

PROGRAM

08.30 – 09.00

BREAKFAST AND REGISTRATION

**THE EXPERIENCE ECONOMY FROM TODAY INTO TOMORROW
B. JOSEPH PINE II**

**BUILDING A BRAND OF PEOPLE, NOT TRAVELLERS
LUKE RICHARDSON, MOMONDO**

**LET THE MUSIC TAKE YOU THERE #MUSICMAKESYOU TRAVEL
ENRICO NONINO, LASTMINUTE.COM GROUP**

10.50 – 11.10

BREAK

**TURNING BAD WEATHER INTO A POSITIVE LOCAL EXPERIENCE
BRIAN LAVERY, ACCUWEATHER**

**PITCHING FOR THE FUTURE OF TRAVEL
START-UPS**

12.10 – 12.55

LUNCH

**FLOURISHING BEYOND SUSTAINABILITY
ANNA POLLOCK, CONSCIOUS.TRAVEL**

**ENABLING LOCAL HOSTS REDISCOVER HOME
LAURA CAVALLO, DESTINATION MELBOURNE**

TBA

14.35 – 14.55

BREAK

**FUTURE EXPECTATIONS OF THE HOSPITALITY SECTOR
OLIVIER HENRY-BIABAUD, TCI RESEARCH**

**LOCALIZING THE BRAND - HOTEL PANEL
DAVID KIJLSTRA, ZOKU HOTELS / FLORIAN KOLLENZ, 25HOURS
HOTELS / EMIL L. BENTSEN, NORDIC HOTEL CONSULTING**

WRAP UP

16:10 - 17:00

NETWORKING