networking events, will facilitate group discussions, and support development and distribution of thought leadership content. We will organize information sharing from industry experts, with visibility to current and emerging industry trends and research insights.

Please contact [Klaus Kohlmayr](#) or [Michael Frenkel](#) for questions and inquiries.