

MOVING ON FROM COVID: NEW TOURISM CHALLENGES & OPPORTUNITIES

08:30 – 09:00	LAST MINUTE REGISTRATIONS
09:00 – 09:30	<p>OFFICIAL OPENING</p> <p>José Vicente de los Mozos, Chairman of the Executive Committee of IFEMA – Madrid Fairgrounds</p> <p>Javier Sánchez Prieto, Chairman of FITUR’s Tourism Fair and CEO of IBERIA AIRLINES</p> <p>Gabriel Escarrer, Chairman of EXCELTUR & Vice Chairman & CEO of MELIÁ HOTELS INTERNATIONAL</p>
09:30 – 10:30	<p>TOURISM POST COVID: NEW CHALLENGES & GLOBAL MEGA TENDENCIES (+)</p> <p>Gabriele Burgio, CEO of ALPITUR GROUP</p> <p>Steve Kaufer, CEO of TRIPADVISOR</p> <p>Audrey Hendley, President of AMERICAN EXPRESS TRAVEL</p> <p>Angela Brav, CEO of HERTZ INTERNATIONAL</p> <p>Gabriel Escarrer, Chairman of EXCELTUR & Vice Chairman & CEO of MELIÁ HOTELS INTERNATIONAL</p> <p>José Luis Zoreda, CEO of EXCELTUR (moderator)</p>
10:30 – 10:50	<p>MACROECONOMIC SCENARIOS THAT WILL MARK TOURISM RECOVERY IN 2022</p> <p>José Ignacio Goirigolzarri, Chairman of CAIXABANK (<i>the third largest Spanish bank</i>) introduced by Juan Orti, Chairman of AMERICAN EXPRESS ESPAÑA</p>
10:50 – 11:10	<p>ACHIEVING AN INTELLIGENT TOURISM RECOVERY REQUIRES AN STRONG POLITICAL SUPPORT</p> <p>Pablo Casado, Chairman of Partido Popular (the leading spanish oposition party) introduced by Ramón Aragonés, CEO of NH HOTEL GROUP</p>
11:10 – 11:40	COFFEE BREAK
NEW POLICIES TO PROMOTE THE SUSTAINABLE EVOLUTION OF TOURISM	
11:40 – 12:00	<p>DOMINICAN REPUBLIC: A COUNTRY FULL OF TOURISM OPPORTUNITIES FOR FOREIGN INVESTORS</p> <p>Face to face between Luis Abinader, President of the Dominican Republic & Encarna Piñero, CEO of GRUPO PIÑERO</p>
12:00 – 12:30	<p>NEW URBAN TOURISM POLICIES COMPLYING WITH THE EXPECTATIONS OF LOCAL SOCIETIES</p> <p>José Luis Martínez-Almeida, Major of MADRID</p> <p>Antonio Muñoz, Major of SEVILLA</p> <p>Ramón Aragonés, CEO of NH HOTEL GROUP (moderator)</p>
12:30 – 12:50	<p>SPAIN’S MOST URGENT DIGITALIZATION CHALLENGES</p> <p>Presentation by Emilio Gayo, President of TELEFONICA SPAIN, introduced by José Luis Zoreda, CEO of EXCELTUR</p>

PROGRAM

12:50 – 13:15	<p>NEW ACTORS AND INVESTORS IN THE TOURISM INDUSTRY: Panel debate</p> <p>Alejandro Hernández-Puertolas, Founding Partner & CEO of HIP (Hotel Investment Partners)</p> <p>Victor Martí, Founding & CEO of ATOM TOURISM HOTELS INVESTMENT FUND</p> <p>Óscar Perelli, Director of the Studies and Research Area of EXCELTUR</p>
13:15 – 14:00	<p>NEW MOBILITY, CONNECTIVITY AND INTERMODAL POLICIES & INVESTMENTS: Panel debate between</p> <p>Isabel Pardo de Vera, Secretary of State of Transport of the Spanish Government</p> <p>Javier Sánchez Prieto, Chairman of IBERIA AIRLINES</p> <p>Isaías Táboas, Chairman of RENFE (Spanish National Railways)</p> <p>José María González, Managing Director of EUROPCAR MOBILITY GROUP, Southern Europe and Australia / New Zealand (moderator)</p>
14:00 – 15:30	COCKTAIL/WORKING LUNCH FOR ALL PARTICIPANTS
SUSTAINABILITY AND DIGITALIZATION: TWO MAIN TRANSFORMATION DRIVERS	
15:30 – 15:55	<p>LEADING A SUSTAINABLE TOURISM TRANSITION: A DEMAND OR AN OBLIGATION?</p> <p>Face to face between Teresa Ribera, Minister of Ecological Transition from the Spanish Government and Adolfo Utor, Chairman of BALEARIA Sea Lines</p>
15:55 – 16:20	<p>TECHNOLOGY THE KEY DRIVER TOWARDS IMPROVING TOURISM COMPETITIVINES</p> <p>Face to face between Luis Maroto, CEO of AMADEUS, and Nicolas Huss, CEO of HOTELBEDS</p>
16:20 – 16:45	<p>NEW CONSUMERS AND DISRUPTIVE TOURISM MODELS THAT WILL IMPACT TOURISM</p> <p>Face to face between Irene Cano, CEO of FACEBOOK SPAIN, & Fuencisla Clemares, CEO of GOOGLE SPAIN</p>
16:45 – 17:10	<p>KEY LABOUR POLICIES FOSTERING TOURISM SUSTAINABLE DEVELOPMENT</p> <p>Face to face between Yolanda Díaz, Second Vice-President of the Government of Spain and Minister for Work and Social Economy, & Gabriel Escarrer, Chairman of EXCELTUR & Vice Chairman & CEO of EXCELTUR MELIÁ HOTELS INTERNATIONAL</p>
17:10 – 18:15	<p>DO WE REALLY COOPERATE? PUBLIC-PRIVATE GOVERNANCE FOR A NEW TOURISM ERA: Panel debate between</p> <p>Juan Manuel Moreno, President of the ANDALUSIAN GOVERNMENT</p> <p>Francina Armengol, President of the GOVERNMENT OF THE BALEARIC ISLANDS</p> <p>Ángel Víctor Torres, President of the GOVERNMENT OF THE CANARY ISLANDS</p> <p>Carlos Bertomeu, Chairman of AIR NOSTRUM AIRLINES</p> <p>Abel Matutes, Chairman of PALLADIUM HOTEL GROUP</p> <p>José Luis Zoreda, CEO of EXCELTUR (moderator)</p>
18:15	<p>OFFICIAL CLOSING</p> <p>Gabriel Escarrer, Chairman of EXCELTUR and Vice Chairman & CEO of MELIA Hotels International</p> <p>Reyes Maroto, Minister of Industry & Tourism of Spain</p>

(+) Panel in english with simultaneous translation into spanish