

University of South Carolina
School of Hotel, Restaurant and Tourism Management

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Lodging Lecture Series Welcomes Del Ross

“The trick is to test everything- cheaply- then if something works, keep doing it until it stops working!”

These are the words of Del Ross, VP of U.S. Sales and Marketing for InterContinental Hotels Group (IHG), in regards to implementing new technology to the hotel industry.

The School of Hotel, Restaurant, and Tourism Management welcomed Mr. Ross as part of the Lodging Lecture Series February 17th and 18th as he enthusiastically gave his presentation duly named “Exploiting New Media and Separating Trend from Fad.”

As far as technology is concerned in the hotel industry, IHG was the first to offer a transaction site, even before Yahoo, Amazon or Marriott. Today the company, which has 4,400 hotels in over 100 countries, welcomes more than 150 million visitors to their website annually. IHG ranks amongst the top 25 companies in e-commerce.

Del Ross’s background deals mostly with technology, as he was part of a business venture in the “dot com” boom. He explained to students the difference between trends and fads in the field of technology and how the hotel industry, IHG in particular, tries to differentiate between the two to attract and keep clients.

The Lodging Lecture Series was developed by Instructor Kiran Shah and Professors Sheryl F. Kline and Brumby McLeod in the School of Hotel, Restaurant, and Tourism Management at the University of South Carolina as a way to better prepare students for their futures in the hotel, restaurant and tourism industries, and to introduce them to successful individuals in their general fields of interest.