

HOTEL

INNOVATIONS & TECHNOLOGIES

Accor Group's Innovations & Design Department

The Fatal Weapon

Exclusive interview with Michel Gicquel,
Artistic Director – Innovations and Design Department,
Accor Group

Optimising Internet Booking

The Crisis Buster

**INDUSTRY
SPOTLIGHT**



Natacha Froger
■ Interior Architect,
Atome Associés



Max Starkov
■ Chief eBusiness
Strategist, HeBS



Leo Brand
■ CEO,
Swisscom Hospitality
Services