

Tuesday, 15 May

All times shown are CEST (UTC +2)

11:00 - 18:30

All Day

Beursfoyer, Ground Floor

11:00 - 18:30

Attendee Services Desk Open

We encourage you to stop by to pick up your conference credentials.

18:00 - 19:30

Cocktails

Graanbeurszaal, Ground Floor

18:00 - 19:30

Opening Reception

Sponsored by: IDA Ireland

Join us for drinks and canapes as we kick off Phocuswright Europe!

Wednesday, 16 May

All times shown are CEST (UTC +2)

9:00 - 11:30

Battleground and Launch

Effectenbeurszaal, Ground Floor

9:00 - 11:00

Battleground - Presented by Amadeus

9:00 - 9:05 **Welcome to Phocuswright Europe**

Pete Comeau, Senior Vice President, Research Sales, Phocuswright Inc.

9:05 - 9:15 **Phocuswright Research: State of Startups**

Gain insights from Phocuswright's State of Travel Startups report series, which measures founding and funding activity among global travel startups and highlights the latest trends. You'll learn which areas are hot, how the innovation and investment focus has shifted over time, and where the biggest successes (and failures) have taken place.

Michael Coletta, Manager of Research and Innovation, Phocuswright Inc.

9:15 - 9:20 **Welcome to Battleground**

Pete Comeau, Senior Vice President, Research Sales, Phocuswright Inc.

9:20 - 9:30 **MeetingPackage.com**

We want to kill the traditional and unnecessary e-RFPs from the MICE industry by bringing the booking process 100% online.

Joonas Ahola, CEO & Founder, MeetingPackage.com

9:30 - 9:40 **AdsHotel**

Can AI increase and maximize hotel profits? We built a solution to get more direct bookings with low marketing fees.

Filippo Fasolo, CEO, AdsHotel

- 9:40 - 9:50** **Sanctify**
See how frequent travelling has just become a healthier way of life for 500 million passengers.
Karl Llewellyn, Founder, Sanctify
- 9:50 - 10:00** **Booklyng**
Use sophisticated tools to build personalized customer journeys that increase travel website sales by over 37% in one month.
Francesco Canzoniere, CEO, Booklyng
- 10:00 - 10:10** **Stasher**
Get connected with vetted local businesses who can take care of your bag after check-out, so you can enjoy your day.
Anthony Collias, Co-Founder and CCO, Stasher
- 10:10 - 10:20** **Situm**
High precision indoor positioning technology with the shortest deployment time and low/zero infrastructure investment.
Gregory Botanes, Vice President, Situm
- 10:20 - 10:30** **Keesy**
A 24/7 vacation rental platform for self-check-in: Check-in? Done. Documents? Sent. Taxes? Paid. Host and guest? Free.
Andrea Laghi, Business Development and Partnerships, Keesy
- 10:30 - 10:40** **Lanes & Planes**
The first fully digital and holistic travel management solution for SMEs, with a B2C user experience in B2B quality.
Veit Blumschein, Founder and CEO, Lanes & Planes
- 10:40 - 10:50** **Destygo**
Travel companies use chatbot technology to build a smart assistant to automate customer relations on any channel.
Guillaume Laporte, Co-Founder and CEO, Destygo

11:00 - 11:45

Launch

- 10:50 - 11:00** **Welcome to Launch**
Pete Comeau, Senior Vice President, Research Sales, Phocuswright Inc.
- 11:00 - 11:10** **WIHP Hotels**
Easily increase your direct bookings with Meta I/O, the universal metasearch advertising tool.
Vincent Ramelli, Founder and CEO, WIHP Hotels
- 11:10 - 11:20** **Amadeus**
Amadeus B2B Wallet - Orchestration applies real-time data and machine learning to help travel agencies decide how to pay their suppliers, for each and every transaction.
Daniel Greaves, Senior Manager, Payments Marketing, Amadeus

11:20 - 11:45

Networking Break

Sponsored by: Forter

Graanbeurszaal, Ground Floor

11:45 - 13:10

Workshops

11:45 - 12:20

How to Train Your Chatbot

*Veilingzaal, First Floor***Presented by: OpenJaw**

The increasing demand for customer support 24/7 does not have to mean increased costs. AI conversational chatbots are the key to having an engaging customer experience at the same time as reducing operating costs. Instead, AI-powered chatbots can now grow revenue, improve customer loyalty and deliver a better customer experience, all at once. Find out how to build chatbots that create engaging user experiences, understand how to design conversation flows for travel, how to shape your content tone and personality, how to create great conversations and overcome the technical complexity of deploying chatbots. Explore everything you need to know about deploying chatbots in travel.

Hotel Performance Across Key European Markets

*Administratiezaal, First Floor***Presented by: STR**

Get an in-depth look at the key trends impacting the European hospitality sector in 2018. Identify the outperformers and those at risk, and learn what to expect in the upcoming years.

Blockchain in the Travel Industry: A Revolution in Payment Processing

*Berlage zaal, First Floor***Presented by: TripX****Presenter: Michael Culhane, CEO, TripX**

Blockchain payment platforms will revolutionize consumer and B2B payment processes. Real-time payment processing is now possible with cost reductions in billing, invoicing, payment, processing, collections, deposit, accounting, audit and reporting functions. By replacing manual processes with smart contracts, savings can be over 60%. In many cases, this doubles EBITDA for numerous primary suppliers and their resellers. Explore a roadmap that enables companies large and small to integrate blockchain into their existing booking platforms to massively reduce complexity and costs. Share and hear the challenges and opportunities this brave new world offers. We'll also show how you can now sell into the fast-growing crypto market without touching digital currency.

12:35 - 13:10

Unpacking Bleisure Traveller Trends

*Berlage zaal, First Floor***Presented by: Expedia Group Media Solutions****Presenter: Andrew Van der Feltz, Senior Director Business Development EMEA & APAC, Expedia Group Media Solutions**

New research by Expedia Group Media Solutions builds on its initial bleisure study to further explore an emerging category of travellers who are extending business trips for leisure. Looking across multiple countries, the research reveals the influences, preferences, priorities, resources, financial factors and more of these travellers. With insights into digital bleisure traveller behaviors, marketers can make the most of this growing trend. In this session, attendees will walk away with the actionable insights needed to inspire and convert potential bleisure travellers from around the world.

The Mobile Payment Journey: A Perfect Travel Shopping Experience

*Administratiezaal, First Floor***Presented by: Worldpay****Presenters: Robert Buma, Airlines & Travel Relationship Manager, Worldpay
Thomas Helldorff, Vice President - Travel & Airlines, Worldpay**

Uncover the perfect travel shopping experience on mobile. And find out if yours comes close. An exclusive first look at Worldpay's new research of 16,000 consumers across 10 markets (U.K., U.S., China, India, Japan, Brazil, Russia, Germany, South Korea and Australia), with a focus on their last mobile shopping and booking experience, and factors contributing to their decision to make a purchase via mobile. When a mobile shopper wants to book a trip, they go through several steps: from downloading an app, browsing choices, setting up a profile, entering payment details and finally hitting 'Book Now'. But what does the optimal mobile shopping journey entail? Explore how travellers pay on mobile, the six steps within the shopping journey where payments has a key role, top reasons why people don't complete a travel purchase, and of course, what makes the mobile shopping experience better.

13:10 – 14:15

Networking Lunch

Sponsored by: HomeAway

Grote Zaal, Ground Floor

14:15 – 18:30

Center Stage

Effectenbeurszaal, Ground Floor

14:15 – 14:30

Center Stage Opening**Lorraine Sileo, Senior Vice President, Research and Business Operations, Phocuswright Inc.**

14:30 – 15:00

Keynote/Interview: AccorHotels

New leadership and a fresh approach is energizing Europe's largest hotel company. Find out how Accor is inspiring its talent while redefining the chain's role in global hotel distribution for years to come.

Maud Bailly, Chief Digital Officer, AccorHotelsInterviewer: **Lorraine Sileo, Senior Vice President, Research and Business Operations, Phocuswright Inc.**

15:00 – 15:30

Executive Roundtable: New Activities In The Destination Sector

Global travel activities has the potential to be a US\$170+ billion market by 2021 (source: Phocuswright), so it's no wonder that many companies want to get into the act. A select few will have what it takes to break new ground in this fragmented, manual marketplace that's just screaming for technology solutions to catapult it ahead.

Luuc Elzinga, CEO, Tiqets**Eric Gnock Fah, Co-Founder, President and COO, Klook****Tao Tao, Co-Founder & COO, GetYourGuide Inc.**Moderator: **Kevin May, Editor in Chief, PhocusWire**

15:30 – 15:55

Executive Interview: Secret Escapes**Alex Saint, Co-Founder and CEO, Secret Escapes Ltd**Interviewer: **Kevin May, Editor in Chief, PhocusWire**

Secret Escapes led and survived the wave of member-only hotel booking sites at the turn of the decade to become one of the most recognizable new...

15:55 – 16:35

Networking Break

Sponsored by: Forter

Graanbeurszaal, Ground Floor

16:35 – 16:45

Phocuswright Research: Travel Planning with Digital Assistants**Mark Blutstein, Research Analyst, Phocuswright Inc.**

Boosted by AI-powered digital assistants, Web-enabled devices are smarter and not only keep travelers online, but can help with online tasks. Phocuswright's latest research unwraps European travelers' willingness to use digital assistants for travel planning and receive a personalized experience.

16:45 – 17:10

Executive Interview: Hotelbeds Group

A series of acquisitions has cemented the leadership position of the world's largest bedbank, but can they compete on a global scale? Their executive chairman explains how the newly merged business will influence hotel distribution for years to come.

Joan Vilà, Executive Chairman, Hotelbeds GroupInterviewer: **Maggie Rauch, Senior Director, Research, Phocuswright Inc.**

17:10 – 17:40

Executive Roundtable: The Future of Packaging

While traditional tour operators are reshaping their business, new players are entering the packaging arena. Are airlines, hotels, OTAs and metasearch companies the new tour operators?

Jan Gerlach, CEO, Peakwork**Eric La Bonnardiere, CEO, Evaneos.com****Jan Valentin, Former SVP Strategy & Corporate Development, KAYAK Europe GmbH**Moderator: **Dirk Rogl, Research Analyst and Content Specialist, Europe, Phocuswright Inc.**

17:40 - 18:00

Spotlight: Facebook

Mobile has fundamentally redefined how people travel, shop, share, discover and more, forcing hotels, airlines, OTAs and other travel companies to adapt how they market to and reach customers. Facebook's head of global strategy highlights what some of the most innovative brands are doing to drive traditional business objectives in new, more efficient and technologically advanced ways.

Nikhilesh Ponde, Head of Global Travel Strategy, Facebook Inc.

18:00 - 18:05

Phocuswright Innovation Awards Ceremony

Find out the winners of Battleground and Launch!

18:05 - 19:35

Cocktail Reception

Sponsored by: UpLift

Graanbeurszaal, Ground Floor

8:30 - 18:30

All Day

8:30 - 18:30

Attendee Services Desk Open

Beursfoyer, Ground Floor

Check in and pick up your all-access conference credentials.

8:30 - 18:30

Networking Showcase Open

Graanbeurszaal, Ground Floor

Thursday, 17 May

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9:00 - 11:30

WIT Europe

Effectenbeurszaal, Ground Floor

9:00 - 9:25

Setting the Stage: Better Travel in Asia

Arm yourself with the right knowledge, insights and practical skills to win - and succeed - in Asia! [Read more »](#)

Siew Hoon Yeoh, Founder, WIT and Editorial Director, Northstar Travel Group Asia

9:25 - 9:40

Executive Interview: Queen's Road Capital

Few people have their pulse on tech investments in Asia and China as closely as Fritz Demopoulos, the co-founder of Qunar and founding partner of Queen's Road Capital. Now managing his own fund out of Hong Kong, he keeps a close watch on trends and opportunities in the tech world, both globally and within Asia. Last year, Fritz founded Melon, a sci-fi event in Hong Kong. Let's find out what travel can learn from sci-fi in this opening conversation.

Fritz Demopoulos, Founder, Queen's Road Capital

Interviewer: Siew Hoon Yeoh, Founder, WIT and Editorial Director, Northstar Travel Group Asia

9:40 - 10:10

Investors Roundtable: Follow the Money

As funding flows into APAC, where's the money going? And what areas are investors eyeing and taking bets on?

Mizuho Hiraguri, Corporate Development, Recruit Holdings Co., Ltd.

Ben Johnson, Partner, Vitruvian Partners

Andrea Traversone, Partner, Amadeus Capital Partners

Lin Xu, Partner & Advisor, Asia, Cambon Partners

Moderator: Maggie Rauch, Senior Director, Research, Phocuswright Inc.

10:10 – 10:20

Keynote: Asia is Eating the World

Software is eating the world and everyone is starting to apply lessons from Asia globally, with the 'Amazon-ization' of travel leading the way. What can we expect going forward?

Filip Filipov, Vice President Product Management, Skyscanner

10:20 – 10:50

Executive Roundtable: Lessons From Asia

We'll look at three of the biggest emerging sectors and see if we can take lessons from those who started their business in Asia or have invested in the region and learn what they had to do differently.

Rod Cuthbert, Executive Chairman, Rome2rio

Stephan Ekbergh, Founder and CEO, Travelstart

Bobby Healy, CTO, CarTrawler

Kei Shibata, Co-Founder and CEO, Venture Republic Inc.

Moderator: Siew Hoon Yeoh, Founder, WIT and Editorial Director, Northstar Travel Group Asia

10:50 – 11:00

The WIT Great Debate

The Proposition: In the battle for Asia, will Asian tigers win over global elephants? Can local win over global in a land where scale matters? Or will it be global might over local dexterity? We'll get to the heart of the matter in this signature debate.

Bobby Healy, CTO, CarTrawler

Blanca Menchaca, Co-Founder & COO, BeMyGuest Pte. Ltd.

11:00 – 11:30

Networking Break

Sponsored by: Forter

Graanbeurszaal, Ground Floor

11:30 – 13:35

Center Stage

Effectenbeurszaal, Ground Floor

11:30 – 11:55

Executive Interview: Airbnb

Airbnb has made staying in a home or apartment during travel mainstream, but its aspirations go far beyond private accommodation. As the company continues to grow in all directions, it faces unique challenges and opportunities along the way. This session explores what's next for the hospitality giant in Europe and beyond.

Jeroen Merchiers, Managing Director, EMEA, Airbnb

Interviewer: Douglas Quinby, Senior Analyst, Phocuswright Inc.

11:55 – 12:35

Keynote: Lufthansa ... Panel: Airline Distribution at the Tipping Point

When it comes to disrupting air distribution, Lufthansa has always taken the lead. Hear how Lufthansa is redefining distribution strategies, technologies and capabilities for future flights. An expert panel discussion on key industry developments follows.

Heike Birlenbach, SVP, Sales, Lufthansa Group Hub Airlines and CCO Hub Frankfurt, Lufthansa Group

Panelists:

Thane Jackson, Vice President, Global Distribution & Channel Strategy, BCD Travel

Gianni Pisanello, VP, NDC-X Program, Amadeus IT Group S.A.

Guillaume Teissonnière, Vice Chair, ETTSA and General Counsel & Company Secretary, eDreams ODIGEO

Moderator: Kevin May, Editor in Chief, PhocusWire

12:35 – 13:05

3 in 30: The Tech Talk

Blockchain, Artificial Intelligence, Chats and Bots: See and understand the next level of technological innovation.

Bryan Dove, CTO, Skyscanner

Maksim Izmaylov, CEO, Winding Tree

Joost Ouwerkerk, Co-Founder and CTO, Hopper Inc.

13:05 - 13:35

Executive Roundtable: The New Hotel Power in Europe

Hospitality distribution is becoming even more complex. Which new hotel brands are trying to steal the show?

Giovanna Manzi, CEO, Best Western Italy

Michael Levie, Chief Operations Officer, citizenM Hotels

Marco Nussbaum, Co-Founder & CEO, Prizeotel

Moderator: Giancarlo Carniani, Market Analyst, Italy, Phocuswright Inc.

13:35 - 14:45

Networking Lunch

Sponsored by: Chargebacks911

Grote Zaal, Ground Floor

14:45 - 16:30

Center Stage

Effectenbeurszaal, Ground Floor

14:45 - 15:10

Phocuswright Research / Panel: The Evolving Middle East Travel Market

Driven by an improved technology infrastructure and a young, adventurous population, the Middle East travel market is evolving fast. Learn just how big the opportunity is from Phocuswright's latest research on market size and forecasts. A panel discussion follows focused on consumer behavior and travel trends - both inbound and outbound.

Katrina Blunden, Market Analyst, Middle East, Phocuswright Inc.

Panelist:

Muhammad Chbib, Founder and CEO, tajawal (Altayyar Travel Group)

Paul Hopkinson, Marketing Director, B2C Longhaul, dnata

15:10 - 15:35

Executive Interview: Google

As Google continues to learn from its customers, new and innovative products continue to emerge. Hear what's next in Google's arsenal to inspire travelers while helping companies connect with them across the travel journey.

Richard Holden, Vice President, Product Management, Google

Interviewer: Douglas Quinby, Senior Analyst, Phocuswright Inc.

15:35 - 16:05

Executive Roundtable: How to Succeed in Europe's OTA Landscape

When global giants are pushing the competition, specialization is key. Take a deep dive into Europe's changing OTA ecosystem.

Seamus Conlon, Chief Executive, Cruise.co.uk

Clare Gilmartin, CEO, Trainline

Boris Raoul, CEO, Invia Group Germany

Moderator: Lorraine Sileo, Senior Vice President, Research and Business Operations, Phocuswright Inc.

16:05 - 16:30

Executive Interview: Booking.com

It's Booking.com's next big bet: homes and apartments, on the beach or in the city. Hear from the OTA's new vice president, Home Division, on how the world's largest seller of accommodation plans to tackle the distinct challenges of selling the unhotel.

Olivier Grémillon, Vice President, Home Division, Booking.com

Interviewer: Douglas Quinby, Senior Analyst, Phocuswright Inc.

8:30 - 16:30

All Day

8:30 - 16:30

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