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# “Unintended Consequences,” 2017 Choice Hotel Convention

5.9.17 - 5.11.17 Las Vegas, NV

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Greg Duff will present “Unintended Consequences” at 2017 Choice Hotel Convention taking place on Wednesday, May 10th held at the Mandalay Bay Resort and Casino in Las Vegas.

His presentation will discuss the consequences of technology advances and how it may be disrupting hotelier’s business. Many of these much publicized innovations have created unintended consequences that will affect how hoteliers will conduct their operations for many years to come. Examples of innovations that will be discussed include virtual or augmented reality as well as the sharing economy and its often complete disregard for existing legal limitations and new distribution platforms. Learn how you can prepare yourself for these changes and the challenges they bring to your hotel.

## Featured People

[Greg Duff](#)

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