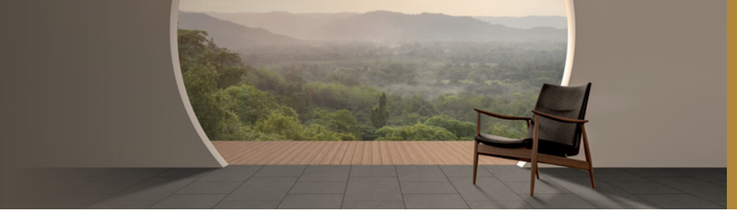
EQUIPHOTEL PARIS



Conference Programme

MONDAY, 2 NOVEMBER 2026

Open to the public: 9:30 am–6:30 pm

Wellness Lounge Pavillon 4

10:30 - 11:15
Spreading Well-being Throughout the Customer Journey
Delporte Hospitality

11:30 - 12:15
Selling sleep: the Core Promise
Content Inc.

12:30 - 13:30
Executive Housekeeper: ONE Title, MANY Professions
3 Universes, 1 Expertise in Service of Performance
Association des Gouvernantes Générales de l'Hôtellerie

14:00 - 14:45
Transformation travel - the New Luxury
Content Inc.

Sense of Wellness Magazine Round Tables

15:00 - 16:00
DG et Spa manager: pourquoi ne parlent-ils pas toujours le même langage ?

16:15 - 17:15
Votre Spa est-il vraiment piloté comme une business unit ?

Round Tables moderated by Isabelle Charrier, Publisher and Editor in Chief

Hospitality Talks Pavillon 7.1

10:30 - 11:00
Hotel guests' expectations and purchasing behaviors
Coach Omnium

11:15 - 12:00
Keeping your teams loyal:
the practices of young hotel groups that show the way.
Julie Blandin Cayrel, Consultante en Opérations et Management Hôtelier

12:15 - 12:45
The connected room, a new driver of hotel performance
Canal +

13:00 - 13:30
Your next Revenue Manager will be an AI
Revbell

14:00 - 14:45
How can brands stay relevant and engage their networks in a changing landscape?
Best Western® Hotels & Resorts

15:00 - 15:45
Authentic hospitality: when luxury meets local cultures

16:00 - 16:45
The best AI in hospitality is the one guests never see
Tony Loeb, Pragmatik & 10minhotel

17:00 - 17:30
Advice and Solutions to Address Addiction in the Hospitality and Restaurant Industry
Groupement des Hôtelleries & Restauration de France - GHR

Design Talks Pavillon 7.2

11:30 - 12:15
First steps in hospitality: challenges, lessons, successes
NewH Paris

12:30 - 13:30
Network of Hospitality Industry Paris Scholarship Award Ceremony, followed by a networking cocktail at the Exclusive Collection Bar (Pavilion 7.2)

14:00 - 14:45
Beyond luxury: the italian vision for tomorrow's hotels
Teamwork Hospitality

15:00 - 15:45
Beyond the experience: hospitality that creates memories.
Youlab

16:00 - 16:45
The Partnership of French Furniture and Réseau Excellence EPV Contract
French Living in Motion by l'Ameublement français

17:00 - 17:30
Exclusive Collection: hospitality as a source of emotions
Youlab

17:30 - 18:30
Cocktail Reception Celebrating the Opening of the Exclusive Collection Bar

Grande Scène Pavillon 7.3

11:00 - 12:00
Opening Conference

Hospitality:
today's challenges versus tomorrow's tech solutions

12:00 - 12:30
Opening cocktail reception

14:00 - 14:45
Hospitality in 2035: Who Will Steer the New Models?
Leaderia

15:00 - 15:30
Hotel renovation: A case study

16:00 - 16:30
KEYNOTE Olivier Saquez, President & Founder, Saguez & Partners Tomorrow's hotel? Hospitality without borders, open to all uses.

16:45 - 17:30
The Future Hotel: How Sustainability, Technology, and Guest Experience Drive Profitability
Association Espagnole des Directeurs d'Hôtels - AEDH

EQUIPHOTEL PARIS

Conference Programme

TUESDAY, 3 NOVEMBER 2026

Open to the public: 9:30 am–6:30 pm

Wellness Lounge Pavillon 4

10:30 - 11:15
Wellness & Digital: The New Growth Drivers
Septeo

11:30 - 12:15
From fitness to longevity:
The new frontiers of wellness in hospitality
Technogym

14:00 - 14:45
Global perspectives: Redefining hospitality for a new era
Vladi Consulting

Sense of Wellness Magazine Round Tables

15:00-16:00
Pourquoi les talents quittent-ils le Spa, et comment les retenir ?

16:15 - 17:15
Qualité de service et performance : comment mieux accompagner les équipes du Spa ?

Round Tables moderated by Isabelle Charrier, Publisher and Editor in Chief

18:30 - 21:00
Cocktail Awards Spa

Hospitality Talks Pavillon 7.1

10:30 - 11:00
Hospitality staffing reimagined
Mews

11:15 - 11:45
The golden age of hotel residences?
Sarona Coaching

12:00 - 12:30
Comment répondre à la demande hôtelière de Pet Friendly ?
My Pet Agency

12:30 - 13:30
Pet Friendly Awards, by My Pet Agency

Award ceremony celebrating pet-friendly innovations in hotels, followed by a networking cocktail

14:00 - 14:45
The triumph of an unusual hospitality

15:00 - 15:45
Tourist Accommodation and Heritage Preservation
Pierres d'histoire

16:00 - 16:45
Why do disconnects between pricing, booking, and payment cost establishments so much?
Septeo

17:00 - 17:45
Art and fine craftsmanship:
New expressions of identity and experience in hospitality
La conciergerie de l'Architecture

Design Talks Pavillon 7.2

10:30 - 11:15
Lighting: The New Signature of the Hotel Experience?
Intramuros magazine

11:30 - 12:15
The golden age of hotel residences?

12:30 - 13h00
Interior Architecture Beyond Borders
CFAI

14:00 - 14:45
The New Members Club:
Exclusivity, identity, and experience in modern hospitality
ING Media

15:00 - 15:45
Designing the next era of flight free and sustainable travel
ING Media

16:00 - 16:45
How do French manufacturers differentiate themselves in the contract market?
French Living in Motion by l'Ameublement français

17:00 - 17:30 - What if Hospitality Became the PioneerinSector for Gender Equality in the Tourism Industry?
Femmes du Tourisme

17:30 - 18:00
Women in Tourism Networking Cocktail

Grande Scène Pavillon 7.3

10:30 - 11:00
KEYNOTE Henri Giscard d'Estaing, President of the École de Leadership
Transforming for the future: the new fundamentals of leadership

11:15 - 11:45
KEYNOTE Clare Pelly, Vice President, Astronaut Office & Experiences
Virgin Galactic – Space for the Curious

12:00 - 12:30
KEYNOTE Thierry Teyssier, Founder of "Maisons des Rêves" and Visionary Traveller.

12:45 - 13:30 — Fabrique du Tourisme #10
KEYNOTE Franck Gervais, Chief Executive Officer of Pierre & Vacances– Center Parcs Group
MKG Consulting, Bpifrance et Extendam

14:00 - 14:30
Travel Trends: New Travellers, New Destinations – What Opportunities for Hoteliers?
IFTM

14:45 - 15:15
Why your next hospitality concept should start ?
Christian Vatter, Rlevance

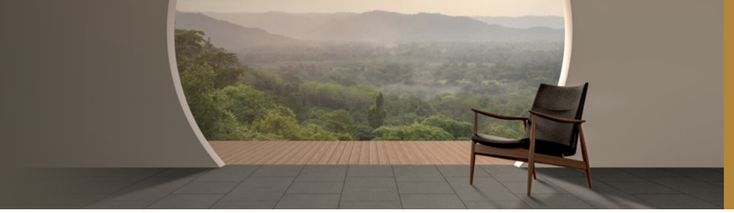
16:00 - 16:30
KEYNOTE Hubert de Malherbe
"15 Minutes Ahead": 6 Trends Shaping the Future of Hospitality

17:15 - 18:00
Innovations Awards
Discover the winners and the innovations shaping the future of Hospitality

18:00 - 18:15 "Personnality of the Year" Award, by Yonder

18:15 - 18:30 Award Presentation of the "EquipHotel Luxury Journey Trophy" by Delporte Hospitality

EQUIPHOTEL PARIS



Conference Programme

WEDNESDAY, 4 NOVEMBER 2026

Open to the public: 9:30 am–6:30 pm

Wellness Lounge Pavillon 4

10:30 - 11:15
Luxury and hospitality of tomorrow: what new trends?
Maison RKF

11:30 - 12:15
How Plants Contribute to the Wellness Experience
KN Communication

14:00 - 14:45
Reinventing Wellness in Hotels: How to Create Meaningful Experiences
Elodie Garamond

Sense of Wellness Magazine Round Tables.

15:00-16:00
Quels détails font ou défont l'expérience Spa ?

16:15 - 17:15
Quels modèles économiques peuvent faire évoluer le Wellness Hospitality ?

Round Tables moderated by Isabelle Charrier, Publisher and Editor in Chief

Hospitality Talks Pavillon 7.1

10:30 - 11:00
How to maximize a hotel's visibility within Artificial Intelligence systems
Yonder

11:15 - 11:45
The Circular Economy as a Driver of Profitability
Eco One

12:00 - 12:30
The smart hotel room: anticipating to manage better
Copeland

12:30 - 13:00
Fully booked or invisible? The real answer
Cilantro

13:00 - 13:30
Pas d'IA sans fondation, pas de fondation sans humains
Apaleo

14:00 - 14:45
From 4 to 5 Stars: Why and How Hotels Move Upmarket
Hôtel & Lodge

15:00 - 15:45
Greenhouse gas Inventory, a tool to help adapt to climate change
Groupement des Hôtelleries et Restauration de France - GHR

16:00 - 16:45
Sustainability in Hospitality - Where Impact Meets Profit
Hotels for Trees

Design Talks Pavillon 7.2

10:30 - 11:15
The Hotelisation of Real Estate: How Hospitality is Reshaping Living, Working and Belonging
ING Media

11:30 - 13:00
Established hospitality leaders vs. the new generation of innovators
Nathalie Lecuppre, Journaliste Consultante

14:00 - 14:45
F&B as a Brand Differentiator: The New Economics of Restaurant -Led Hospitality
ING Media

15:00 - 15:45
The Tech-Enabled Hotel: AI, Personalisation, and Guest Experience
ING Media

16:00 - 16:45
Brand or Expertise: What Influences Specification Decisions
French Living in Motion by l'Ameublement français

17:00 - 17:30
Today's and tomorrow's leaders: co-creating diverse models
Young Hospitality Club

17:30 - 18:30
Cocktail Young Hospitality Club

Grande Scène Pavillon 7.3

10:30 - 11:15
The Alignement Impact: Luxury Hospitality's Next Era
Vivien Ivanyi

11:30 - 12:15
KEYNOTE by Maud Bailly, CEO of Sofitel, Sofitel Legend, MGallery et Emblems
The Hospitality Experience: Excellence in Service of the Intimate

12:30 - 13:00
Remise de prix du Concours du Meilleur Petit-Déjeuner - Trophée Spécial Hôtellerie, par Tables & Auberges de France

13:00 - 13:30
Cocktail de networking, par Tables&Auberges de France

Investing in Hospitality: From Concept to Critical Scale
Hospitality Investment Lab by MKG

14:00
What Kind of Hospitality World Are We Investing In?

14:15
How Is a New Hotel Concept Born?

15:00
From First Property to Brand: Successfully Scaling Up

15:45
Territorial Strategy: Putting the Destination at the Heart of Investment

16:00
Next Gen Hospitality: Passing It On, Transforming and Accelerating

16:45
Conclusion

17:00 - 18:30
The National Challenge for Hospitality Master's Students
INNTO France, Institut Nationaux du Tourisme.

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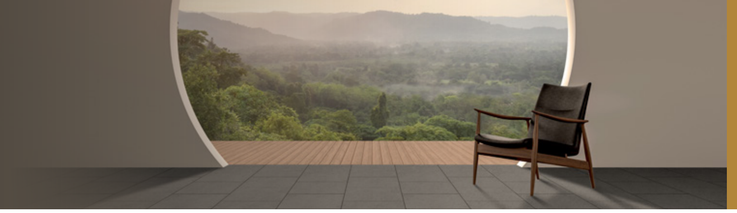

Conference Programme

THURSDAY, 5 NOVEMBER 2026

Open to the public: 9:30 am–5:30 pm

Wellness Lounge Pavillon 4

9:00 - 17:00
French Massage Championship
By Label SPA de France

Awards Ceremony

Hospitality Talks Pavillon 7.1

10:15 - 11:00
The Carré Basset Experience Observatory: Inspirations, trends, and levers for reinventing hospitality
Carré Basset

11:15 - 11:45
Hotel Snacking 2.0:
a cross-functional, cohesive and disruptive offering
Strateg'eat

12:00 - 12:30
Business Succession
UMIH

12:30 - 13:00
Build Your Own Hotel AI Agent
INFOR

13:00 - 13:30
The AI Hype: Fact vs. Reality for Hotels
DUVE

14:00 - 14:45
History, environment, destination:
how interior design reveals the spirit of place
Résidence et Décoration

15:00 - 15:45
GENEROUS HOSPITALITY®: the invisible key that transforms experience and performance
Delporte Hospitality

Design Talks Pavillon 7.2

10:30 - 11:30
Hotels, Between Landscape and Territories
A Vivre

11:45 - 12:30
The new luxury also lies in intimacy
Geberit

12:45 - 13:15
The Savvy Hotelier's Little Handbook

14:00 - 14:45
Designing tomorrow's hotel:
between diversity of uses and desire for experience
The Live Design Project

15:00 - 15:45
Hyatt, Brand Strategy
NewH Paris

16:00 - 16:45
Hotel furniture: an undervalued asset
French Living in Motion by l'Ameublement français

Grande Scène Pavillon 7.3

10:00 - 16:45
HITEC PARIS CONFERENCE : Le rendez-vous dédié aux technologies hôtelières.

10:00
Agents IA : de la promesse à la réalité,
quels changements pour vos équipes ?

11:30
Quand la technologie s'efface pour fluidifier le parcours client

13:30
Le défi des données clients : faire dialoguer technologies, équipes et expériences

14:30
Cybersécurité hôtelière : anticiper les menaces, renforcer sa résilience

15:30
Humain ou machine ? Repenser le modèle opérationnel des hôtels

Hospitality Financial and Technology Professionals - HFTP®

19:00
HSMAI Europe & HFTP Networking

Atrium Pavillon 7.3

09:45 - 17:00
HSMAI Europe
Commercial Strategy Forum Paris

A full-day forum bringing together industry leaders to discuss cutting-edge strategies in revenue management, sales, marketing, and distribution.

09:45
Welcome & HSMAI Overview

10:00
The European Outlook: The Economic and Geopolitical Risks and Opportunities Ahead

10:40
Panel: The French Outlook - What's Ahead for Hotel Commercial Strategy?

11:15
The Lightning Rounds: An HSMAI Tradition

11:25
Extended Break to Visit the Exhibition

13:00
What's Working, What Isn't and What Comes Next About AI in Hospitality

13:45
Panel: Full Tables, Thin Margins - Is F&B Revenue Management Asking the Wrong Question?

14:30
Short Break

14:40
Workshop: TRevPAR & The Profit Game: Learn to Make more Profitable Booking Decisions

16:40
Closing Remarks & Time to Visit the Exhibition

Organised with HSMAI Europe

19:00-21:00
Joint HSMAI Europe & HFPT networking

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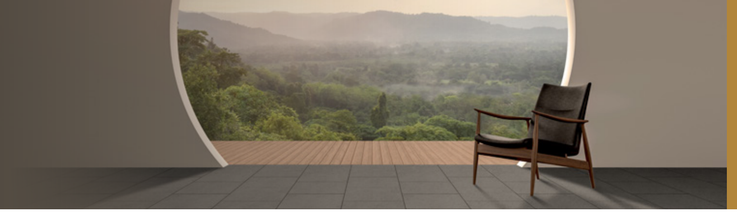


Conference Programme

THEY'RE TAKING THE STAGE AT EQUIPHOTEL 2026

Inspiring personalities, coming together to shape the new perspectives of hospitality.

11:30 - 12:15 | MERCREDI 4 NOV

MAUD BAILLY — MAIN STAGE

Directrice générale, Sofitel Legend, Sofitel, MGallery & Emblems – Accor Luxe & Lifestyle

10:30 - 11:00 | MARDI 3 NOV

HENRI GISCARD D'ESTAING — MAIN STAGE

Président de l'Ecole de Leadership

11:15 - 11:45 | MARDI 3 NOV

CLARE PELLY — MAIN STAGE

Vice President, Astronaut Office & Experience, Virgin Galactic

13:00 - 13:45 | MARDI 3 NOV

FRANCK GERVAIS — MAIN STAGE

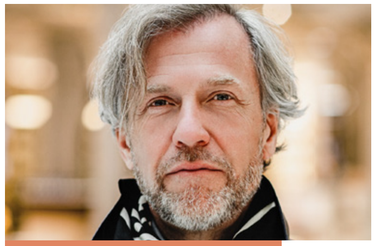
Directeur Général du Groupe Pierre & Vacances - Center Parcs
Co-Président d'Alliance France Tourisme

11:15 - 11:45 | MARDI 3 NOV

BRENDA COLLIN — MAIN STAGE

Executive Vice President – Europe, Preferred Travel Grou

16:00 - 16:30 | MARDI 3 NOV



HUBERT DE MALHERBE — MAIN STAGE

Designer

12:00 - 12:30 | MARDI 3 NOV

THIERRY TEYSSIER — MAIN STAGE

Fondateur, Maisons des Rêves

16:00 - 16:30 | LUNDI 2 NOV

OLIVIER SAGUEZ — MAIN STAGE

Président - Fondateur, Saguez & Partners

11:00 - 12:00 | LUNDI 2 NOV

SERGE TRIGANO — MAIN STAGE

Président France Hospitalité