

PROGRAM

08:00 – 09:00	LAST MINUTE REGISTRATION
	OFFICIAL OPENING Gabriel Escarrer , Chairman of EXCELTUR and Vice Chairman & CEO of MELIA Hotels International
09:00 – 10:00	Pedro Sánchez , President of the Government of Spain Clemente González Soler , Chairman of IFEMA Luis Gallego , Chairman of FITUR's organizing committee and CEO of IBERIA Airlines Zurab Pololikashvili , Secretary General UN World Tourism Organization (UNWTO)
10:00 – 10:20	TOUR OPERATORS : WHATS NEXT , VISION OF A LEADING SPANISH CLIENT Steve Heapy , CEO Jet2 Holidays Introduced by José Luis Zoreda , Chief Executive Officer of EXCELTUR
10:20 – 10:40	CLIMATE CHANGE MITHS & CHALLENGES FOR AIR TRANSPORT & TOURISM Rafael Schwartzman , Vicepresident of IATA Introduced by Antonio Vázquez , Chairman of IAG
10:40 – 11:00	HOW TECHNOLOGY AND DATA DRIVES THE FUTURE AND BECOMES THE CORE OF TUI'S BUSINESS MODELS Friedrich Jousen , CEO of TUI Introduced by José Luis Zoreda , Chief Executive Officer of EXCELTUR
11:00 – 11:50	COFFEE BREAK
11:50 – 12:20	SOCIAL CORPORATE RESPONSABILITY IN THE SPANISH TOURISM SECTOR Ramón Aragonés , CEO of NH Hotel Group and member of EXCELTUR Francisco Román , President of SERES Foundation and former CEO Vodafone Spain Adolfo Utor , Chairman of BALEARIA and member of EXCELTUR Moderated by Jorge Schoenenberger , Partner in charge of the tourism practice of DELOITTE
12:20 – 12:40	NEW GOVERNANCE AND SUSTAINABLE TOURISM MODELS FOR DMO'S <i>Case of Amsterdam:</i> Udo Geerte , Managing Director "amsterdam & partner" Introduced by José Luis Zoreda Chief Executive Officer of EXCELTUR
12:40 – 13:10	MANAGING CITY TOURISM AIMING AT THE BEST CITIZEN'S WELCOME José Luis Martínez-Almeida , Mayor of the town of Madrid Juan Espadas , Mayor of the town of Sevilla Moderated by José Hila , Mayor of the town of Palma de Mallorca

EMBRACING THE REPOSITIONING AND DIGITALIZATION OF MAJOR SPANISH SUN & BEACH TOURISM DESTINATIONS

Antonio Pérez, Mayor of Benidorm

Alfonso Rodríguez Badal, Mayor of Calvia (Magaluf)

José Ortiz, Mayor of Torremolinos

Javier Díaz-Laviada, Managing Director of HERTZ Spain and member of EXCELTUR

Juan Trían Riu, CEO of RIU Hotels and member of EXCELTUR

Moderated by **Ginés Martínez**, CEO JUMBO TOURS and member of EXCELTUR

13:10 – 14:15

14:15 – 15:30

COCKTAIL-LUNCH FOR ALL THE PARTICIPANTS

The afternoon technology panels will be moderated by:

Jaime García Cantero, content's manager of EL PAIS RETINA

15:30 – 15:55

NEW TECHNOLOGY MILESTONES THAT WILL IMPACT TOURISM: VISION OF A MAJOR TELECOM

José María Álvarez-Pallete, Chairman of TELEFONICA

15:55 – 16:20

EVOLUTION AND VISION OF A LEADING TOURISM TECHNOLOGY PROVIDER

José Antonio Tazón, Chairman of AMADEUS and member of EXCELTUR, introduced by **José**

Luis Zoreda Chief Executive Officer of EXCELTUR

16:20 – 16:45

NEW TENDENCIES IN PAYMENTS AND TOURISM FINANCE SCHEMES

Juan Orti, Chairman of AMERICAN EXPRESS Spain and member of EXCELTUR

David Rico, CAIXABANK's Tourism Managing Director

16:45 – 17:15

START UPS: ACCELERATING THE EVOLUTION OF PRESENT TOURISM BUSINESS MODELS

Javier Jiménez, Managing Director of LANZADERA, MERCADONA Group

Lisandro Menu, Managing Director of Business Development from the GLOBALIA Group & WAKALUA platform

Manel Villalante, Managing Director of RENFE & Trenlab their mobility start up

17:15 – 17:45

NEW DISRUPTING TOURISM BUSINESS MODELS TO COME

Irene Cano, Managing Director FACEBOOK Spain and member of EXCELTUR

Fuencisla Clemares, CEO of GOOGLE Spain

17:45 – 18:45

IMPROVING THE TOURISTIC IMAGE OF SPAIN AND ITS REGIONAL COMPETITIVENESS

Francina Armengol, President of the Government of the Balearic Islands

Ángel Víctor Torres, President of the government of the Canary Islands

Ximo Puig, President of the regional government of Valencia

Carlos Bertomeu, Chairman of AIR NOSTRUM and member of EXCELTUR

Abel Matutes, CEO PALLADIUM HOTEL GROUP and member of EXCELTUR

Encarna Piñero, CEO of PIÑERO Group and member of EXCELTUR

Moderated by **José María González**, CEO of EUROPCAR's Worldwide Rent a Car division and former Chairman of EXCELTUR

18:45

OFFICIAL CLOSING

Gabriel Escarrer, Chairman of EXCELTUR and Vice Chairman & CEO of MELIA Hotels International

Isabel Díaz Ayuso, President of the regional government of Madrid

Reyes Maroto, Minister of Industry & Tourism of Spain

(*) Pending reconfirmation