

## **In person trade and business conferences are the barometer and Heartbeat of the hospitality industry!**



**At these functions you get to renew acquaintances, meet new clients, absorb everything about what is going on within your competitive set, and the entire present-day marketplace. Most important, it is fun which has solely been missed during the lockdown or "house arrest" Now is the time to pack your best suit or special dress and meet me at the ILTM in Cannes from December 3rd to 7th.**

I share my time between Renard International and Kostuch Media publications. I enclose Articles I prepared after ILTMs in 2018 and 2019 (2020 was dark). I also enclose questions for 2021 ILTM Conference.

I would like you to participate in my upcoming article on ILTM 2021, for Hotels Magazine online and in print. I have enclosed questions for your comments. Please reply as you wish to any or all of the questions. I will either quote you, or just say these opinions were shared by an Exhibitor or an Attendee without using your name.

**I very much appreciate your help on my article!**

***I enclose the articles we posted online after the 2018 and 2019 ILTM. These questions we are asking for 2021.***

1. Renard newsletter 2018 Link: [ILTM is the Oscars of Hospitality Trade Events](#)
2. Renard newsletter 2019 Link: [ILTM 2019 - The Year of Civil Unrest](#)

- In the light of other virtual trade conferences will the ILTM still be the premier luxury forum? If yes, why and if no, why; and who is the new pretender to the throne?
- Is the luxury travel and hotel industry still targeting the right buyers at ILTM?
- Has our industry been transformed due to covid's economical, and political ramifications? What are your thoughts and how will the travel industry adapt and rebound?
- What is the responsibility of the luxury travel industry in the matter of climate change and global politics?
- If you prefer when you return home let me know what your expectations were of the show and what they fulfilled?
- How does it feel to be back at a live function? Were you comfortable?

I look forward to hearing from you.

**Best regards,**  
Stephen J. Renard  
President,  
Renard International

**Recipient of the 31st Annual Pinnacle Awards: "Hotelier Magazine, 2019 Supplier of the Year" VIDEO :**  
<https://www.hoteliermagazine.com/2019-pinnacle-awards-renard/>