

I. VISION OF THE SECTOR

10.00 Welcome & Official Opening

- » **Carlos Pérez-Lanzac**
President AVVA and Board Member FEVITUR
- » **Margarita del Carmen del Cid**
Vicepresidenta segunda de la Diputación - Área de Gestión Económica Administrativa
- » **Carlos Conde**
Teniente de Alcalde, Concejal Delegado del Área de Economía y Hacienda, Málaga Ayuntamiento
- » **Nuria Rocríguez**
Delegada Territorial de Turismo, Consejería de Turismo, Junta de Andalucía

10.40 Promo: Costa del Sol

11.00 Global Vision

- » **Lyublena Dimova**
Research Project Manager. European Travel Commission
- » **Antonio López de Ávila**
Professor & UNWTO Collaborator, Expert in Smart Tourism, TDDS
- » **Ioannis Ampazis**
European Commission Directorate-General Justice and Consumers
- » **Viktorija Molnar**
Director of the European Holiday Home Association (EHHA)

MODERATOR

Tolo Gomila
President FEVITUR

11.45 Coffee Break

II. INDUSTRY VISION

12.15 European Associations

- » **Eduardo Miranda**
President Associação do Alojamento Local em Portugal (ALEP)
- » **Stefano Bettanin**
President Associazione Property Managers Italia
- » **Fiona Campbell**
Chief Executive, Association of Scotland's Self-Caterers (ASSC)
- » **Pablo Zubicaray**
Founder Friendly Rentals & Honorary President FEVITUR

MODERATOR

Viktorija Molnar
Director of the European Holiday Home Association (EHHA)

13.00 Keynote - Industry Report

- » **Rosa Bayo**
Public Affairs HomeAway & President at the Association of Digital Platforms for Holiday Rentals (PAT)

13.15 Public & Private Sectors

- » **Jose Luis Cordoba**
General Manager Turismo Andaluz & Managing Director at Andalucía Lab
- » **Patricia Valenzuela**
Director at FEVITUR
- » **Herick Campos Arteseros**
General Director of Tourism at Comunidad Valenciana

MODERATOR

Pablo Zubicaray
Founder Friendly Rentals & Honorary President FEVITUR

14.00 Lunch & Networking

III. INNOVATION & DESTINATIONS

16.00 Mobility

- » **Daniel Velazco-Bedoya**
General Manager Europe, Cabify
- » **Manuel Ortiz Lázaro**
Director Government Affairs Spain & Portugal at Lime
- » **Javier Gándara Martínez**
General Manager at EasyJet Spain & President Airlines Association (A.L.A.)
- » **Juan Luis Barahona**
President at FENEVAL

MODERATOR

Antonio López de Ávila
Professor & UNWTO Collaborator, Expert in Smart Tourism, TDDS

16.45 Technology

- » **Paul Castro**
Head of Business Development Europe at Avantio

17.30 Keynote - Data

- » **Jose S. Ameijeiras**
Data Analyst, Transparent

18.00 Closure

18.30 Meet & Greet Networking

- » **Suggestion:**
Meet up at the local bar to meet other attendees and get a drink. (Meet & Greet is not an included part of the actual VITUR Summit - simply a suggestion**)

Location:

El Merendero de Antonio Martín
Plaza de la Malagueta, 4
29016 Málaga

20.00 Dinner & Networking

18 OCTOBER, 2019

IV. PLATFORMS

09.55 Welcome

10.00 Keynote - Booking.com

- » **Mireia Prieto**
Regional Manager Spain Booking.com

10.20 Keynote - HomeAway

- » **Juan Carlos Fernández**
General Manager South of Europe HomeAway

11.00 PMs

- » **Michele Diamantini**
General Manager Europe at Vacasa
- » **Roger Müller**
CPO Interhome
- » **Henrik Kjellberg**
CEO Awaze

MODERATOR

Jannich Friis Petersen
CEO Spain-Holiday.com

11.45 Coffee Break

V. INDUSTRY TRENDS

12.30 Online Platforms

- » **Mireia Prieto**
Regional Manager Spain Booking.com
- » **Carlos Lascorz**
Head of Business Market Development Spain & Portugal at Airbnb
- » **Juan Carlos Fernández**
General Manager South of Europe HomeAway

MODERATOR

Eduardo Miranda
President Associação do Alojamento Local em Portugal (ALEP)

13.30 Keynote - Quality Services

- » **Sonsoles Flórez**
Head of International Business Development, Quirónsalud

VI. CLOSURE

14.00 Closure

- » **Francisco de la Torre Prados**
Mayor of Málaga
- » **Isabel Oliver**
Secretary of State for Tourism of the Government of Spain
- » **Nuria Rocríguez**
Delegada Territorial de Turismo, Consejería de Turismo, Junta de Andalucía
- » **Tolo Gomila**
President FEVITUR
- » **Carlos Pérez-Lanzac**
President AVVA and Board Member FEVITUR

USE EVENT CODE:

vitur#19

* To be confirmed

** Expenses are not covered by VITUR



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