**IN MILAN THE FIFTH EDITION OF HICON 2022**

**HOSPITALITY INNOVATION CONFERENCE**

***HICON, Italy's largest event dedicated to hospitality, technological innovation and new tourism trends, conceived and organized***

***by The Data Appeal Company and Teamwork Hospitality.***

***returns on Nov. 23.***

***This year the appointment will be at the new NH Collection Milano CityLife hotel.***

*Milan, 3rd November 2022* - Twenty days left for the fifth edition of [*HICON*](https://www.hicon.it/)*,* the Italian conference dedicated to innovation and the most advanced technologies in the tourism and hospitality industry, organised by The Data Appeal Company, an Almawave Group company, and Teamwork Hospitality, with the scientific direction of Giancarlo Carniani, Mirko Lalli, Silvia Moggia and Nicola Delvecchio.

The appointment is set for 23rd November in Milan, at the newly opened NH Collection Milano CityLife hotel located in the iconic Milanese district.

Once a church in the 20th century, now one of the most glamourous hotels in Milan, with a rooftop, a panoramic pool and convention rooms. An innovative atmosphere that perfectly matches with HICON’s style and that will also offer to attendees the opportunity to experience the Milanese hospitality.

HICON will be held in person for a maximum number of 300 participants registered.

Sustainability, inclusivity, technological innovations, and artificial intelligence will be at the core of this edition. Important and necessary tools to face an increasingly complex and volatile international scenario.

The main topic of this year's agenda is in fact 'Wave Surfing', as today's future resembles a big wave. The upswing has arrived just as tourism had left, without warning. What remains to operators, DMOs (Destination Management Organisations), and institutions is to 'board up' and get carried away by the wave, trying to surf it as best they can.

An event to celebrate the opportunity and ability to gather all the information, know-how, and forward-looking insights of the industry to renovate hotels, restaurants and tourism activities.

HICON will be developed with 4 thematic sessions, each of 90-minute: megatrends in tourism, destinations and transportation, technology and innovation, hospitality.

On the stage, national and international guests, industry experts, analysts, professionals and managers, digital innovators will investigate how the tourism industry has changed and how it is changing, interpreting the new trends and exploring which are the drivers and tools that can really make a difference.

Among the speakers confirmed: *Paolo Iabichino*, creative director, professor and author; *Lennert De Jong*, President Planet, *Marco Cattaneo*, director of National Geographic Italy, *MariaPia Intini*, Development & Investment Director, Europe, CitizenM; *Victoria O’Connel*, CEO and Co-Founder of Golightly; *Annakaisa Ojala*, Digital Development Manager - Visit Finland; *Walter Lo Faro*, Sr. Director, Market Management Southern Europe, Expedia; *Alberto Yates*, Regional Manager - Booking.com, and many others.

The event is supported by: *Cambium Networks, BeSafe Rate, BWH Hotel Group, D-Edge Hospitality Solutions, Diamonds Consulting, EasyConsulting - Htl Nerds, Fiera Riva del Garda, Holipay, Hotelperformance, Hoxell, Human Company, Oscar Wi-Fi, Planet - HoistGroup, Sysdat Turismo, Hoteldoor, STS Hotel, Welevel, Serenissima Informatica.*

At this link more information about the event: [https://www.hicon.it/programma/](https://www.hicon.it/)

To buy the ticket: <https://www.hicon.it/#ticket>

***TEAMWORK HOSPITALITY***

*Teamwork Hospitality in Rimini is one of the leading players in the world of hospitality and works in a professional and successful way to provide all-round consultancy and training for hospitality experts. Thanks to an authentical galaxy of services, Teamwork Hospitality is able to offer those who work in the tourism and hospitality sector the possibility to do their work in the best possible way, obtaining the highest results in terms of quality, customer satisfaction and company profitability. Among the success factors of the Rimini-based network, whose President is Mauro Santinato, are the experience of its collaborators and partners and the passion in carrying out its mission to transmit know-how and skills in a constant flow of updating and attention in the dynamic and constantly evolving world of tourism.*

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***THE DATA APPEAL COMPANY – GRUPPO ALMAWAVE***

*The Data Appeal Company attraverso un algoritmo proprietario, basato sull’intelligenza artificiale, il machine learning e l’analisi semantica raccoglie, misura e analizza tutti i feedback pubblicati online, li combina con dati geografici e di contesto e offre alle aziende, di qualsiasi settore, l’opportunità di sfruttare l’esperienza umana per orientare le scelte di business, conoscere approfonditamente il mercato e ottenere un vantaggio competitivo. The Data Appeal Company SpA (ex Travel Appeal) è stata acquisita nel 2022 da Almawave Spa, società quotata sul mercato Euronext Growth Milan di Borsa Italiana e parte del gruppo Almaviva. L’obiettivo della società è quello di democratizzare e semplificare l’uso e la comprensione dei dati, per aiutare aziende e istituzioni a prendere decisioni efficaci e consapevoli.*

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