# TIS TOURISM INNOVATION SUMMIT — TOURISM INNOVATION GLOBAL SUMMIT 2025 AGENDA

## WEDNESDAY 22ND OCTOBER

### MAIN AUDITORIUM ORANGE EMPRESAS

**CEO & LEADERSHIP SUMMIT**
SONIA DIEZ – MASTER OF CEREMONIES

- 09:45 - 10:00 WELCOME TO TIS2025! BY BRIGITTE HIDALGO & SILVIA AVILÉS
  SILVIA AVILÉS – EVENT DIRECTOR TOURISM INNOVATION SUMMIT
  BRIGITTE HIDALGO – CONGRESS CURATOR TOURISM INNOVATION GLOBAL SUMMIT
- 10:05 - 10:20 THE END OF TOURISM AS WE KNOW IT? THE PARADIGM SHIFT IS UNDERWAY
  TIM CONTER – FOUNDER AND CEO THE TOURISM SPACE
- 10:30 - 11:15 THE GREAT SHAKE UP: SHIFTS IN THE TRAVEL INDUSTRY
  JORGE BUCKENMEISTER – GENERAL PARTNER TRAVELTECH.VC
  GABRIEL SUBAS – CEO VIVR
  GERRY BRANCA – CEO NEXO
- 11:15 - 12:00 INNOVATION IN MOTION: TRAVEL LEADING VOICES TOWARD FUTURE OF TOURISM
  MARIA ZAMBRANO – CEO AMBERN – PARTNER TRAVELTECH.VC
  TAMARA GONZALEZ – CEO ARTEMIS
  ALESSANDRO PETAZZI – CEO LATAMINLITE.COM
  PERE VALLES – CEO EXTATICA
- 12:05 - 12:20 AI AS A GROWTH ENGINE: REIMAGINING THE TRAVEL EXPERIENCE
  SERGIO GREGORIA – MANAGING DIRECTOR MOBILITY AND EXPERIENCES HBI GROUP
- 12:30 - 13:00 THE NEW COMPASS: HOW AI IS REDEFINING TRAVEL SEARCH AND PLANNING
  JAIME SOLDEVILA – SENIOR INDUSTRY MANAGER TRAVEL GOOGLE
- 13:00 - 14:00 NEW TOURISM FRONTIERS: WHERE DEMAND IS SHIFTING AND WHY IT MATTERS
  PABLO MIAN – ACCIONA DIRECTOR BUSINESS PARTNERS
  ANA PALOPOLI – DIRECTOR OF PARTNERSHIPS AND STRATEGIC ALLIANCES AVITEGAN
  ANDREA MARTINEZ – CINO DEAL TRAVEL
  JAIME SANCHEZ BELLE – REGIONAL MK DIRECTOR FOR SOUTHERN EUROPE, SENEGLIA, LATIN AMERICA AND AFRICA AT TRIPCOR GROUP TRIP
- 14:00 - 15:30 LUNCH TIME

**CEO & LEADERSHIP SUMMIT**
SONIA DIEZ – MASTER OF CEREMONIES

- 15:30 - 16:30 WHEN NON-TRAVEL BRANDS ENTER THE GAME
  NICOLAS SERRAL – TRAVEL & LEISURE MANAGING DIRECTOR
  NICOLAS SERRAL – TRAVEL & LEISURE DIRECTOR SKANDIA(MAPFRE)
  DAMIEN COCHA – CEO DECATHLON TRAVEL
  TOM MORENO – ONETRIPS
- 16:30 - 17:15 OPENING CEREMONY
  BRIGITTE HIDALGO – CONGRESS CURATOR TOURISM INNOVATION SUMMIT
  SILVIA AVILÉS – CONSEJERA DE TURISMO Y ANDALUCÍA EXTERIOR, JUNTA DE ANDALUCÍA
  JOSÉ LUIS SANZ – ALCALDE AYUNTAMIENTO DE SEVILLA
  VIRGINIA HEGINA – VICEPRESIDENTA EJECUTIVA AETIB

### AUDITORIUM ILLES BALEARS

**HOSPITALITY FORUM**

- 10:30 - 11:15 THE GREAT CONVERGENCE: RENTALS, HOTELS, AND THE HYBRID FUTURE OF HOSPITALITY
  JUAN GARRIGA – SAVILLS
  ANDREA MARTINEZ – HEAD OF REAL ESTATE OFFICE VIVLA
  MARC CAEL – CEO SUITE FLEX VENTURES
  JAVIER DE VILLANUEVA – SENIOR DIRECTOR DIRECTOR EUROPE BANYAN GROUP
  ELIA ALLANDE – DIRECTOR OF BUSINESS DEVELOPMENT AR/VR GROUP
- 11:15 - 12:00 BALANCING TECH AND HUMANITY: MAKING GUESTS FEEL WELCOME IN A DIGITAL WORLD
  JORGE BUCKENMEISTER – GENERAL PARTNER TRAVELTECH.VC
  GABRIEL SUBAS – CEO VIVR
  GERRY BRANCA – CEO NEXO
- 12:00 - 12:45 HOTEL REINASSENCE: FROM BUDGET BEDS TO SCALABLE LIFESTYLE BRANDS
  BRUNO MALLÉ – PARTNER, COHEAD HOSPITALITY CLIMANS & WASTELED
  ANA PALOPOLI – CEO AVITEGAN
  MARCEL JIMÉNEZ – CEO THE LOFT HOUSE
  JAIME DONO – HFI LIFESTYLE HOTELS (CONZEO)
- 12:45 - 13:30 ABSENTISMO EN HOSTELERÍA: ¿ESTÁMOS DE UN MODELO AGOTADO O RETO DE GESTIÓN PENDIENTE?
  ANA PALOPOLI – CEO AVITEGAN
  CONSUELO FERRER DE ARDIA – CEO MIRAMARE HOTELS & HOMES
  XAVIER TAUSSA – CEO & PRESIDENTE DELLANA HOTELES ALIANZA HOTELERA
  EMMA ESTELLÉS – DIRECTORA GENERAL ALLIANZA ROSA HOTELS
- 13:30 - 14:00 SUSTAINABILITY BEYOND THE LOBBY: REAL WORLD STRATEGIES FOR WATER, WASTE AND ENERGY
  ANA PALOPOLI – CEO AVITEGAN
  ELIA ALLANDE – DIRECTOR DEVELOPMENT DE NEGOCIO DE SOLUCIONES AMBIENTALES VOLUX
  JAVIER JIMÉNEZ – CEO & COFOUNDER EPYMASTER
- 14:00 - 15:30 LUNCH TIME

**HOSPITALITY FORUM**

- 15:30 - 16:00 HOSPITALITY AT SCALE: A FIRESIDE CHAT WITH PIERRE 6 VACANCES EUROPE'S CEO
  MARCEL SUBAS – PRIME 15 INSIGHTS
- 16:00 - 16:45 BREAKING THE MOLD: REDEFINING INNOVATIVE STAYS
  ANA PALOPOLI – CEO AVITEGAN
  SOFIA KOMAI – CMO CAMPO AZUL
  GABRIEL BERGAS – SVP DIGITAL BANK PROJECT, MELIÁ & RESORTS
  ELIA NAVARRETE – DIRECTOR OF COMMERCIAL SALES & EXPANSION RESORT
- 16:45 - 17:15 SMALL HOTELS, BIG ECOSYSTEM: LEVERAGING ASSOCIATIONS & PARTNERSHIPS
  ANA PALOPOLI – CEO AVITEGAN
  SARA VON DER WETTEN – FOUNDING HOST SINGLUM PLACES
  PABLO LUZURIAGA – INDEPENDENTS
- 17:15 - 18:00 ESCALAR CON INTELIGENCIA. CÓMO LA TECNOLOGÍA ESTÁ EMPODERANDO A LOS HOTELES INDEPENDIENTES
  ANA PALOPOLI – CEO AVITEGAN
  PETER LEARY – CEO WINNER & GENERAL MANAGER GLOBAL LIBI DESIGN GRUPO
  CONSTANZA MORAWSKI – VP CLIENTSIDE SUCCESS MEWS
  PEDRO ALDONADO – GENERAL MANAGER HOTEL MELIÁ OPEN NATURE ROOMS IZ
  ENRIQUE ROCA – BOOKLINK

### AUDITORIUM T-SYSTEMS

**SMART DESTINATIONS FORUM & DESTINATIONS MANAGERS AGENDA**

- 10:30 - 11:15 STORIES THAT SELL: HOW DESTINATIONS AND BRANDS WIN HEARTS IN THE AGE OF AI
  ALVARO ARRETA VALLE – DIRECTOR OF THE MASTER IN HOSPITALITY MANAGEMENT, LECTURER & RESEARCHER CETT-UB
  RAMÓNA HABBAYEB – FOUNDER FORTUN
- 11:15 - 12:00 LA PRÓXIMA FRONTERA PARA EL TURISMO IMPACTANTE: UN SECTOR DE VIAJES SEGURO PARA LA INFANCIA Y LA JUVENTUD
  MARIO MOLINA – EDITOR HOSTELTUR
  ANA MARÍA GARCÍA – DIRECTORA DE PROGRAMAS UNICEF SPAIN
  CATALINA ALEMANY – DIRECTOR DE SOCIAL RESPONSIBILITY & CORPORATE TRAINING AT RIU HOTELS & RESORTS
  MIA PEIRÓ – PROTECTION SPECIALIST – FIGHT FOR SAFAI
- 12:00 - 12:45 CAPITAL DEALS: RETHINKING ENTITY BRANDING IN A DIGITAL WORLD
  RICARDO BOSQUED – CREATIVE DIRECTOR FUTURBRAND
  MARCEL JIMÉNEZ – CEO & TECHNOLOGY DIRECTOR THE LOFT HOUSE
  CATARINA SOUSA – DIRECTOR PROJECT & PROPERTY MANAGEMENT, CAPITAL DEALS
- 12:45 - 13:15 DIGITAL TRANSFORMATION IN DESTINATION MANAGEMENT: INNOVATION AND BEST PRACTICES
  PETRA STUDER – LABLAB.ANA TOURISM
  ANA MARÍA GARCÍA – DIRECTORA DE PROGRAMAS UNICEF SPAIN
  ANA MARÍA GARCÍA – DIRECTORA DE PROGRAMAS UNICEF SPAIN
  MARIO MOLINA – EDITOR HOSTELTUR
- 13:15 - 14:00 LA PLATAFORMA INTELIGENTE DE DESTINOS AL SERVICIO DEL TURISMO
  ANTONIO CASTAÑO – GERENTE GENERAL TURISMO DE SEVILLA
  ENRIQUE MARTINEZ – PRESIDENTE SEGITTUR
  MIGUEL GRAGEA – JEFE DE PROYECTOS DEFINLEO – SERVICIOS DE PLANIFICACIÓN Y PROYECTOS CONSEJERÍA DE PRESIDENCIA, RETO DEMOGRÁFICO, IGUALDAD Y TURISMO
  ANA MARÍA GARCÍA – DIRECTORA DE PROGRAMAS UNICEF SPAIN
  VICTOR SÁNCHEZ – MADGRAMZ EMPRESA
- 14:00 - 15:30 LUNCH TIME

**SUSTAINABILITY**

- 15:30 - 16:00 THE COMPETITIVE EDGE: HOW DATA-DRIVEN DESTINATIONS ATTRACT BETTER TOURISM
  ESTHER GOMEZ – CAPITAL DESTINATIONS
  NOEL LAU PANY – TOURISM INNOVATION MANAGER DUBLIN CITY COUNCIL, CULTURE COMPANY
  JAIME SOLDEVILA – SENIOR INDUSTRY MANAGER TRAVEL GOOGLE
  MARIA DEL ALMENDRO – DIRECTOR OF TOURISM, CULTURE & PROMOCIÓN
  DANIEL SANCHO – PRODUCT MANAGER SEVILLA CITY OFFICE
- 16:00 - 16:45 GOBERNANZA DEL DATO: NUEVOS ESQUEMAS DE COLABORACIÓN PARA EL IMPULSO DE LA COMPETITIVIDAD DE DATOS ANTE LOS NUEVOS DESAFÍOS DEL TURISMO
  MARIA DEL ALMENDRO – DIRECTOR OF TOURISM, CULTURE & PROMOCIÓN
  ADRIAN GONZÁLEZ – CEO ANDALUCÍA NEXUS
  DANIEL SANCHO – PRODUCT MANAGER SEVILLA CITY OFFICE
- 16:45 - 17:15 SMART WAVES: TOURISM ON AIR
  PILAR QUIROS – DIRECTOR ANDALUCÍA FILM COMMISSION
  DAVID HALLE – LA CONSTANTE
- 17:15 - 18:00 TRANSFORMACIÓN DIGITAL EN TURISMO. DEL DISCURSO A LA REALIDAD
  RAMÓN ROJAS – DIRECTOR DE PROGRAMAS DE PLATAFORMA INTELIGENTES DE DESTINOS SEGITTUR
  ALBERTO CORREDERA – RIDEMAKER
  ANA MARÍA GARCÍA – CEO SMART
  ALVARO DE BARRAT – COUNTRY MANAGER SPAIN & PORTUGAL SABRE CORPORATION

### AUDITORIUM TELEFÓNICA EMPRESAS

**DIGITAL & CIO'S SUMMIT**

- 10:30 - 11:15 TURISMO BAJO CONTROL. CIBERRESILIENCIA Y NORMATIVA DE LA UNIÓN EUROPEA
  DAVID LÓPEZ – CO-FOUNDER AND CEO YOUPROPERTIME
  ANA HOLLE – CO-FOUNDER AND CEO TORRECITA
- 11:15 - 12:00 CIOS AL TIMÓN: LIDERANDO LA NUEVA ERA TURÍSTICA
  MARIA ALVARO BERMEJO – DIRECTOR GLOBAL SUSTAINABILITY BUSINESS ACCELERATOR
  DAVID GARCÍA – CIO DE TUI INSIGHT& CIO DE LA DIVISIÓN DE HOTELS & RESORTS Y DE MARELLA CRUISES DE TUI GROUP
  ANA MARÍA GARCÍA – DIRECTORA DE PROGRAMAS UNICEF SPAIN
  FARES KLANEL – PROFESSOR DELTA NAIL3 IEB AND THE WALLET
  MIA PEIRÓ – PROTECTION SPECIALIST – FIGHT FOR SAFAI
- 12:00 - 12:30 AI FOR BEGINNERS TRAINING COURSE: DEMYSTIFYING ARTIFICIAL INTELLIGENCE WITH PRACTICAL USE CASES
  JAIME PINAL – EXPERTISE IN INNOVATION TURISTICA Y CO-FOUNDER BY HUB
- 12:30 - 13:15 INNOVACIÓN TURÍSTICA PARA IMPULSAR LA DIGITALIZACIÓN DE LOS DESTINOS. COLABORACIÓN COMO EJE VERTEBRADOR
  DAVID LÓPEZ – CO-FOUNDER AND CEO YOUPROPERTIME
  ADRIAN GÓMEZ – CEO ANDALUCÍA NEXUS
  ANA MARÍA GARCÍA – DIRECTORA DE PROGRAMAS UNICEF SPAIN
  PAMI FRANCO – OPERATIONS DIRECTOR GLOBALCO
  PABLO ALVAREZ – TELEFÓNICA PARTNER
- 13:15 - 14:00 TRAVELTECH OUTLOOKS: CÓMO LA TECNOLOGÍA REINVENTA CAMPINGS Y VIAJES NÓMADAS
- 14:00 - 15:30 LUNCH TIME

**DIGITAL & CIO'S SUMMIT**

- 15:30 - 16:00 UNLOCKING NEW REVENUE STREAMS WITH AI VOICE AGENTS
  ANA MARÍA GARCÍA – DIRECTORA DE PROGRAMAS UNICEF SPAIN
- 16:00 - 16:45 SMARTER TRAVEL WITH AI: DATA, DECISIONS AND CUSTOMER JOURNEYS
  ANA MARÍA GARCÍA – DIRECTORA DE PROGRAMAS UNICEF SPAIN
  MAUDICIO BLADON – CEO BIRA, TRAVEL & HOSPITALITY PRACTICE LEAD EMEA GRUPO ENTERTA
  FELIPE FIGUEROA – SOFTWARE NEWHOTEL
  ANA MARÍA GARCÍA – DIRECTORA DE PROGRAMAS UNICEF SPAIN
  MIGUEL MOLINA – DIRECTOR OF CONVERSATION OPTIMIZATION & PERSONALIZATION RADISSON HOTEL GROUP
- 16:45 - 17:15 SMART WAVES: TOURISM ON AIR
  DAVID HALLE – LA CONSTANTE
  PILAR QUIROS – DIRECTOR ANDALUCÍA FILM COMMISSION
- 17:15 - 18:00 AI AGENTS IN DIGITAL TRANSFORMATION
  ANA MARÍA GARCÍA – DIRECTORA DE PROGRAMAS UNICEF SPAIN
  ALBERTO CORREDERA – RIDEMAKER
  DAVID HALLE – LA CONSTANTE
  ALVARO DE BARRAT – COUNTRY MANAGER SPAIN & PORTUGAL SABRE CORPORATION

### TOURISM INNOVATION THEATRE BY VUELING

- 10:00 - 10:15 POS SOLUTIONS SPAIN – IMPULSA TU NEGOCIO CON NUESTRA NUEVA GENERACIÓN DE TPVS CONECTADOS A VERIFACTU
  MIFUN MIGUEL – PRESELLSOLUTIONS SPAIN
- 10:25 - 10:45 AMAZING APP
  ANA GARCÍA – CEO AMAZING APP
- 10:45 - 11:15 EROOM SUITE
  MIFUN MIGUEL – PRESELLSOLUTIONS SPAIN
- 11:45 - 12:00 MEWS – CONVIértENDO DATOS EN EXPERIENCIAS E INGRESOS
  VIRGINIA COSTILLA – MEWS
- 12:00 - 12:15 NEWHOTEL – DIGITAL TRANSFORMATION IN HOSPITALITY – HOW TECHNOLOGY DRIVES EFFICIENCY AND RESULTS
  IVÁN VELASCO – SOFTWARE NEWHOTEL
- 12:15 - 12:30 AUMENTUR – TECNOLOGICAL SUSTAINABILITY: A CHALLENGE FOR DESTINATIONS
  JAVIER MELERO – SMART TOURISM TECHNOLOGIES
- 12:30 - 12:45 SEBKA TECHNOLOGY – HACIENDA GUZMÁN, PATRIMONIO INMERSIVO
  ÁLVARO GUILLÉN – CO-FOUNDER GUIRNA – FUNDACIÓN JUAN RAMÓN GUILLÉN
  SUSANA LUQUE – CEO SEBKA TECHNOLOGY
- 12:45 - 13:00 PROTEL – SERRENISIMA
  ULTIMO INNOVATION – ROSSA: INNOVACIÓN PARA EL TURISMO DEL PRESENTE
  VANESSA BEDMAR – DIRECTOR DE OPERACIÓN RESTAURACIÓN
- 13:00 - 13:15 NOXAY – TU PYME DEBERÍA EMPEZAR POR GESTIONAR TUS FINANZAS
  ALVARO PEÑA – DIRECTOR COMERCIAL NOXAY
- 13:30 - 13:45 ALTIA – EVISTUR, PLATAFORMA ETURISMO PARA DESTINOS: SOSTENIBILIDAD, EFICIENCIA E INNOVACIÓN
  FRANCISCO J. LEÓN ARENAS – DIRECTOR DE TURISMO ALTIA
- 14:00 - 14:15 DESCUBRE GROUP – SOLUCIONES DIGITALES PARA HOTELES
  CARLOS PARRA – COMERCIAL DESCUBRE GROUP
- 14:15 - 14:30 FI GROUP – TURISMO 5.0: ESTRATEGIAS DE INVERSIÓN PARA UN FUTURO SOSTENIBLE Y DIGITAL
  ANGEL LUQUE – HEAD OF TOURISM FI GROUP
  MARIA SÁNCHEZ – TOURISM SPECIALIST FI GROUP
- 14:30 - 15:30 LUNCH TIME
- 15:30 - 15:45 TURISMO Y PLANIFICACIÓN COSTA DEL SOL – NUEVOS RETOS EN LA INTELIGENCIA TURÍSTICA PARA LA GESTIÓN DE LOS DESTINOS TURÍSTICOS
  RAFAEL TORRES – DIRECTOR ÁREA INTELIGENCIA TURÍSTICA TURISMO Y PLANIFICACIÓN COSTA DEL SOL
- 15:45 - 16:00 EMOTUR
- 16:00 - 16:15 TELEFONICA AI + MOBILITY INTELLIGENCE – GESTIÓN SOSTENIBLE DE DESTINOS CON DATOS CONFIABLES
  ELENA DIAZ – DATA ANALYSIS & INTELLIGENCE MANAGER TELEFONICA TECH
  NEIM GUIRNA – TELEFONICA TECH
- 16:15 - 16:30 ANDALUCÍA TRADE – APOYANDO TU EMPRESA, FINANCIAMOS TU PROYECTO
- 16:30 - 17:00 VEOLIA – «POSITIVE COMPREHENSIVE ENVIRONMENTAL NEUTRALITY SERVICE. GENERATING POSITIVE IMPACT
  AYMAN LOMBRE – PROJECT MANAGER – POSITIVE VEOLIA
- 17:00 - 17:15 BOOKLINE
- 17:15 - 17:30 NOOVY
- 17:30 - 17:45 PERS BY EXPLORING – LOYALTY: THE NEW ACQUISITION CHANNEL: REAL-TIME DATA, CUT CAC, DRIVE REVENUE, AND BOOST SUSTAINABILITY
  ANGELA BURGUILLO – EXPLORING
- 17:45 - 18:00 PRICELABS – LA NUEVA PILA DE INGRESOS: PRECIOS MÁS INTELIGENTES PARA EQUIPOS HOTELEROS EFICIENTES
  JOAQUÍN LEDESA – PRICELABS

18:30 - 20:00 OUTDOOR — W E L C O M E P A R T Y — POWERED BY: CITY SIGHTSEEING

## THURSDAY 23RD OCTOBER

### MAIN AUDITORIUM ORANGE EMPRESAS

**CEO & LEADERSHIP SUMMIT**
SONIA DIEZ – MASTER OF CEREMONIES

- 10:05 - 10:20 BEYOND THE BUZZ: 5 REAL-WORLD WAYS AI IS TRANSFORMING TRAVEL
  ERIC CHRISTIAN – HEAD OF FOUNDER PARKS, TRENDS PODCAST
- 10:20 - 11:05 WHEN TRAVEL GOES VIRAL: TIKTOK'S IMPACT ON THE INDUSTRY
  MIRJAM HERNANDEZ – GROUP EDITORIAL DIRECTOR, ARAN TV
- 11:05 - 11:45 CONNECTED TRAVEL: HOW AIRLINES, TECH AND AGENCIES ARE REDESIGNING THE JOURNEY
  MARIA ALTAMIRA – CEO TRAVELSTART
- 11:45 - 12:35 TRAVEL AS A TRIBE: HOW COMMUNITIES ARE REDEFINING THE WAY WE EXPLORE
  ERIC CHRISTIAN – HOST & FOUNDER TRAVEL TRENDS PODCAST
  ANDREA MARTINEZ – CINO DEAL TRAVEL, TRENDS PODCAST
  MARCOS TRILLO ELIZALDE – PARTNER, GLOBAL LEAD HOSPITALITY ADVISORY CONSULTING
  ALEJANDRA GALLEGO – HEAD OF BRAND AND MARKETING ARTEMIS
- 12:35 - 13:05 FROM PROPRIETARY DATA TO INTELLIGENT AGENTS: UNLOCKING DESTINATION VALUE WITH AI
  RENÉ GALLI – THE DATA APPEAL COMPANY
- 13:05 - 13:40 BUILDING TEAMS THAT INNOVATE. FROM HIERARCHY TO VELOCITY IN THE TRAVEL INDUSTRY
  J. EMMANUEL SOLER – DIRECTOR GENERAL LEX ROCHES PARBELLA LES ROCHES
  ANA BEGOÑA GARRIDO – DIRECTOR MARKETING
  CARLOS BELLOSO – CEO & FOUNDER TRIBUNALIA
  CLAUDIA DELGADO – PARTNERSHIP AND TECHNOLOGY DIRECTOR LUNGOV HOTELS
- 14:00 - 15:30 LUNCH TIME

**CEO & LEADERSHIP SUMMIT**
SONIA DIEZ – MASTER OF CEREMONIES

- 15:30 - 16:15 SUBSCRIPTION, LOYALTY AND PREDICTIVE COMMERCE: THE NEXT GROWTH ENGINES
  STEFANO GIORGIO – FOUNDER & HOSPITALITY TRANSFORMATION ADVISOR | SERENDIPITY & SPECIALIST STEFANO GIORGIO
  CARLA TORRES – CEO KANALLY TRAVEL
  ANDREA MARTINEZ – CINO DEAL TRAVEL
  SUSANA MIRANDA – SMARTSELECT
- 16:15 - 17:15 TRANSFORMACIÓN DIGITAL REAL: CÓMO EVOLUCIONAN AGENCIAS, TUROPERADORES Y DISTRIBUIDORES ANTE EL NUEVO VIAJERO
  ANDREA MARTINEZ – CINO DEAL TRAVEL
  CARLOS LÓPEZ – CEO AMADA TRAVEL GROUP
  MÓNICA ENILCO – CEO CLICTRAVEL
  DAVID HERNÁNDEZ – FOUNDER AND CEO PANGEA
- 17:15 - 18:00 BEHIND THE SCENES: REINVENTING TRAVEL INFRASTRUCTURE FOR A NEW DISTRIBUTION ERA
  ANDREA MARTINEZ – CINO DEAL TRAVEL, TRENDS PODCAST
  MARC ZAMBRANO – VP INTERNATIONAL DEVELOPMENT HYPERLOCKER
  SERGIO GREGORIA – MANAGING DIRECTOR MOBILITY AND EXPERIENCES HBI GROUP
  DAVIDE AMARO – REGIONAL DIRECTOR OF SOUTHERN EUROPE EMERGING TRAVEL GROUP

### AUDITORIUM ILLES BALEARS

**HOSPITALITY FORUM**

- 10:30 - 11:15 INNOVATING LOCALLY: HOW GLOBAL HOTEL BRANDS ADAPT TO THE SPANISH MARKET
  ROSA SANZ – PARTNER, HOTELS & RESORTS, LEGAL & COMPLIANCE
  SELINA BURFEST – REGIONAL VP DEVELOPMENT WHITE HOTELS CORPORATION
  ANA MARÍA GARCÍA – DIRECTOR OF PROGRAMS UNICEF SPAIN, MEDICAL ECONOMY BRANDS ACCOR
  DIEGO ALVAREZ – FUNDACIÓN DE DESARROLLO DE LA ISLA BALEARS
  MARIAN CANO – CONSEJERA DE INNOVACIÓN, INVESTIGACIÓN, COMERCIO Y TURISMO GENERALITAT VALENCIANA
- 11:15 - 12:00 RETOS Y OPORTUNIDADES PARA UN FUTURO TURÍSTICO SOSTENIBLE E INNOVADOR
  LUIS MARTÍN – VICECONSEJERO DE CULTURA, TURISMO Y DEPORTE DEL GOBIERNO COMUNIDAD DE MADRID
  ANA MARÍA GARCÍA – DIRECTORA DE PROGRAMAS UNICEF SPAIN, MEDICAL ECONOMY BRANDS ACCOR
  CARMEN MARÍA CIMARA – CONSEJERA DE TURISMO, CULTURA Y DEPORTE GOBIERNO REGIÓN DE MURCIA
- 12:00 - 12:30 DIRECT-FIRST HOSPITALITY: REWRITING THE SALES PLAYBOOK
  ROSA SANZ – PARTNER, HOTELS & RESORTS, LEGAL & COMPLIANCE
  JORGE ORTEGA – HEAD OF DIGITAL BUSINESS DIRECTOR, SERCOTEL HOTELS
  ANA MARÍA GARCÍA – CEO SMART
  JAVIER MONCHOLI – DIRECTOR GENERAL DE TURISMO Y HOSTELERÍA GOBIERNO DE ARAGÓN
- 12:30 - 13:15 TECNOLOGÍA Y TERRITORIO. ALIANZAS PARA UN FUTURO TURÍSTICO SOSTENIBLE
  ROSA SANZ – PARTNER, HOTELS & RESORTS, LEGAL & COMPLIANCE
  DIEGO LÓPEZ – GERENTE SERVICIOS SMART PARA EMPRESAS TELEFÓNICA
  JOSÉ MANUEL GIMENEZ – SECRETARIO ALTO COMISIONADO DE TURISMO GENERALITAT VALENCIANA
  ENRIQUE MARTÍNEZ – PRESIDENTE SEGITTUR
  JOSÉ MIGUEL RODRÍGUEZ – AYUNTAMIENTO DE ADEJE / ARTEC
- 13:15 - 14:00 DOMINAR LA ESTACIONALIDAD: CÓMO IMPULSAR LA DEMANDA EN TEMPORADA BAJA CON ESTRATEGIAS INTELIGENTES, SOSTENIBLES Y FLEXIBLES
  ROSA SANZ – PARTNER, HOTELS & RESORTS, LEGAL & COMPLIANCE
  ANA MARÍA GARCÍA – CEO SMART
  JOSÉ LUIS – CEO BETLEM HOTEL & RESORTS
  VALERIA MÉNDEZ – DIRECTORA GENERAL – CENTRO MUNICIPAL DE TURISMO Y CULTURA DE PAR DEL PLATA, EPTUR
  ROMÓN DE LA CRUZ – CEO AND FOUNDER CASA ALBERCA ALICANTE, CLUB COLLECTION BY HECON
- 14:00 - 15:30 LUNCH TIME

**REVENUE MANAGERS AGENDA**

- 15:30 - 16:15 VISIBILITY VS. VALUE: METASEARCH, BEDBANKS & THE NEW RULES OF HOTEL DISTRIBUTION
  ROCIO PAE LEMON – CEO & FOUNDER IMPACT CONSULTANTS
  ROSA SANZ – PARTNER, HOTELS & RESORTS, LEGAL & COMPLIANCE HOTELS & RESORTS
  ARIONE LANZ – HEAD OF DIRECT SUPPLY EMERGING TRAVEL GROUP
  ANA CUYRNA – NUITEE TRAVEL
- 16:15 - 17:00 FORMACIÓN HANDS-ON: IMPLEMENTA IA HOY EN TU HOTEL
  ANA PANALA – CEO AMBER ADVISORY & ASOC EMPRENDEDORAS
- 17:00 - 18:00 MÁS ALLÁ DE LA DIGITALIZACIÓN: IA, CREATIVIDAD Y AGILIDAD EN LA HOTELERÍA DEL FUTURO
  ROSA SANZ – PARTNER, HOTELS & RESORTS, LEGAL & COMPLIANCE
  LUIS FERNANDO – GENERAL MANAGER HOTEL CASTILLO DE GUARDAS
  LYDIA PEREZ – CEO COCLOSURE HOTELS
  EDUARDO RESTAN – PROPIETARIO HOTEL PALACIO ICO

### AUDITORIUM T-SYSTEMS

**SMART DESTINATIONS FORUM & DESTINATIONS MANAGERS AGENDA**

- 9:30 - 10:15 INAUGURACIÓN FORO DE REGIONES TURÍSTICAS INNOVADORAS
  JOSÉ ALLUE – DIRECTOR GENERAL HOSPITALITY & SMARTCITY
  ARTURO BERNAL – CONSEJERO DE TURISMO Y ANDALUCÍA EXTERIOR, JUNTA DE ANDALUCÍA
  ANA MARÍA GARCÍA – DIRECTORA DE PROGRAMAS UNICEF SPAIN, MEDICAL ECONOMY BRANDS ACCOR
  DIEGO ALVAREZ – FUNDACIÓN DE DESARROLLO DE LA ISLA BALEARS
  MARIAN CANO – CONSEJERA DE INNOVACIÓN, INVESTIGACIÓN, COMERCIO Y TURISMO GENERALITAT VALENCIANA
- 10:25 - 10:55 RETOS Y OPORTUNIDADES PARA UN FUTURO TURÍSTICO SOSTENIBLE E INNOVADOR
  LUIS MARTÍN – VICECONSEJERO DE CULTURA, TURISMO Y DEPORTE DEL GOBIERNO COMUNIDAD DE MADRID
  ANA MARÍA GARCÍA – DIRECTORA DE PROGRAMAS UNICEF SPAIN, MEDICAL ECONOMY BRANDS ACCOR
  CARMEN MARÍA CIMARA – CONSEJERA DE TURISMO, CULTURA Y DEPORTE GOBIERNO REGIÓN DE MURCIA
- 11:25 - 12:15 PROPUESTA DE VALOR PARA DESTINOS INTELIGENTES Y SOSTENIBLES
  DAFNA DEL CORRAL – DIRECTORA GENERAL DE PROMOCIÓN Y FOMENTO DEL TURISMO, JUNTA DE ANDALUCÍA
  ANA MARÍA GARCÍA – DIRECTORA DE PROGRAMAS UNICEF SPAIN, MEDICAL ECONOMY BRANDS ACCOR
  ANA MARÍA GARCÍA – DIRECTORA GENERAL DE TURISMO GOBIERNO DE CANARIAS
  JORGE MONCADA – DIRECTOR GENERAL DE TURISMO Y HOSTELERÍA GOBIERNO DE ARAGÓN
- 12:15 - 12:45 UNBALANCED TOURISM: THE HIDDEN COSTS OF GROWTH IN A BOOMING INDUSTRY
  BARRY ROGERS – DIRECTOR DESTINATION STRATEGY TOPSIGHT
  ANA MARÍA GARCÍA – CEO SMART, DIRECTOR INSTITUTO DE INTELIGENCIA TURÍSTICA
  ENRIQUE MARTÍNEZ – PRESIDENTE SEGITTUR
  NOEL LAU PANY – TOURISM INNOVATION MANAGER DUBLIN CITY COUNCIL, CULTURE COMPANY
- 12:45 - 13:30 TOURISTIC INTELLIGENCE FOR SMART LATAM: SOLUCIONES REALES PARA RETOS GLOBALES
  PATRICIA ALBANO – COORDINADORA ESTRATEGIA DE TURISMO GLOBAL BANCO INTER-AMERICANO DE DESARROLLO
  ANA MARÍA GARCÍA – CEO SMART, DIRECTOR INSTITUTO DE INTELIGENCIA TURÍSTICA
  AMELIA ALCAÑIZA ORCÁRGEZ – QUITO TURISMO
  VALERIA MÉNDEZ – DIRECTORA GENERAL – CENTRO MUNICIPAL DE TURISMO Y CULTURA DE PAR DEL PLATA, EPTUR
  ANA RAMÍREZ – REPRESENTANTE SMART TOURISM OFFICE
- 13:30 - 14:00 GEOPOLITICS & TRAVEL: HOW TO LEAD IN A FRAGMENTED WORLD
  BARRY ROGERS – DIRECTOR DESTINATION STRATEGY TOPSIGHT
  RAÚL CASTILLO – MANAGING DIRECTOR – CRISIS MANAGEMENT SPECIALIST WEBER SHANDWICK
  ANA MARÍA GARCÍA – CEO SMART, DIRECTOR INSTITUTO DE INTELIGENCIA TURÍSTICA
  TIM CONTER – FOUNDER AND CEO THE TOURISM SPACE
- 14:00 - 15:30 LUNCH TIME

**SMART DESTINATIONS FORUM & DESTINATIONS MANAGERS AGENDA**

- 15:30 - 16:15 SMART TOURISM IN PRACTICE: LESSONS FROM EUROPE'S DATA-DRIVEN DESTINATIONS
  DIEGO GRIJALVO – GENERAL DIRECTOR INFOSELLITUR
  ANA MARÍA GARCÍA – CEO SMART, DIRECTOR INSTITUTO DE INTELIGENCIA TURÍSTICA
  ILLANO MARGARITO – SENIOR TOURISM ADVISOR SPECIALIST CITY OF DUBROVNIK
  ANA RAMÍREZ – REPRESENTANTE SMART TOURISM OFFICE
- 16:15 - 17:00 REGULATING THE BOOM: SHORT-TERM RENTAL REGISTRIES AND THE PUSH FOR GREATER TRANSPARENCY IN EUROPE
  ANA MARÍA GARCÍA – CEO SMART, DIRECTOR INSTITUTO DE INTELIGENCIA TURÍSTICA
  MARIANNA LAMPROPOULOU – VICEPRESIDENT PARKING & CONSULLER EUROPE/AFRICA CONSELL CITYMISA
  DARA RODRÍGUEZ – AIRBNB
  CARLOS CEDRÚN – PARTNER & CHIEF MARKETING & COMMUNICATION OFFICER MABRIAN

### AUDITORIUM TELEFÓNICA EMPRESAS

**CMO'S & CSO'S AGENDA**

- 10:30 - 11:15 PURPOSE-DRIVEN TRAVEL: SCALING IMPACT WITHOUT LOSING SOUL
  JOSÉ ALLUE – DIRECTOR GENERAL HOSPITALITY & SMARTCITY
  CORINNE LOUISON – CO-FOUNDER – CO-PARAPHRASE – DOUBLE SENS
  ANA MARÍA GARCÍA – CEO SMART, DIRECTOR INSTITUTO DE INTELIGENCIA TURÍSTICA
  HAFID BEDANDOU – FOUNDER TRAVEL CLEAR PEOPLE AND PLANET
- 11:15 - 12:00 SHORT VS. LONG: REELS AND PODCASTS IN THE ATTENTION ECONOMY
  PHIL GONZALEZ – CONFERENCE SPEAKER AND BRAND AMBASSADOR PHL GONZALEZ
  ANA MARÍA GARCÍA – CEO SMART, DIRECTOR INSTITUTO DE INTELIGENCIA TURÍSTICA
  ALMUDENA LÓPEZ ARIAS – DIRECTORA DE COMUNICACIÓN EUROPA, ORIENTE MEDIO Y ÁFRICA AIR FRANCE-KLM
  MARIA VAL – VIST PORTUGAL
- 12:00 - 12:45 SEARCH IS BROKEN? HOW OTAS ARE REBUILDING THE WAY WE PLAN AND BOOK TRAVEL
  ANA MARÍA GARCÍA – CEO SMART, DIRECTOR INSTITUTO DE INTELIGENCIA TURÍSTICA
  ANDREA GALLIANETTI – CEO TRAVELLINE SUNDOORS
  SITHYA BABEEN – TRIP
  LAURA MIO ABREU MEDONÇALES – INTERNATIONAL PERFORMANCE CONSULTANT LAURAMATTERS.COM
- 12:45 - 13:30 INFLUENCER MARKETING: HOW A POST CAN BRING TH