



Jonathan Worsley
Chairman, Bench Events & Board Director, STR

Jonathan Worsley, Chairman of Bench Events, is one of the founders and organisers of multiple leading international conferences for the hotel investment industry, including the Arabian Hotel Investment Conference in Dubai, now in its 14th year, The Summit in London, the Asia Hotel and Tourism Investment Conference and the Africa Hotel Investment Forum.

More recently, Jonathan and his team have entered the Latin America market partnering with SAHIC in Cuba and Buenos Aires and the inaugural Iran Hotel & Tourism Investment Conference in 2017.

Bench Events has also branched out into the related fields of aviation and F&B, with the respective launches of AviaDev Africa, inaugurated in 2016, and The Global Restaurant Investment Forum now in its fourth year.

In 1997, Jonathan was one of the founding members of the annual International Hotel Investment Forum (IHIF) in Berlin, a conference he subsequently organised for 19 years, which today attracts over 2,000 delegates. Earlier in his career, Jonathan worked for real estate consultants CBRE & Hotel Partners, hotel advisors PKF and hotel operator Forte & Holiday Inns.

Jonathan sits as a shareholder and board director of STR, a global benchmarking company with over 50,000 participating hotels following the merger of The Bench, STR and Deloitte's Hotel Benchmark. He sits on the board of Hotel Swaps, which allows participating members to swap empty hotel rooms with other members around the globe and is an investor in TripTease, the tech start-up that enables hotels to increase direct sales and aims to defeat rate disparity.

Jonathan and his colleagues are actively involved raising money for the communities in which Bench Events works. They raised more than £200,000 for TUSK, Cancer Research and the Rwanda Cricket Stadium Foundation by participating in the Kili Madness challenge and breaking the World Record for the highest game of cricket ever played on top of Kilimanjaro. In 2016, Jonathan cycled from Amsterdam to Berlin with nine others for the opening of IHIF and raised funds for the Anne Frank Trust and Future Talent, a feat he will tackle again in 2017.

Jonathan is a Trustee of Future Talent, a charity that provides financial support to gifted young musicians in need of financial assistance to pursue their dreams and talent.