

Sunday Independent

ADVERTISING FEATURE

# Plan for profit in 2014

Trading conditions in the tourism industry are improving. Now is the time to take advantage. Is your business maximising its potential? If not **Hospitality Expo** at the RDS can show you how to increase turnover and improve profitability in the year ahead

**H**ospitality Expo, the largest event of its kind in the RDS in 2014, will attract thousands of industry professionals from throughout Ireland this February 4th - 5th. This is the perfect opportunity for your business to review its operation with a view to taking advantage of the improved trading conditions projected for the year ahead.

This year's event includes a **Hospitality Summit**, Tech Talks, a Business Advice Centre, Chef Ireland, The BAI Hot Drink Competition, The Hotel Concept Suite, The Stonehouse Trade Show, a Food & Wine Village, the CIA High Tech Kitchen and over 150 trade exhibitors. - see [www.hospitalityexpo.ie](http://www.hospitalityexpo.ie) for full details.

**Hospitality Expo** is organ-

ised by SDL Exhibitions Ltd. Managing Director Sean Lemass says:

"This is a comprehensive event for the whole of the industry with business opportunities, advice and information which will be of benefit to everyone involved in the accommodation sector, restaurants, pubs, clubs, catering operations and more."

As conditions in the industry are improving, now is the ideal time to review business operations and be sure you can take advantage. "We are seeing an upturn in the tourism industry," says Lemass. "It is already being felt by restaurants in Dublin and hotels around the country. There has also been an increase in tourism and with additional flights coming into the country this year we expect a good increase in tourist numbers."

"So now is the time for proprietors, owners and managers to make plans. The retention of the nine per cent VAT rate for the sector in the budget has meant that owners and suppliers can plan ahead, confident that there isn't going to be a fall off of business. They can invest in their operations accordingly."

Lemass says that could be anything from upgrading bed-

rooms to updating menus. It could even mean developing your businesses' online presence. And any advice that you seek can be found at **Hospitality Expo**.

"You might need to update the way you market your business. Do you have a web presence? Are you using the review sites? Are you registered with some of the booking platforms that are available?" These

are all important questions which need to be asked.

"It's all about taking a day out of your time, stepping back from your business and coming down to the RDS. Here you can talk to many different experts, suppliers and service providers all under one roof so that you can make the best plans for your own operation for the coming year."

## Three Halls at the RDS

Hall 1 includes:

- The **Hospitality Summit**
  - The CIA High Tech Kitchen
  - The Business Advice Centre
  - Tech Talks, Business Strategy, Staffing
  - The BAI Hot Drink Competition
  - The Hotel Concept Suite - Ventura Design
  - Southern Comfort **Hospitality** Cocktail
- The **Stonehouse Trade Show** with 40 leading suppliers occupies Hall 2 while Hall 3 is the location for:
- Chef Ireland Culinary Competitions
  - Irish Food Village
  - The Wine Village

## Business Advice Centre

As the industry resumes growth, finding and retaining the right staff once again becomes an issue. Specialist **hospitality** sector recruitment company **Richard Lynch Consulting** will be at **Hospitality Expo** to help you meet the challenges presented by this new **environment** while **Jobs.ie** will share its experience and expertise in hiring for the sector. Lemass believes that the event's Business Advice Centre will be of huge benefit to many companies.

"In the Business Advice Centre we will have a number of different experts including lecturers from DIT Cathal Brugha St. There'll be short seminars and one-to-one mentoring. You can book a time to talk to somebody about your particular operational or business problem."

## Chef Ireland

Another key feature of the **Hospitality Expo** is **Chef Ireland** (sponsored by **Stephens Catering and Flogas**). Presented by **The Panel of Chefs of Ireland**, Chef Ireland will include a series of exciting competitions designed to challenge the participants who will compete in a series of tasks in food preparation in front of a live audience. The junior/senior competitors with the highest marks in the hot kitchen and cold display salon will be awarded the Chef Ireland Junior/Senior Chef of the Year 2014.

"It's a great opportunity for chefs and other visitors to come along and see how the participants tackle the various challenges that they are given. And visitors are also able to talk on a one-to-one basis with people who visit the show," says Lemass.

Register today at [www.hospitalityexpo.ie](http://www.hospitalityexpo.ie) for free admission

### Hospitality Summit

Register Now for FREE ADMISSION

Sunday 4th Feb  
11.00am - 4.00pm

#### TECHNOLOGY

Digital Marketing Institute - Anthony Douglas  
**How Mobile Challenges Your Business Proposition**

Google Ireland - Sarah O'Neill  
**Zero Moment of Truth and The New Path to Purchase for Local Consumers**

tripadvisor - Kevin Clapson  
**Influencing and Enabling the Travel Research Journey**

Panel Discussion

Sunday 4th Feb  
2.00pm - 4.00pm

#### BUSINESS STRATEGY

President Irish **Hospitality** Institute - Nicky Logue  
**Changes Needed For Positive Growth**

Dalata Hotel Group - Dermot Crowley  
**Planning for Profit in the Accommodation Sector**

CBRE - John Hughes  
**The Effect of Inward Investment on Hotel Property Values**

**Hospitality** Awards - Shane Kenny  
**What is it about one restaurant that gives it that appeal**

Wednesday 5th Feb  
11.00am - 1.00pm

#### DELIVERING INNOVATION

Digital Marketing Institute - Anthony Douglas  
**How Mobile Challenges Your Business Proposition**

bookassist - Kieran Fives  
**Direct Booking Strategy for Hotels**

socialmedia.ie - Conor Lynch  
**Using Social Media to Power Your Online & Offline Marketing**

trivago - Andrew Syles  
**User Habits in Ireland and Managing Your Online Listing**

Wednesday 5th Feb  
2.00pm - 4.00pm

#### SERVICE & SKILLS

DIA Marketing - Mae Thornton  
**Increase Your Profits Through Customer Care Training and Staff Motivation**

Jurys Inn - Jennifer Lee  
**Engaging & Empowering Employees**

jobs.ie - Gregory Owens  
**Find the Staff To Grow Your Business**

Panel Discussion

## Hospitality Summit

The **Hospitality Summit** will deliver seminars on four key business areas; Technology, Business Strategy, Delivering Innovation and Service & Skills.

This is a useful opportunity to extract tips from speakers from **Google**, **Trip Advisor**, **Trivago** and **BookAssist**. While industry leaders from **Dalata Hotel Group**, **Jurys Inn** and **The Digital Marketing Institute** will help you plan your business strategy for the year ahead.

"Conor Lynch from [socialmedia.ie](http://socialmedia.ie) will be speaking on Wednesday the 5th," says Lemass. "He will be talking about the power of social media and how you can integrate it with your offline, print and hard copy marketing. I would definitely recommend attending this."



Hotels • Restaurants • Pubs • Quick Service • Caterers | — TRADE ONLY —

# HOSPITALITY EXPO

The Irish **Hospitality** Industries Exhibition

RDS • Dublin  
Main Hall Complex

4 - 5 Feb

[www.hospitalityexpo.ie](http://www.hospitalityexpo.ie)

Tuesday  
10am - 6pm

Wednesday  
10am - 5pm