

To whom it may concern,

Professor Dr. Detlev Remy, Associate Professor at Singapore Institute of Technology (SIT), and owner of Remy Consult, has delivered a 'Revenue Optimization Talk' on March 11th, 2020 to our IHG Hotels Food & Beverage associates at our Crowne Plaza Changi Airport Hotel, Singapore.

150 Associates from our different IHG properties across Singapore and South East Asia & Korea attended this training, face-to-face, and outside Singapore respectively via Webex video conferencing. Their feedback was highly positive, and they appreciated the interesting topics and the smooth, stimulating delivery of the training.

The topics provided included suggestions for Revenue Optimization Potential (ROP), and the introduction to the concept of F&B Revenue Management and its strategic levers and tools.

Prof. Remy provided us with valuable insights into untapped revenue opportunities and ways to enhance customer experience and loyalty.

Prof. Remy was also capable to explain a very complex business discipline to the audience but also kept the participants interest by using several examples to illustrate the value and pitfalls of Revenue Optimization and Revenue Management practice.

We are very satisfied with Professor Remy's delivery of the training and consider calling him for further training, especially to outline ways of implementing F&B revenue management.

Sincerely,



Elena Broms

Director Restaurants & Bars South East Asia & Korea

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