

news +++ Ambiente/Christmasworld/Creativeworld  
26/27 to 30 Januar 2024

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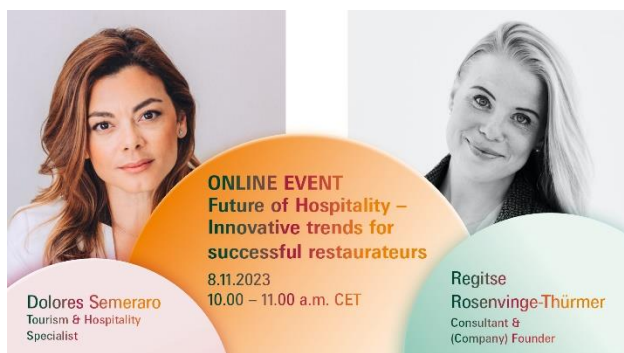
## Fourth online event of the Digital Academy presents innovative trends for the hospitality industry

Episode 4 of the event series on 8 November 2023, 10:00 – 10:55 a.m.

**Frankfurt am Main, October 2023. Do not miss: The Digital Academy of the Frankfurt consumer goods fairs Ambiente, Christmasworld and Creativeworld invites the industry to the next online event. The fourth episode starts with the title "Future of Hospitality – Innovative trends for successful restaurateurs" and has valuable tips for sustainable and future-oriented business success for hotels and restaurants. This time, the hospitality experts Dolores Semeraro and Regitse Rosenvinge-Thürmer will share their insights.**

The hospitality sector is changing rapidly: the shortage of skilled workers, digitalization and competition from online booking platforms, growing environmental awareness and increasingly high guest expectations pose challenges for the industry. Answers to the question of how restaurateurs and hoteliers can face these challenges successfully and future-oriented will be provided by the next online event of the Digital Academy entitled „Future of Hospitality – Innovative trends for successful restaurateurs“. In the online conversation, Tourism and Hospitality Specialist **Dolores Semeraro** first gives helpful tips for sustainable and feasible marketing strategies for the hospitality industry. The keynote speaker reveals "How to shift from 'Business As Usual' to a successful sustainable business for the long term" and explains how authentic and sustainable marketing strategies can have a positive impact on product development, operators and customers.

"How to embrace and implement digitalization in the hospitality industry" – this is what **Regitse Rosenvinge-Thürmer**, consultant and founder of Regitse Rosenvinge Consulting, is dealing with. According to her, digital progress is the key to long-term business success for hotels and restaurants. How small and medium-sized gastronomy businesses can implement this, how they can choose the right tools and advance in the industry without being overwhelmed, is what the expert gives away in the fourth episode of the Digital Academy.



Do not miss: On 8 November 2023 the Digital Academy invites to the fourth online event.

With the Digital Academy, the three consumer goods fairs Ambiente, Christmasworld and Creativeworld offer regular target-group-specific online events on a joint platform on important topics that are currently moving the consumer goods sector. They take place every two months throughout the year, can be followed in German and English and, with impulse lectures and discussion rounds by experts, provide profound industry knowledge, inspiration and practical tips. Participation in the online events is free of charge. The registration for the Digital Academy can be made at <https://consumergoods.digital.messefrankfurt.com/>.

In addition to access to the range of lectures, all participants of the Digital Academy receive further added value: they benefit from the AI-supported matchmaking function during the year. This enables them to network and exchange business ideas throughout the year.

Ambiente, Christmasworld and Creativeworld will continue to be held simultaneously at the Frankfurt exhibition centre:

Ambiente/Christmasworld:	26 to 30 January 2024
Creativeworld:	27 to 30 January 2024

**Note for journalists:**

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge on [Conzoom Solutions](#).

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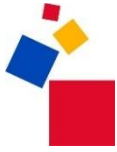
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