### CEO & Leadership Summit  
**Main Auditorium**
- **A Sneak Peek at What Smart Tourism Actually Looks Like**
- **Tech & Tourism**
- **World Economic Outlook**
- **December Global Travel Outlook - Will the Travel Industry End a Disastrous Year with a Generous Christmas Gift?**
- **OPENING CEREMONY**
- **Leadership Summit (invitation only)**
- **Explore the New Ways of Travel**
- **EU: Tech and tourism in the Agenda 2030**
- **Hubs, Air and leading digital experiences**

### Ministerial Agenda  
**Auditorium 9**
- **A Must in the New Business Era**
- **Success Story: Asia - Pacific**

### Destinations of the Future  
**Auditorium 5**
- **Smart Destinations: Case Study Costa Rica**
- **Colaboración Publico Privada - Importancia de la Gobernanza**
- **Crete - A Destination of the XXI Century**
- **Foro Latino: VIP Latam: Destinos Sostenibles**
- **European destinations, focusing to an ambitious agenda**
- **Transforming Tourism Through Social Sustainability: Connection & Inclusion**

### Hospitality Tech Forum  
**Auditorium 6**
- **Branding and Digital Marketing: a unique way of being unique**
- **NextGen EU Sector Turístico: el Papel de la Banca**
- **Luxury & Wellness Lodgements, Use of Artificial Intelligence to Arrive to the Best Customers**
- **Balance & solutions to arrive to Locals and Global Market**
- **How to be different in the hotel business**
- **How to Survive in the New Business Travel Landscape**

### Business Travel  
**Auditorium 7**
- **How to Survive in the New Business Travel Landscape**
- **The Future of Corporate Travel**
- **Successful Digital Marketing**
- **Adapt or Die**
- **Sustainable Travel based on SDG's**

### CMO-CSO Forum  
**Auditorium 8**
- **The Status of MICE Before and During the Pandemic. What About the Future**
- **Best Practices for Hybrid Events**

### Tourism Innovation Theatre  
- **DIGITAL DEMOS**
- **How digitalisation helped tourism**
- **Innovation in the New Tourism Era**
- **Successful Digital Marketing**
- **Sustainable Travel based on SDG's**

### LUNCH TIME

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**Open Day**
- **CEO & Leadership Summit**
- **Ministerial Agenda**
- **Destinations of the Future**
- **Hospitality Tech Forum**
- **Business Travel**
- **CMO-CSO Forum**
- **Tourism Innovation Theatre**

**DIGITAL DEMOS**
- **How digitalisation helped tourism**
- **Innovation in the New Tourism Era**
- **Successful Digital Marketing**
- **Sustainable Travel based on SDG's**

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**10:00h - 14:00h**
- **OPENING CEREMONY**
- **Leadership Summit (invitation only)**
- **Explore the New Ways of Travel**
- **EU: Tech and tourism in the Agenda 2030**
- **Hubs, Air and leading digital experiences**

**16:00h - 18:00h**
- **CEO & Leadership Summit**
- **Ministerial Agenda**
- **Destinations of the Future**
- **Hospitality Tech Forum**
- **Business Travel**
- **CMO-CSO Forum**
- **Tourism Innovation Theatre**

**DIGITAL DEMOS**
- **How digitalisation helped tourism**
- **Innovation in the New Tourism Era**
- **Successful Digital Marketing**
- **Sustainable Travel based on SDG's**

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**World Economic Outlook**
- **Challenges & Solutions for a Prompt International Tourism Recovery: Taking the Lead in Restarting Safe and Smooth Travel**
- **Vision and Initiatives of European Countries**
- **Foro Latino: VIP Latam: Destinos Sostenibles**
- **Foro Latino: VIP Latam: Ejemplo de la Digitalización y Sostenibilidad**
- **Balance & solutions to arrive to Locals and Global Market**
- **How to be different in the hotel business**
- **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?**
- **Collaboration Publico Privada - Importance of Governance**
- **Crete - A Destination of the XXI Century**
- **Luxury & Wellness Lodgements, Use of Artificial Intelligence to Arrive to the Best Customers**
- **Balance & solutions to arrive to Locals and Global Market**
- **How to be different in the hotel business**
- **How to Survive in the New Business Travel Landscape**

**Leadership Summit (invitation only)**
- **A Must in the New Business Era**
- **Success Story: Asia - Pacific**
- **Transformation Tourism Through Social Sustainability: Connection & Inclusion**
- **Bring Hotels to a different level thanks to tech**
- **Now Times, New Strategies and New Clients, During and After the Pandemic**
- **Online Luxury and Ultra Luxury Travel segmentation**
<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>10:00</td>
<td>CEO &amp; Leadership Summit</td>
<td>MAIN AUDITORIUM</td>
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<tr>
<td>11:00</td>
<td>Tourism Counselors Agenda</td>
<td>Auditorium 9</td>
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<td>12:00</td>
<td>Destinations of the Future</td>
<td>Auditorium 5</td>
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<td>13:00</td>
<td>Hospitality Tech Forum</td>
<td>Auditorium 6</td>
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<td>14:00</td>
<td>Activities &amp; Attractions Forum</td>
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<td>15:00</td>
<td>MICE &amp; DMC's Agenda</td>
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<tr>
<td>16:00</td>
<td>Digital &amp; CIO's Summit</td>
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<td>16:00</td>
<td>DIGITAL DEMOS</td>
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**LUNCH TIME**

- **CEO & Leadership Summit**
  - **Tourism Counselors Agenda**
    - **Distribution Channels Forum**
    - **Travel & Mobility Forum**
    - **Activities & Attractions Forum**
    - **Digital & CIO's Summit**

**16:00 - 18:00**

- **Awakening of Digital Tourism**
  - **Europe's Future of Tourism & NextGenEU**
  - **Being an inclusive destination**

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**TOURISM INNOVATION AWARDS 2021**

- The Future of Global Travel
- The evolution of collaborative Smart Cities
- Transitioning to 2030 with the Glasgow Declaration and Future of Tourism Coalition
- Trends for In-Destination Experiences
- Responsible tourism, tech and collaboration
- Augmented Experiences: Immersive Tech, Virtual Reality & the Future of Attractions
- How Technology is Evolving to Cater the New Demands
- How to Cope With Two Audiences, Onsite and Online?
- Consensus III: Growing to Win
- Building a Global Tours & Activities Brand
- Tours, Attractions: What the New Things To Do Means for Operators and OTAs
- How Technology is Transforming the Attraction Experience
- The Added Value and Experience from Event Planners
- Transforming a Department to Distribute: Product, PR, Communications, Marketing and Customer Operations. Stay Human Using Tech
- Digital Business in luxury travel
- The Protection of Tourists in Digital Markets by UNWTO
- Measuring Success Post- Event
- Consensus II: Growing to Win
- Building a Global Tours & Activities Brand
- Tours, Attractions: What the New Things To Do Means for Operators and OTAs
- How Technology is Evolving to Cater the New Demands
- How to Cope With Two Audiences, Onsite and Online?
- Consensus III: Growing to Win
- Building a Global Tours & Activities Brand

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**DIGITAL DEMOS**

- Tourist Destination by Excellence
- Special Latam: Regiones del Futuro
- Inclusion, Diversity & Tech in the Travel Destinations
- Special Latam: Volando hacia la SOSTenibilidad
- Special Latam: Regiones del Futuro

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**THURSDAY 11TH NOVEMBER 2021**

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**DIGITAL DEMOS**

- Art, Exclusiveness & Tech
- Resilience and Recovery Plan for Asia Pacific
- Masts of Diversity and Inclusion in Our Companies
- Technology and Innovation
- Sustainability & Trust in the Restart of the World of Tourism
- Ready for Tourism & Tech Inspiration
- Leadership Summit (invitation only)

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**10:00h**

- Art, Exclusiveness & Tech
- Resilience and Recovery Plan for Asia Pacific
- Masts of Diversity and Inclusion in Our Companies
- Technology and Innovation
- Sustainability & Trust in the Restart of the World of Tourism
- Ready for Tourism & Tech Inspiration

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**14:00h**

- Art, Exclusiveness & Tech
- Resilience and Recovery Plan for Asia Pacific
- Masts of Diversity and Inclusion in Our Companies
- Technology and Innovation
- Sustainability & Trust in the Restart of the World of Tourism
- Ready for Tourism & Tech Inspiration

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**16:00h**

- Art, Exclusiveness & Tech
- Resilience and Recovery Plan for Asia Pacific
- Masts of Diversity and Inclusion in Our Companies
- Technology and Innovation
- Sustainability & Trust in the Restart of the World of Tourism
- Ready for Tourism & Tech Inspiration

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**18:00h**

- Art, Exclusiveness & Tech
- Resilience and Recovery Plan for Asia Pacific
- Masts of Diversity and Inclusion in Our Companies
- Technology and Innovation
- Sustainability & Trust in the Restart of the World of Tourism
- Ready for Tourism & Tech Inspiration

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**20:00h**

- Art, Exclusiveness & Tech
- Resilience and Recovery Plan for Asia Pacific
- Masts of Diversity and Inclusion in Our Companies
- Technology and Innovation
- Sustainability & Trust in the Restart of the World of Tourism
- Ready for Tourism & Tech Inspiration
### Agenda

- **Tourism General Managers Agenda**
  - Auditorium 9
  - Distribution Channels Forum
  - Auditorium 5
  - Travel & Mobility
  - Auditorium 6
  - Leisure & Culture
  - Auditorium 7
  - Revenues Agenda
  - Auditorium 8
  - Tourism Innovation Theatre

#### Sessions

- **Mobility, Sustainability, Digitalisation**
- **LGBTQ+ Travel tomorrow**
- **Hub Latam & Hub Europa**
- **CLOSING CEREMONY**
- **ILGTBQ+ Travel tomorrow**
- **International Code for the Protection of Tourist by UNWTO**
- **The Battle Field accelerates our Tourism Destinations**
- **Social Innovation & Governance in European Cities**
- **Distribution Channels Forum**
  - Digital weather forecast in tourism for the world
  - Only the dead fish follow the stream in the Distribution Business
  - Bullet proof growth beyond bottom line for OTA's
  - Distributors, Operators & Customer Needs
- **Travel & Mobility**
  - How technology is driving change in the car rental industry
  - Technology in Tourism, Present & Future
  - The future of Cruise Mobility - Mobility as a Service
  - Digital Transformation of Smart Tourism Destinations
- **Leisure & Culture**
  - Beyond the Venue
  - Managing Disruptive Travel & the Leisure Generation
  - Hidden Gems
  - Culture, Museums & Digitisation
  - The Next Generation of (Digital) Marketing
- **Revenues Agenda**
  - Revenue Management, another emerging vertical of travel tech
  - Big Data can improve the Travel industry?
  - Foro Hispano: Caso de Exito: Caribe Mexicano
  - Digitalisation of Customer Experience
  - Innovation in the revenue travel industry
- **Tourism Innovation Theatre**

#### Other Events

- **CLOSING LUNCH**
  - (invitation only)
- **WEEKEND ACTIVITIES - DISCOVER SEVILLE**

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**FRIDAY 12TH NOVEMBER 2021**