

## WHO WE ARE

# Hospitality Upgrade

*Hospitality Upgrade* is the only media source dedicated to covering all facets of technology for the hotel and hospitality arena. Producer of the CIO Summit and the Executive Vendor Summit. Publisher in print, digital, e-newsletter and video production.

## 2019 MAGAZINE CIRCULATION:

**Countries Mailed:** 78

**Established:** 1992

**Frequency:** 3 issues per year

**Magazine Distribution:** 26,000+

## WHAT TOPICS ARE COVERED?

Specific topics include purchasing and maintenance of the following hospitality systems: financial and operational improvement, information security and cybersecurity, internet services, revenue management, distribution, marketing, mobile, property technology and guest services and experiences.

## READERSHIP BY TITLE:

- More than 45% of our subscribers are VP or higher executives within the hospitality industry that research, purchase or approve technology for their companies.
- More than 20% of subscribers work in MIS, security, development/design, F&B, purchasing or consulting areas.
- 20% of subscribers work in the sales, marketing, guest relations or communications areas of their properties or companies.
- We have a robust subscriber base of more than 150 top CIOs from the industry's leading brands, chains, management companies and independents.

**Source:** *Proprietary subscriber study*

## WHAT DO WE DO?

*Hospitality Upgrade* provides the latest technology trends for the hotel and focuses on new industry trends and products, in-depth analyses by leading hospitality consultants, insider news, interviews with top industry executives and profiles from many of the industry's solution providers.

- *Hospitality Upgrade* is published in March, June and October.
- *HU* educates hospitality professionals on technology, industry news, trends and new products and innovations.
- *HU* is a resource for industry products and solutions.

## WHO IS OUR AUDIENCE?

*Hospitality Upgrade* is read by hotel, casino, resort and foodservice professionals including management, independent operators, executives and chains.

## BY BUSINESS CLASSIFICATION:

All recipients of the digital and print editions are subscribers from the hospitality industry with an interest in technology. Professionals from the hotel, motel and management categories, as well as casino, cruise, resort, spa, club, conference, sports arena and restaurant categories are included. Additional categories include hospitality consultants, educational institutions and technology providers with solutions for the hospitality industry.

## WHO WE ARE

### 2019 ONLINE STATISTICS:

Page views: 282,141

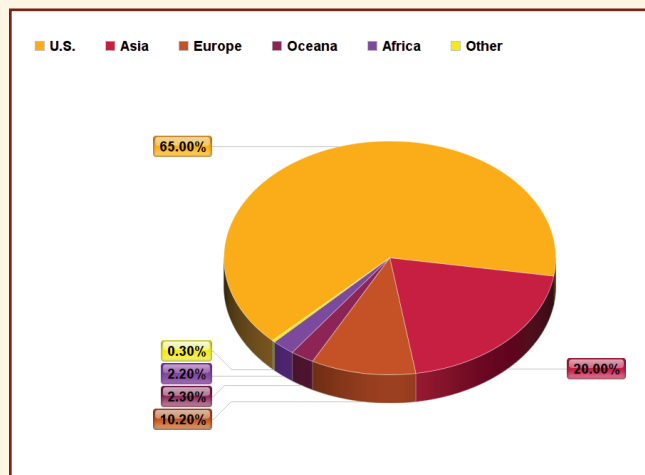
New Users: 95,357

Average session duration: 2:11

Source: Google Analytics

(October 1, 2018-September 30, 2019)

### ONLINE VISITORS BY GEOGRAPHY:



### ANNUAL HOSPITALITY UPGRADE EVENTS:

Both events offer exclusive sponsorship opportunities that require annual advertising commitments.

## Executive VENDOR SUMMIT

Powered by HFTP

The 16<sup>th</sup> annual Executive Vendor Summit will be held in March 2020. This two-day conference is an invitation-only event limited to presidents and C-level executives (CEO, chairman, owner, founder) of technology providers actively involved in the hospitality industry. The Executive Vendor Summit presents thoughtful discussion topics, quality speakers and a relaxed networking environment. Please visit: [HospitalityUpgrade.com/vendorsummit](https://HospitalityUpgrade.com/vendorsummit)

### EVENT DISTRIBUTION:

Hospitality Upgrade has bonus distribution at several industry events throughout the year:

#### Spring Issue (March):

- HU's Executive Vendor Summit
- HITEC EUROPE
- HTNG
- Hunter Investment Conference
- AAHOA
- Tribal Casino & Hotel Development Conference

#### Summer Issue (June):

- HITEC North America
- The Lodging Conference
- HU's CIO Summit
- HSMAI ROC
- Global Gaming Expo (G2E)

#### Fall Issue (October):

- HFTP Annual Convention
- HITEC Dubai
- HX: The Hotel Experience
- HUG
- HOSPACE



The 19<sup>th</sup> annual CIO Summit will be held September 9-11, 2020. This two-day conference offers a unique combination of networking, program and social events for C-level technology executives. It is an exclusive, invitation-only conference with a strong focus on the CIO role. Participation is limited to the "who's who" of technology leaders at major hotels, casinos, cruise lines, management and timeshare companies, allowing unprecedented peer networking. Please visit: [HospitalityUpgrade.com/ciosummit](https://HospitalityUpgrade.com/ciosummit)

Please contact us with questions or to make *Hospitality Upgrade* part of your 2020 marketing campaign.  
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