

	CEO & Leadership Summit MAIN AUDITORIUM	Ministerial Agenda Auditorium 9	Destinations of the Future Auditorium 5	Hospitality Tech Forum Auditorium 6	Business Travel Auditorium 7	CMO-CSO Forum Auditorium 8	Tourism Innovation Theatre	
10:00h - 14:00h	A Sneak Peek at What Smart Tourism Actually Looks Like						DIGITAL DEMOS	
	Tech & Tourism		Smart Destinations: Case Study Costa Rica	Branding and Digital Marketing: a unique way of being unique		How digitalisation helped tourism		
	World Economic Outlook	Challenges & Solutions for a Prompt International Restorm Recovery: Taking the Lead in Restarting Safe and Smooth Travel	Colaboración Publico Privada - Importancia de la Gobernanza	NextGen EU Sector Turístico: el Papel de la Banca	How to Survive in the New Business Travel Landscape			
	December Global Travel Outlook - Will the Travel Industry End a Disastrous Year with a Generous Christmas Gift?	Vision and Initiatives of European Countries	Crete - A Destination of the XXI Century	Luxury & Wellness Lodgements, Use of Artificial Intelligence to Arrive to the Best Customers	The Future of Corporate Travel	Innovation in the New Tourism Era		
	OPENING CEREMONY	Viajes de Gobierno	Foro Hispano: VIP Latam: Destinos Sostenibles					
		European destinations, focusing to an ambitious agenda		Foro Hispano: VIP Latam: Ejemplo de la Digitalización y Sostenibilidad	Balance & solutions to arrive to Locals and Global Market	Challenges and Opportunities in Business Travel		Successful Digital Marketing
					How to be different in the hotel business	Adapt or Die		Sustainable Travel based on SDG's
	Leadership Summit (invitation only)	LUNCH TIME						
16:00h - 18:00h	CEO & Leadership Summit MAIN AUDITORIUM	Ministerial Agenda Auditorium 9	Destinations of the Future Auditorium 5	Hospitality Tech Forum Auditorium 6	Luxury Travel Auditorium 7	MICE - DMC's Agenda Auditorium 8		
	☐ Explore the New Ways of Travel	A must in the new business Era	Being unique	Foro Latam: Resorts, Nuevos Looks y Estrategias	Technology, tax free and unique products	The Status of MICE Before and During the Pandemic. What About the Future		
	EU: Tech and tourism in the Agenda 2030	Success Story: Asia - Pacific	Transforming Tourism Through Social Sustainability: Connection & Inclusion	Bring Hotels to a different level thanks to tech	Luxutry Travel & Innovative and Disruptive Online Travel	Best Practices for Hybrid Events		
Hubs, Air and leading digital experiences		New Times, New Strategies and New Clients, During and After the Pandemic		Online Luxury and Ultra Luxury Travel segmentation	Foro MPI Hispano			



	CEO & Leadership Summit MAIN AUDITORIUM	Tourism Councilors Agenda Auditorium 9	Destinations of the Future Auditorium 5	Hospitality Tech Forum Auditorium 6	Activities & Attractions Forum Auditorium 7	MICE & DMC's Agenda Auditorium 8	Tourism Innovation Theatre
10:00h - 14:00h	Art, Exclusiveness & Tech	Opening Regional Tourism Authorities Agenda	The Future of Global Travel	Creative Tourism	What's Next in Experiences: Research & Roundtable	The Protection of Tourists in Digital Markets by UNWTO	DIGITAL DEMOS
	Resilience and Recovery Plan for Asia Pacific	Opening Regional Tourism Authorities Agenda	The evolution of collaborative Smart Cities	Successes that hide thousands of failures	Beyond the Bus	Measuring Success Post- Event	
	Musts of Diversity and Inclusion in Our Companies	Regions, Tech and Innovation	Transitioning to 2030 with the Glasgow Declaration and Future of Tourism Coalition	Diversity in our hotel business	Getting Direct: OTAs & the Future of Distribution	Consensum III: Growing to Win	
	Technology and Innovation	Resetting Destinations of the World	Trends for In-Destination Experiences	Retos y Desafios para las Pymes Turísticas Españolas	Building a Global Tours & Activities Brand	How to Cope With Two Audiences, Onsite and Online?	
	Sustainability & Trust in the Restart of the World of Tourism	Tourism Destination by Excellence	Inclusion, Diversity & Tech in the Travel Destinations	Responsible tourism, tech and collaboration	Augmented Experiences: Immersive Tech, Virtual Reality & the Future of Attractions	How Technology is Evolving to Carter the New Demands	
	Ready for Tourism & Tech Inspiration		Special Latam: Regiones del Futuro	Musts of Hospitality in the New Environment	Tours, Attractions: What the New Things to Do Means for Operators and OTAs		
	Leadership Summit (invitation only)	<b>LUNCH TIME</b>					
16:00h - 18:00h	CEO & Leadership Summit MAIN AUDITORIUM	Tourism Councilors Agenda Auditorium 9	Distribution Channels Forum Auditorium 5	Travel & Mobility Forum Auditorium 6	Activities & Attractions Forum Auditorium 7	Digital & CIO's Summit Auditorium 8	
	Cruises, collaborations and further steps	Innovation is primary	API's and success, where are the borders?	Risk Management on Uncertain Times	How Technology Is Transforming the Attraction Experience	The Added Value and Experience from Event Planners	
	Awakening of Digital Tourism	Culture, leisure and fun in the new digital era	Tapping the Long Tail: Strategies for Travel Brands to Sell Tours, Activities & Ancillaries	Sustainable Mobility for the 21st century	Attractions Revisited: The Big Shifts in the Path to Purchase and What It Means for the Future of Visitor Attractions	Transforming a Department to Distribute: Product, PR, Communications, Marketing and Customer Operations. Stay Human Using Tech	
Europe's Future of Tourism & NextGenEU	Being an inclusive destination		Special Latam: Volando hacia la SOSTenibilidad	Free Isn't Cheap: Understanding Free Walking Tours			
				Making Experiences Sustainable			
				The Return of Overtourism (and What Operators & Destinations Can Do About It)	Digital Business in luxury travel		
18:00h - 20:00h	<b>TOURISM INNOVATION AWARDS 2021</b>						



	<b>CEO &amp; Leadership Summit</b> MAIN AUDITORIUM	<b>Tourism General Managers Agenda</b> Auditorium 9	<b>Distribution Channels Forum</b> Auditorium 5	<b>Travel &amp; Mobility</b> Auditorium 6	<b>Leisure &amp; Culture</b> Auditorium 7	<b>Revenues Agenda</b> Auditorium 8	<b>Tourism Innovation Theatre</b>
10:00h - 14:00h	Mobility, Sustainability, Digitalisation	Cooperation with Artificial Intelligence	Digital weather forecast in tourism for the world	How technology is driving change in the car rental industry	Beyond the Venue	Revenue Management, another emerging vertical of travel tech	<b>TOURISTECH STARTUP FEST</b>
	ILGTBQ+ Travel tomorrow	International Code for the Protection of Tourist by UNWTO	Only the dead fish follow the stream in the Distribution Business	Technology in Tourism, Present & Future	Managing Disruptive Travel & the Leisure Generation	Big Data can improve the Travel industry?	
	Hub Latam & Hub Europa	The Battle Field accelerates our Tourism Destinations	Bullet proof growth beyond bottom line for OTA's	The future of Cruise Mobility - Mobility as a Service	Hidden Gems	Foro Hispano: Caso de Éxito: Caribe Mexicano	
	<b>CLOSING CEREMONY</b>	Social Innovation & Governance in European Cities	Distributors, Operators & Customer Needs	Digital Transformation of Smart Tourism Destinations	Culture, Museums & Difitalisation	Digitalisation of Customer Experience	
					The Next Generation of (Digital) Marketing	Innovation in the revenue travel industry	

**CLOSING LUNCH**  
(invitation only)

**WEEKEND ACTIVITIES - DISCOVER SEVILLE**