TOURISM INNOVATION GLOBAL SUMMIT 2023 AGENDA

TIS TOURISM INNOVATION SUMMIT

GLOBAL PARTNERS: accenture, amadeus, City Sightseeing, Google Cloud, eurecat (Centre Tecnològic de Catalunya), MABRIAN

EVENT PARTNERS: Telefónica, CaixaBank, PASTVIEW, T-Systems, turijobs, un3block, Why Tenerife?

INDUSTRY PARTNERS: iryo, MINOR HOTELS, QATAR AIRWAYS, vueling

INSTITUTIONAL PARTNERS: Sevilla, NO8DO, Andalucía, European Commission, WORLD TRAVEL & TOURISM COUNCIL

DESTINATION PARTNER: Mexico

WEDNESDAY 18TH OCTOBER

MAIN AUDITORIUM ACCENTURE

CEO'S & LEADERSHIP SUMMIT

- **9:45 - 10:00** WELCOME TO TIS2023!
  SILVIA AVILÉS – EVENT DIRECTOR TOURISM INNOVATION SUMMIT
  ÁNGELES MORENO – CONGRESS CURATOR TOURISM INNOVATION SUMMIT
- **10:00 - 10:30** JOURNEY WITHIN: THE POWER OF SUSTAINABLE TOURISM
  CÉLINE COUSTEAU – ACTIVIST, INTERNATIONAL SPEAKER, DOCUMENTARY FILMMAKER, WORKSHOP FACILITATOR, AND AUTHOR
- **10:30 - 11:00** LEADING FROM WITHIN: INSPIRING AND INFLUENCING WITH AUTHENTICITY
  CARMEN BUSTOS – FOUNDER SOULSIGHT DESIGN STRATEGY
- **11:00 - 12:00** EXAMINING THE EFFECTS OF AGENDA 2030 ON BUSINESS OPERATIONS
  BEATRIZ MARCALLO – EXPORT MANAGER BIOSPHERE
  MARÍA ZARRALUQUI – VP GLOBAL DEVELOPMENT HELIÁ HOTELS INTERNATIONAL GROUP
  GUY BIOWOOD – GLOBAL EXPERT, CONSULTANT, TEACHER AND SPEAKER ON REGENERATIVE TOURISM AND EVENTS
  ANA ABADÍE – BOOKING.COM
  JOSÉ MIGUEL MORENO – PARADORES
- **12:00 - 13:00** OPENING CEREMONY
  JUANMA MORENO – JUNTA DE ANDALUCÍA PRESIDENT
  HECTOR GOMEZ – MINISTER OF INDUSTRY, TRADE AND TOURISM SPANISH GOVERNMENT
  JOSÉ LUIS SANZ – MAYOR SEVILLE CITY
  MARIBEL RODRIGUEZ – SENIOR VICE PRESIDENT, MEMBERSHIP, COMMERCIAL & EVENT WTTC
  JUAN ENRIQUE SUAREZ – PRESIDENTE ASETUR
- **13:00 - 13:30** RIDING THE TECH WAVE: EMERGING TRENDS IN TRAVEL INNOVATION AND TECHNOLOGY
  FLORENCE KACI – SR DIRECTOR EUROPE AND EUROPEAN MARKET SPECIALIST PHOCUSWRIGHT
- 14:00 - 15:30 LUNCH TIME
- **15:30-16:00** CAMBIO EN EL MERCADO LABORAL Y CÓMO ENAMORAR A LA GENERACIÓN Z
  XAVIER AZCORBE – TURLIONS
- **16:00 - 16:45** HOW CAN TRAVEL BRANDS USE EXPERIENCES TO INSPIRE AND INCREASE CUSTOMER SATISFACTION, ENGAGEMENT, AND LOYALTY?
  NICOLAS MARTIQUET – DIRECTOR OF AMADEUS DISCOVER AMADEUS
  MICHAEL AVNI – JOYNED
- **16:45 - 17:30** ¿EXISTE UNA VERDADERA ESCASEZ DE TALENTO?
  XAVIER AZCORBE – TURLIONS
  IGNACIO GAYO – HEAD OF PROGRAMME HSLU / LINNTO
  JUAN JOSÉ CESTERO – DIRECTOR DE PERSONAS Y DESARROLLO DE TALENTO ILUNION HOTELS
- **17:30 - 18:00** RESHAPING TOURISM: THE POWER OF CREATIVE PLACEMAKING IN SHAPING REGENERATIVE TOURISM
  MAX KANWLICHE – MANAGING DIRECTOR STREETSENSE

AUDITORIUM WHY TENERIFE

HOSPITALITY TECH FORUM

- **10:30 - 11:30** EXPERIENCIAS WOW EN EL SECTOR DEL HOSPITALITY
  TONI MASCARÓ – FOUNDER & CEO EMASCARÓ
  DIEGO CALVO – CEO CONCEPT HOTEL GROUP
  XAVIER FUSTER – SPORTING GROUP'S
  ENRIQUE SARASOLA – PRESIDENT AND FOUNDER ROOM MATE HOTELS
  JUAN SERRA – CEO ONLY YOU HOTELS
- **11:30 - 12:15** HYPER-PERSONALIZATION: A STEP BEYOND CUSTOMIZATION
  DIMITRIOS BUHALIS – PROFESSOR, RESEARCHER, EDITOR IN CHIEF TOURISM REVIEW BOURNEMOUTH UNIVERSITY
  MARKUS MUELLER – MANAGING DIRECTOR GALVENIS
  SAVERIO FRANCESCO BERTOLUCCI – COMMERCIAL ASSISTANT, VDB LUXURY PROPERTIES
  JOSÉ LUIS AVILA – CCO KAMINON
  SOFÍA TORRES – HOSPITALITY ADYEN
- **12:15 - 13:00** PEOPLE, CULTURE, AND ENGAGEMENT. TECHNOLOGY AS AN ENABLER
  XAVIER AZCORBE – TURLIONS
  THIERRY HENROT – GENERAL MANAGER SHERATON LISBOA HOTEL & SPA
  MARIA DOLORES MUÑOZ – DIRECTOR OF QUALITY HOTEL ALFONSO XIII
  CARLOS HORNSTEIN – CO-FOUNDER & CEO NIKKIS
  GUILLERMO RADENKOVICS – VICE PRESIDENT TOTAL REWARDS, ACCELYA GROUP
- **13:00 - 14:00** DESIGN THINKING AND CONVERSATION: A DIFFERENT WAY TO FACE CHALLENGES
  CRISTINA BUCERIO – INNOVATION & STRATEGY CONSULTANT SOULSIGHT
  PEDRO ENRÍQUEZ DE SALAMANCA – STRATEGY & INNOVATION DESIGNER SOULSIGHT
- 14:00 - 15:30 LUNCH TIME
- **15:30 - 16:15** OPTIMIZANDO LA EXPERIENCIA DEL HUÉSPED: PAGOS ELECTRÓNICOS PARA VIAJEROS DIGITALES
  NOELIA RUIZ – COMMERCIAL PAYMENTS
  SONIA MATEOS – NEOBOOKINGS
  MANUEL ORTIZ – SEPTEO PAYA ESBRT
  MIGUEL ÁNGEL TORRES – JOURNEYTOK
- **16:15 - 17:00** VIAJES EXPERIENCIALES: CREAR EXPERIENCIAS AUTÉNTICAS Y SIGNIFICATIVAS
  BRUNO HALLÉ – PARTNER CO-HEAD OF HOSPITALITY SPAIN CUSHMAN & WAKEFIELD
  BERNARDO CUETO – SECRETARIO DE TURISMO QUINTANA ROO
  DIEGO CALVO – CEO CONCEPT HOTEL GROUP
  SARA SÁNCHEZ – CEO RUSTICAE
  MARTÍN SARRATE – RECEPTIVE VICE PRESIDENT ACAVE / B TRAVEL FERIA TURISMO BARCELONA
- **17:00 - 18:00** DEMAND FOR LUXURY: STRONG AS NEVER BEFORE?
  JUAN GARCIA – SAVILLS
  SILVIA MARTÍNEZ DE TEJADA – GALERÍA CANALEJAS
  THOMAS WIERINGA – FOUNDER QUINTESSENTIAL | LUXURY BRANDING BOUTIQUE

AUDITORIUM TIQETS

DESTINATIONS OF THE FUTURE

- **10:30 - 11:15** THE URBAN AGENDA FOR THE EU: A CROSS-CUTTING OPPORTUNITY FOR SUSTAINABLE TOURISM IN CITIES
  ELISABET GONZÁLEZ – RESPONSIBLE FOR EUROPEAN PROGRAMMES ECONOMIC DEVELOPMENT AND TOURISM DEPARTMENT DIPUTACIÓ DE BARCELONA
  OSCAR REBELLI – EXCELTUR
  SANDRA TORRE – COMUNE DI GENOVA
  BEATRIZ ARILLA – PROMOTION MANAGER DIRECTOR SEVILLA CITY OFFICE
- **11:15 - 12:00** EUROPEAN CAPITAL OF SMART TOURISM
  MISA LABARILE – POLICY OFFICER TOURISM EUROPEAN COMMISSION
  ÁNGELA MORENO – DELEGADA DE TURISMO AYUNTAMIENTO DE SEVILLA
  MUSTAFA ISIK – MAYOR GÜRSÜ CITY
  DANIEL MARTÍNEZ JUNQUERA – VISITA GIJÓN
  ÓLI MOREIRA – MAYOR PORTO
- **12:00 - 13:00** DESBLOQUEANDO EL FUTURO DEL TURISMO: EL IMPACTO DE LA SOSTENIBILIDAD Y LA REGENERACIÓN
  ARTURO CRODER – FOUNDER INTERNATIONAL NATURA
  DOMINIQUE MAULIN – DIRECTOR SPAIN & PORTUGAL ATOUT FRANCE
  LEILA TEKAIA – TUNISIAN NATIONAL TOURIST BOARD DIRECTOR SPAIN & PORTUGAL
  MARIA DE LURDES VALE – DIRECTOR TURISMO DE PORTUGAL
  ILONA SHEKHANTS – TOURISM DEVELOPMENT AND SUSTAINABILITY DEPUTY MANAGER SPANISH SECRETARIAT OF TOURISM
- **13:00 - 13:30** LUXURY TOURIST BEHAVIOUR IN THE MEXICAN CARIBBEAN
  SONIA HUERTA – CUSTOMER SUCCESS AND INSIGHTS DIRECTOR MABRIAN
  JACOBO GONZÁLEZ – DIRECTOR PLANEACIÓN ESTRATÉGICA CONSEJO DE PROMOCIÓN TURÍSTICA DE QUINTANA ROO
- **13:30 - 14:00** RETORNO DE LAS CAMPAÑAS PROMOCIONALES MÁS ALLÁ DE LAS MÉTRICAS ON-LINE
  SONIA HUERTA – CUSTOMER SUCCESS AND INSIGHTS DIRECTOR MABRIAN
  SILVANA RAMÍREZ – VICEMINISTRA MINISTERIO DE TURISMO – GOBIERNO DEL ECUADOR
- 14:00 - 15:30 LUNCH TIME
- **15:30 - 16:00** DESTINATION MANAGEMENT PUT INTO PRACTICE
  GINGER WEERHEIM – PROGRAM MANAGER NETHERLANDS BOARD OF TOURISM AND CONGRESSES
- **16:00 - 16:45** ECOSISTEMAS DE INNOVACIÓN TURÍSTICA
  JUAN MARCELO GAITÁN LEVA – DIRECTOR OF PAVIMER / HUBTELEFÓNICA
  ANTONIO CASTAÑO – CEO SEVILLA CITY OFFICE
  JOSÉ GUILLÉN PARRA – CONCEJAL DELEGADO DE DESARROLLO URBANO Y CIUDAD INTELIGENTE AYUNTAMIENTO DE MURCIA
  MARTA NAVALÓN – OPEN INNOVATION – HUB SPAIN WAYRA
  VERÓNICA GUTIÉRREZ – DIRECTORA DE INNOVACIÓN AYUNTAMIENTO DE SANTANDER
- **16:45 - 17:30** PLATAFORMA DE PAÍS & IMPACTO EN DESTINOS TURÍSTICOS
  JOHN MORA – VICEPRESIDENTE COMISIÓN CIUDADES INTELIGENTES AMETIC SEGITTUR
  ENRIQUE MARTÍNEZ – SEGITTUR
  CAROLINA CASADO – DIPUTACIÓN DE BADAJOZ
  FREDERIC VIEGNAWAR – TELEFÓNICA
- **18:00 - 20:00** REMARKABLE VENUE AWARDS FROM TIQETS

AUDITORIUM A WORLD FOR TRAVEL

A WORLD FOR TRAVEL

- **9:30 - 9:40** OPENING OF A WORLD FOR TRAVEL FORUM
  PETER GREENBERG – TRAVEL EDITOR CBS NEWS
  CHRISTIAN DELOM – SECRETARY GENERAL, A WORLD FOR TRAVEL
- **9:40 - 10:20** WHAT URBAN VISONS ARE BEING DELIVERED AROUND THE WORLD?
  NASIHA POZDES – MINISTER OF ENVIRONMENT AND TOURISM FEDERATION OF BOSNIA AND HERZEGOVINA
  JASON HUNTER – SR. GLOBAL PRACTITIONER BLUE OCEAN GLOBAL NETWORK WITH A REPRESENTATIVE FROM THE SOUTH AFRICAN GOVERNMENT
  TIM HARRIS – CHAIR SOUTH AFRICAN BOARD OF TOURISM
  RIPIN KAURA – TECHNICAL DIRECTOR, INNOVATION, URBAN RESILIENCE AND SUSTAINABILITY ICF
- **10:20 - 11:00** SHIFTING TOWARDS THE FUTURE – ADVANCEMENTS IN SUSTAINABLE TOURISM, HOW ARE COUNTRIES ADAPTING TO A FUTURE THAT IS OR IS NOT BEING DICTATED BY DOMESTIC DEMANDS?
  RAJAN DATAR – HOST AND JOURNALIST BBC
  PAIGE MCCLANAHAN – TRAVEL JOURNALIST
  ELIZA REID – FIRST LADY ICELAND
  EDMUND BARTLETT – MINISTER OF TOURISM JAMAICA
  NIKOLAOS GKOLFINOPOULOS – HEAD OF TOURISM ICF
  KULLI KRANER – HEAD OF TOURISM POLICY MINISTRY OF ECONOMIC AFFAIRS AND COMMUNICATIONS FOR ESTONIA
  EMAD GALANEH – SECRETARY GENERAL, JORDAN MINISTRY OF TOURISM
- **11:20 - 12:10** MARITIME TOURISM
  PETER GREENBERG – TRAVEL EDITOR CBS NEWS
  ROBERTO MARTINOLI – SR. ADVISOR TO PRESIDENT AND CEO ROYAL CARIBBEAN GROUP
  WILL BATEMAN – CEO CELL RENEWABLES
  LINDEN COPPELL – HEAD OF SUSTAINABILITY MSC
  SPIROS ALMPERTIS – VICE PRESIDENT PORT OPERATIONS, ITINERARY PLANNING AND MANAGEMENT CRYSTAL CRUISES
  ISOBEL GIBSON – SR. CONSULTANT ICF
- **12:10 - 13:05** POSITIVE DEVELOPMENTS WITH WHOLE OF INDUSTRY APPROACH: COLLABORATION, INNOVATION AND TECHNOLOGY
  RAJAN DATAR – HOST AND JOURNALIST BBC
  PAIGE MUIJBREGHT – GLOBAL SENIOR VICE PRESIDENT RADISSON HOTEL GROUP
  LUCAS ROBES – SUSTAINABILITY AND ESG OFFICER AMADEUS
  IBRAHIM OSTA – SR. ADVISOR, ECONOMIC GROWTH AND TRADE CHEMONICS INTERNATIONAL
  NICOLAS BRUNELOT – CO-FOUNDER & CEO MISTERFLY
- **13:05 - 14:00** PROFITABLE YET SUSTAINABLE BUSINESSES FROM MULTIPLE SECTORS
  RAJAN DATAR – HOST AND JOURNALIST BBC
  JEAN-LOUIS BAROUK – FOUNDER AFG
  ERIC DE NEEF – EXECUTIVE VICE PRESIDENT AND GLOBAL CHIEF COMMERCIAL OFFICER RADISSON HOTEL GROUP
  JASON DUNDERDALE – GLOBAL HEAD OF AGENCY SALES BLACKLANE
  JEHAN DE THE – GROUP PUBLIC AFFAIRS VP EUROPCAR MOBILITY GROUP & MAAS ALLIANCE BOARD MEMBER
- 14:00 - 15:30 LUNCH TIME
- **15:30 - 16:15** IS BUSINESS TRAVEL LEADING CHANGE? IS MICE RECOVERING?
  RAJAN DATAR – HOST AND JOURNALIST BBC
  MARIBEL RODRIGUEZ – SENIOR VICE PRESIDENT, MEMBERSHIP, COMMERCIAL & EVENT WTTC
  CATHERINE LOGAN – REGIONAL SENIOR VICE PRESIDENT – EMEA & APAC GBTA
  RAIMONDS GRUNTINS – REGIONAL AFFAIRS DEPARTMENT, EUROPE, IATA
  JASON DUNDERDALE – GLOBAL HEAD OF AGENCY SALES BLACKLANE
  ELODIE URRUTIA –
  ÁNGELES MORENO – CONGRESS CURATOR TOURISM INNOVATION SUMMIT
- **16:15 - 17:00** COMMUNICATION, TECHNOLOGY AND THE ENABLERS OF EDUCATION
  KATE MARDEN-ENGLAND – EXECUTIVE EDITOR TRAVOLUTION
  MISA LABARILE – POLICY OFFICER – TOURISM EUROPEAN COMMISSION
  BRODIE CARR – HEAD OF GLOBAL PARTNERSHIPS EXCEPTIONAL ALIEN
  MIRIEA PRIETO – REGIONAL DIRECTOR FOR WESTERN EUROPE BOOKING.COM
  MARCELLO NOTARIANNI – SR. ASSOCIATE SWA TOURISM
  RAJ GYAWALI – PARTNER | FOUNDER ETHICAL TRAVEL PORTAL OF NORWAY | SOCIALTOURS OF NEPAL
- **17:00 - 17:40** HOW ARE LUXURY AND CONVENIENCE PUTTING SUSTAINABILITY IN THE SPOTLIGHT?
  RAJAN DATAR – HOST AND JOURNALIST BBC
  JAMES THORTON – CEO INTREPID
  WILLY LEGRAND – PROFESSOR, AUTHOR, RESEARCHER IU INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES
- **17:40 - 18:15** RESILIENCE IN DESTINATION DEVELOPMENT
  PETER GREENBERG – TRAVEL EDITOR CBS NEWS
  JAMES THORTON – CEO INTREPID
  DANIELA WAGNER – DIRECTOR GLOBAL DEVELOPMENT, JACOBS MEDIA GROUP
  IBRAHIM OSTA – SR. ADVISOR, ECONOMIC GROWTH AND TRADE CHEMONICS INTERNATIONAL

AUDITORIUM IRYO

DIGITAL & CIO'S AGENDA

- **10:30 - 11:00** VISITANDORRA.COM: USING PERSONALIZATION TO ATTRACT QUALITY TOURISM
  ÀLEX NET – GENERAL MANAGER INFINITUM DIGITAL
- **11:00 - 11:30** BEYOND SUSTAINABILITY: REGENERATIVE TOURISM WITH AI
  FRANKLIN CARRENTER – DIRECTOR HOPAINTHYS, SPAIN
- **11:30 - 12:15** AI+POWERED TOOLS: ENHANCING CUSTOMER ENGAGEMENT
  CLAUDIA TAMBOEL – CEO & FOUNDER / CCO CT PLY AFFARS / ARYA DIGITAL
  CHRIS CARMICHAEL – HEAD OF CORPORATE INNOVATION TUI MUSEMENT
  IGNACIO DE LAS CUEVAS – HEAD OF GLOBAL PARTNERSHIPS & TOURISM INNOVATION EURECAT
  MARK HABERHEIL – CLOUD SALES LEAD FOR TRAVEL/HOSPITALITY GOOGLE TECH CLOUD
- **12:15 - 13:00** INNOVATION IN TOURISM IN BRAZIL: STATE OF ART AND OPPORTUNITIES
  MARTA POGGI – CHIEF STRATEGY& CONSULTORIA TURÍSTICA
  ROBERTO PEDRO KIRJKOSKI – DIRETOR DE GESTÃO E INOVAÇÃO EMBRATUR
- **13:00 - 14:00** DATA SHARING IN TOURISM, TURNING THE VISION INTO REAL USE CASES
  DOLORES ORDOÑEZ – COORDINATOR DATES – EUROPEAN TOURISM DATA SPACE
  FRANCISCA RUBIO – GENERAL MANAGER GAIA-X HUB SPAIN
  DANIEL CIARO – TURISMO ANDALUZ
  CARLOS ROMERO – PRESIDENT SEGITTUR
- 14:00 - 15:30 LUNCH TIME
- **15:30 - 16:30** THE FUTURE OF AIR TRAVEL BOOKING: NAVIGATING THE NDC LANDSCAPE
  MERTVELL CLEMENTE – AMADEUS
  DAVID VIDAL – CUSTOMER SUCCESS MANAGEMENT SOUTHERN EUROPE DIRECTOR AMADEUS
  ALFONSO VALERA – DISTRIBUTION FUTURES MANAGER IBERIA
  RUBÉN FERNÁNDEZ – GENERAL DIRECTOR AIRMET
- **16:30 - 17:15** THE POWER BLOCKCHAIN AND NFT IN CREATING VALUE IN THE TOURISM SECTOR
  ALFUDENA DE LA MATA – CEO BLOCKCHAIN INTELLIGENCE
  LUCA BUSOLLI – BLOCKCHAIN CONSULTANT KLAB
  MÓNICA MOLINA – SENIOR SUSTAINABILITY CONSULTANT GLOBAL DESTINATION SUSTAINABILITY MOVEMENT
- **17:15 - 18:00** CYBERSECURITY AND DATA: HOW TO USE IT AND HOW TO PROTECT OURSELVES
  JUAN CAMPILLO – TELEFÓNICA

TOURISM INNOVATION THEATRE BY VUELING

DIGITAL DEMOS

- 10:30 - 10:45 ASKSUITE
- 10:45 - 11:00 ROOMRACCOON
- 11:00 - 11:15 MABRIAN TECHNOLOGIES
- 11:15 - 11:30 UNBLOCK
- 11:30 - 11:45 ARCHAEOLOGY TRAVEL MEDIA
- 12:00 - 12:15 AXERTIA
- 12:15 - 12:30 BESAFE GROUP
- 12:30 - 12:45 COVERMANAGER
- 12:45 - 13:00 ROOMMATIK
- 13:00 - 13:15 CULTU AR – AR VISION
- 13:15 - 13:30 BNBDAYS
- 13:30 - 13:45 GESINTUR
- 13:45 - 14:00 MYSTREETBOOK
- 14:00 - 15:30 LUNCH TIME
- 15:30 - 15:45 UNICEF
- 15:45 - 16:00 INFOTICKETS
- 16:00 - 16:15 FNS ROOMS
- 16:15 - 16:30 QUATECHNION
- 16:30 - 16:45 INTELIGENCIA TURISTICA
- 16:45 - 17:00 OPTIMIZA DATA
- 17:00 - 17:15 CERIUM TECNOLOGIAS
- 17:15 - 17:30 INSYDE
- 17:30 - 17:45 KALMAS GESTIÓN EMPRESARIAL
- 17:45 - 18:00 SWAP YOUR TRAVEL
- 18:00 - 18:15 TECO MOBILITY
- 18:15 - 18:30 BRACELIT

AFTERWORK TIME

THURSDAY 19TH OCTOBER

MAIN AUDITORIUM ACCENTURE

CEO'S & LEADERSHIP SUMMIT

- **10:00 - 10:30** BUILDING A BEAUTIFUL BUSINESS IN THE EXPONENTIAL AGE
  TIM LEBERECHT – FOUNDER AND CEO THE HOUSE OF BEAUTIFUL BUSINESS
- **10:30 - 11:30** HOW KEY MEGATRENDS ARE RESHAPING THE CUSTOMER EXPERIENCE
  VERÓNICA GONZÁLEZ – HEAD OF BUSINESS DEVELOPMENT AMADEUS IT GROUP
  EMILY WEISS – SENIOR MANAGING DIRECTOR, GLOBAL INDUSTRY LEAD TRAVEL ACCENTURE
  RODOLFO MOREIRA MARTINS OLIVEIRA – DIRECTOR CUSTOMER EXPERIENCE VUELING
- **11:30 - 12:00** SOLUCIONES TRANSVERSALES Y OPORTUNIDADES PARA LA PYME TURÍSTICA
  ARANTXA DONCEL – TELEFÓNICA
  MANUEL MARKUS BICHTER RICHTER – TELEFÓNICA
- **12:00 - 12:45** EXPLORANDO HORIZONTES DIGITALES EN EL TURISMO: CASOS DE INNOVACIÓN
  JOSÉ IGNACIO MORALES CONDE – CONSULTOR INNOVACIÓN ABIERTA DE TELEFÓNICA
- **12:45 - 13:15** ESTRATEGIA DE INNOVACIÓN Y SOSTENIBILIDAD TURÍSTICA: ANDALUCÍA
  YOLANDA AGUILAR – SECRETARIA GENERAL PARA EL TURISMO JUNTA DE ANDALUCÍA
- **13:15 - 14:00** EL HUMANISMO DIGITAL EN LA TRANSFORMACIÓN DE LA EXPERIENCIA TURÍSTICA
  ALEX VILLEYTA – MABRIAN TECHNOLOGIES
  IGNACIO DE LAS CUEVAS – HEAD OF GLOBAL PARTNERSHIPS & TOURISM INNOVATION EURECAT
  IGNACIO GAYO – HEAD OF PROGRAMME HSLU – LINNTO
- 14:00 - 15:30 LUNCH TIME
- **15:30 - 16:00** TOURISM TRAVEL TRENDS ANALYSIS AND FORECASTING
  JENNY SOUTHAN – CEO GLOBETRENDER
- **16:00 - 16:30** URBAN INTELLIGENCE AND THE FUTURE OF TOURISM
  ALFONSO VEGARA – FOUNDER AND HONORARY PRESIDENT FUNDACIÓN METROPOLI
- **16:30 - 17:15** EL IMPACTO DE NUEVOS SECTORES Y EMPRESAS EN EL PAISAJE TURÍSTICO TRADICIONAL
  NOEMI BOZA – PARTNER AND GENERAL DIRECTOR MAS CUOTA
  JOAN CORTES – GRUPO EMPERADOR
  MARÍA WANDOSELL – CEO SPORTS LIFE IBÉRICA
  ANDRÉS DE LA DEHESA – CEO SPORTIMAS
- **17:15 - 18:00** TOURISM'S ESSENTIAL ROLE AMIDST ECONOMIC CHALLENGES
  BRUNO HALLÉ – PARTNER CO-HEAD OF HOSPITALITY SPAIN CUSHMAN & WAKEFIELD
  SONIA PRIETO – CHIEF OPERATING & STRATEGY OFFICER ILANGA HOSPITALITY ILANGA CAPITAL
  ÁLVARO CARRILLO –GENERAL DIRECTOR INSTITUTO TECNOLÓGICO HOTELERO ITH

DOWNLOAD THE OFFICIAL APP TO GET THE FULL AGENDA UPDATED IN YOUR POCKET

TIS 2023

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- Full program of the Tourism Innovation Global Summit 2023.
- Over 450 speakers.
- Where to find business opportunities.
- And much more, always within your reach.

#TIS2023

AUDITORIUM WHY TENERIFE

I CONGRESO MUNDIAL DEL CIDH

- **10:30 - 11:30** EQUIDAD EN LA CIMA: MUJERES CEO EN LA INDUSTRIA HOTELERA
  ROCIO CIBIÁN – DIRECTOR THE WESTIN VALENCIA
  CRISTINA CABAÑAS – PRESIDENT GUITART HOTELES Y FUNDACIÓN CLIMENT GUITART
  SARA SÁNCHEZ – CEO RUSTICAE
  HAYKA RODRÍGUEZ – GENERAL MANAGER SOFITEL LISBON LIBERDADE
- **11:30 - 12:30** EL TURISMO EN UNA DIMENSIÓN GLOBAL
  BRUNO HALLÉ – PARTNER CO-HEAD OF HOSPITALITY SPAIN CUSHMAN & WAKEFIELD
  JOSÉ RAMÓN BAUZÁ – MEMBER EUROPEAN PARLIAMENT
  JAVIER TAUSIA – CEO DELUNA HOTELES
  JORGE SCHOENENBERGER – OWNER / BOARD MEMBER / ADVISOR / INVERSOR WINNINGBOARDS
  MARIA ABELLANEET – PRESIDENT CETT
- **12:30 - 13:10** NUEVOS RETOS Y DESAFÍOS EN LA DIRECCIÓN HOTELERA
  JORGE SERRANO – CÍRCULO INTERNACIONAL DE DIRECTORES DE HOTELES SIGNA
  IGNACIO GÓMEZ – ESCOLAR – GENERAL MANAGER HARD ROCK HOTEL MARBELL
  MARTA GARCÍA-VALDECASAS – DIRECTORA HELIÁ HOTELS INTERNATIONAL
  ANDRÉS SANTIAGO CASTRO-RIAL – COO SUITESNATURES
  MANUEL MURGA – DIRECTOR GENERAL ORAL URBAN HOTEL 4*
- **13:10 - 14:00** TENDENCIAS DE BIENESTAR Y SALUD EN EL MUNDO HOTELERO
  LUCIA ROMERO – CEO RENOVA THERMAL
  MARIA JOSE GOMES – CEO EMOTIONS AND PEOPLE
  LUCIA PERIS – SPA & WELLNESS CONSULTANT
  PABLO SOTOCA – HOTEL AND SPA DIRECTOR LA CALA RESORT
  CELIA GARCÍA – HOTEL-BALNEARIO CALDES DE BOÍ
- 14:00 - 15:30 LUNCH TIME
- **16:00 - 16:40** EL PODER TRANSFORMADOR DE LA FORMACIÓN DEL TALENTO EN EL TURISMO
  MIREIA FAUSER – CEO DIRECTREDS
  ANA MARÍA RODRÍGUEZ – CEO ARÁNDIGA CONSULTORÍA Y FORMACIÓN
  DIEGO SÁNCHEZ – BUSINESS & INNOVATION MANAGER GRUPO VÍRTICO
  IRINA NARANJO – DIRECCIÓN ACADÉMICA ESCUELA SUPERIOR DE HOSTELERÍA DE SEVILLA
  ANDRÉS JAVIER RODRÍGUEZ – DIRECTOR VINCULACIÓN EMPRESAS E INSTITUCIONES OSTELEA
  ALICIA CARRIÓ – DOCENTE EN GENERALITAT VALENCIANA ESCRITORA EDUCACIONAL
- **16:40 - 17:20** PERSPECTIVAS ACTUALES: TENDENCIAS EN TTOO Y AGENCIAS DE VIAJES
  RICARDO MALLÉNDEZ – DIRECTOR DE RELACIONES INSTITUCIONALES Y CONVENIOS GRUPO CDV
  RAUL SERRANO – GENERAL DIRECTOR CATALIVIAJES
  FERNANDO SANCHEZ – GENERAL DIRECTOR ICÁRON / WOM
  NACHO BARRAGAN – GRUPO BESTOURS – TANDEM LUXURY TRAVEL
  VIRGINIA BLASCO – CEO CINCO ESTRELLAS CLUB
- **17:20 - 18:00** UN TURISMO SOSTENIBLE GLOBAL: CONSTRUYENDO UN FUTURO RESPONSABLE
  CELIA GALERA – HABITAT FUTURA
  LUCÍA MÉNDEZ-BONITO – CEO BIBO HOTELES SPAIN AND PORTUGAL
  JUAN MANUEL MARTINEZ – MANAGING DIRECTOR GREEN & HUMAN
  LUIS CALLEJÓN – ARQUITECTO Y HOTELERO ESTUDIO DE ARQUITECTURA

AUDITORIUM TIQETS

INVESTMENT FORUM

- **8:30 - 10:45** SUSTAINABLE TOURISM DEVELOPMENT: INNOVATING FOR DATA-DRIVEN POLICIES AND DECISION-MAKING
  PANAGIOTIS KARKANTONIS – POLICY OFFICER – ECONOMIC ANALYST UNIT B3, DG REGIONAL AND URBAN POLICY, EUROPEAN COMMISSION
  PETER HAYTON – STRATEGIC POLICY ANALYST, TOURISM POLICY AND ANALYSIS CENTRE FOR ENTREPRENEURSHIP, SMES, REGIONS AND CITIES
  ANA MONCHE – HEAD OF EUROPEAN PROJECTS AND INTERNATIONAL NETWORK TURISMO Y DEPORTE DE ANDALUCÍA
  MERCÈ ESCRICHS – CHIEF OF KNOWLEDGE QUALITY AND COMPETITIVENESS AREA GENERAL DIRECTORATE OF TOURISM OF THE GENERALITAT OF CATALONIA
  PATXI SAENZ – HEAD OF THE PRODUCT DEVELOPMENT AND TOURISM SUSTAINABILITY GOVERNMENT OF NAVARRA
  FRANCISCO GARCÍA – TOURISM PLANNING AND STRATEGY SERVICE TOURISM AT THE GOVERNMENT OF THE VALENCIA AUTONOMOUS COMMUNITY
  ANDRÉ TOMÉ – POLICY ANALYST TURISMO DE PORTUGAL
- **10:45 - 11:30** INVESTMENT PATHWAYS: EXPLORING THE JOURNEY OF INVESTING IN TOURISM
  CHRISTOPHER MARTINEZ – INVESTMENT BANKING MANAGING DIRECTOR, GENDER EQUALITY AND DIVERSITY RESPONSIBLE, ARCANO PARTNERS
  DÁN FEITO – PARTNER AXON PARTNERS GROUP
- **11:30 - 12:15** GREEN FINANCING: BUILDING A GREENER WORLD THROUGH INVESTMENT
  JAVIER ORDZ – SAVILLS
- **12:15 - 12:42** ACHIEVING EXPLOSIVE GROWTH: HOW TO OBTAIN VENTURE CAPITAL FINANCING AND SCALE OPERATIONS
  SARAH SCHWARTZ – PARTNER ACROSS LEGAL
- **12:45 - 13:15** INNOVATION IN TOURISM: PUBLIC FINANCING OPPORTUNITIES IN SPAIN
  SHEILA SÁNCHEZ – TOURISM STRATEGY GRANTER IT GROUP
- **13:15 - 14:00** INNOVACIÓN DIGITAL EN LA ETIQUETA HOSPITALITY
  VICTORIA EUGENIA BLANCO – DIRECTOR DAYONE ANDALUCÍA
  ANTONIO BUSTAMANTE – FUNDADOR Y CEO QAMAZERO
  JOSE ANTONIO PEREZ – COVERMANAGER
- 14:00 - 15:30 LUNCH TIME

LEISURE & CULTURE FORUM

- **15:30 - 16:30** EUROPEAN COOPERATION AND ALLIANCES TO FACE THE COMMON CHALLENGES OF THE MEDITERRANEAN DESTINATIONS
  DOLORES ORDOÑEZ – COORDINATOR DATES – EUROPEAN TOURISM DATA SPACE
  JOSEP RODRÍGUEZ – EUROPEAN PROJECTS AND INTERNATIONAL RELATIONS – TOURISM DEPARTMENT DIPUTACIÓ DE BARCELONA
  ANA MONCHE – HEAD OF EUROPEAN PROJECTS AND INTERNATIONAL NETWORK TURISMO Y DEPORTE DE ANDALUCÍA
  TOMASO COMAZZI – HEAD OF MEMBERSHIP AND FINANCES NECSTOUR
- **16:30 - 17:15** MEET THE GLOBAL WINNERS OF TIQETS' REMARKABLE VENUE AWARDS!
- **17:15 - 18:00** UNVEILING THE SERENITY: EXPLORING QUIET LUXURY TOURISM
  TOMMY FERRAGUT – CEO TOMMY FERRAGUT RELACIONES PÚBLICAS Y COMUNICACIÓN MALLORCA
  CRISTINA ZAPORTEZA – MANAGER OF ALFABIA JARDINES DE ALFABIA
  JESÚS GUARDIERO – PRESIDENT ESSENTIALLY MALLORCA

AUDITORIUM A WORLD FOR TRAVEL

A WORLD FOR TRAVEL

- **9:30 - 9:40** OPENING OF A WORLD FOR TRAVEL FORUM – DAY 2
  PETER GREENBERG – TRAVEL EDITOR CBS NEWS
  DIDIER BRECHEMIER – SR. PARTNER, GLOBAL HEAD FOR TRANSPORT, LOGISTIC AND TOURISM ROLAND BERGER
- **9:40 - 10:00** ARTIFICIAL INTELLIGENCE AND HOW IT IMPACTS THE TRAVEL INDUSTRY
  SAM ALTMAN – RESEARCHER AND CONSULTANT – CO-PRODUCER, INNOVATIONS OF THE WORLD, INNOVATION OFFICER ,JACOBS ENGINEERING –
- **10:00 - 10:50** WHERE DOES THE COST FOR SUSTAINABILITY COME FROM? WHAT PRODUCTS CAN BE SOLD TO DRIVE PROFITABILITY? ARE PROFITS SUSTAINABLE? WILL AI & BLOCK-CHAIN IMPROVE OR WORSEN PROFITABILITY?
  PETER GREENBERG – TRAVEL EDITOR CBS NEWS
  PABLO CASTILLO – CO-FOUNDER CHAINAFRAVEL
  DIDIER BRECHEMIER – SR. PARTNER, GLOBAL HEAD FOR TRANSPORT, LOGISTIC AND TOURISM ROLAND BERGER
  CAT JONES – FOUNDER & CEO BYWAY TRAVEL
  SAM ALTMAN – CO-PRODUCER, INNOVATIONS OF THE WORLD, INNOVATION OFFICER ,JACOBS ENGINEERING –US DEPT OF DEFENSE
- **10:50 - 11:45** ADAPTING TO CLIMATIC CHANGES