



Greetings,

These unprecedented times for the hospitality industry call for innovation and reimagination louder than ever. Today, I join colleagues to imagine and innovate, without restraint, to elevate the conversation that will shape the dialogue in our industry through **HospitalityVIEW™ — a new innovation thought leadership forum for hospitality.**

The task for our group of visionaries across the entire industry is to focus on conceiving new ideas and approaches for the toughest challenges to enable the industry to move forward.

Along the way, our discussions will provide opportunities for exclusive peer-to-peer networking, and for members to participate in a robust content and visibility program. The shared insights will inform the industry at large and more proactively drive innovation.

IDeaS remains committed to its critical role in convening industry thought leaders to advance progressive thinking, now more than ever.

I look forward to our first meeting of HospitalityVIEW on September 17!

Ravi Mehrotra

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President, Founder & Chief Scientist, IDeaS Revenue Management Solutions

