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THE-ICE VIPoE 2020

Hosco Workshop: Hosco, Lobster Ink, and THE-ICE – new partnership benefits – alumni employability tracking and online industry training courses for schools

Mr John Lohr

Director of Development - School Relations, Hosco, Spain



Mr John Lohr is an international American currently residing in Barcelona, Spain, and serves as Hosco's Director of Development. He is a Glion Switzerland graduate who has amassed over ten years of hospitality, tourism, and education sales work experience in +40 countries.

For Hosco, John leads the strategic partnership development with hospitality schools, departments, and associations. Earlier, John worked with IHG hotels in Thailand and India and served as the Director of Business Development for the American Hotel & Lodging Educational Institute (AHLEI) in Europe. He has also held various board positions for EuroCHRIE, the Council of Hospitality, Tourism, and Event Educators.