

AGENDA

Leading Together

MALAGA, COSTA DEL SOL

10th-12th May



MALAGA, COSTA DEL SOL
10th-12th May



Andalucía



AGENDA

WEDNESDAY THE 10th OF MAY

Registration & documentation pick up 8:30 - 9:30 AM
Front desk, main hall, FYCMA

Visit the Exhibition Area 9:00 AM – 6:30 PM
Exhibition Area, pavilion 2, FYCMA

VITUR FORUM ESPAÑA 9:30 AM – 6:30 PM
Keynote Arena, pavilion 2, FYCMA, SPANISH

9:30 – 9:45 AM

Welcome & Presentations

- Miguel Angel Sotillos, President, FEVITUR
- Turismo Costa del Sol
- Carlos Pérez-Lanzac, President, AVVAPro
- Susana Carillo, Teniente de Alcalde nº 1, Concejala del Área de Innovación Digitalización Urbana, y Portavoz del Gobierno Municipal.

9:45 – 10:15 AM

Is there a cycle change? Expectations and trends

- Carlos Rueda Charle, Head of Sales Enablement, Idealista
- Violeta Aragón, General Secretary, Asociación de Constructores y Promotores, ACP.
- Marc Sanderson, Director Desarrollo Internacional Captación de Inversiones, Ayuntamiento de Málaga.
- Sandra Deverell, Market Manager Spain, Homelike.

Moderator: Juanjo Millán, Chief Strategy Officer, IDILIQ Group

10:15 – 10:40 AM

Future regulatory framework of “alternative” accommodation and residential tourism

- Álvaro Graciani, General Secretary, AVVAPRO
- Miguel Ángel Sotillos, President, Fevitur

Moderator: Carlos Pérez-Lanzac, Founder, Vitur Summit

AGENDA

WEDNESDAY THE 10th OF MAY

10:40 – 11:10 AM

Investing in Tourist Accommodation

- Joaquim Leal, Country Manager, Interhome
- María Playá Criado, South Territorial Director, Touristic Business, Banco Sabadel
- Bernard LEVY-PROVENCAL, Managing Partner, Marbella Azul Management.

Moderator: Jorge Rosillo, Hospitality Real Estate Expert



Coffee Break & Visit the Exhibition Area

11:10 – 11:55 AM

Exhibition Area, pavilion 2, FYCMA

12:05 – 12:30 PM

Opportunities in the STR and serviced apartments distribution

- Xavier Marín, CEO, Icnea
- Carlos Garrido de la Cierva, President, CEAV.
- María Flores Portillo, MD EMEA & LATAM, Beyond.

Moderator: Javier González-Soria, Managing Partner, Travel Tech 1 Venture Capital

12:30 – 1:00 PM

Real Estate Inversor and Operator: Optimal Profitability

- Covadonga Sanz, Director, Asset Management GreyStar
- Eduardo San Martín, Director, Incus Capital
- Javier Pereira Carro, General Manager & Partner, Take Point Investments.

Moderator: Javier Oroz, Director Hotels, Savills

1:00 – 1:10 PM

Navigating Spains's Dynamic Vacation Rental

- Fausto Vieira da Silva, Global Strategic Partnerships Lead, Pricelabs

AGENDA

WEDNESDAY THE 10th OF MAY

1:10 – 1:40 PM

Technology & operations, integrations to be competitive

- Leda Zanlungo, General Manager Iberia, Sonder
- Cristian Flórez, Executive Managing Director, BeMate
- Nacho Alonso, VP Property Portfolio Spain, France & Italy, Novasol, Awaze
- Enrique Mas, Country Manager Spain, Sween Inn

Moderator: Fausto Viera Da Silva, Global Strategy Partnerships Lead en Pricelabs

1:40 – 2:00 PM

One to one with...

- David Robles, Director of Business Development EMEA en Google Travel

2:00 – 2:30 PM

Understanding new demand trends

- Pilar Crespo Pastor, Regional Manager Spain & Portugal, Booking.com
- Paola Lazzaretti, Senior Manager, B2B Partner Success – European South, Vrbo, Expedia Group
- Lourdes Castillo Jimenez, Business Development Manager Spain & LATAM, Homes & Villas by Marriott International
- Javier Cedeño-Barreiro, Business Development Southern Europe, Holidu

Moderator: Noelia Novella, CEO, Doinn

NETWORKING LUNCH

Exhibition Area, at pavilion 2, FYCMA.

2:30 PM

AGENDA

WEDNESDAY THE 10th OF MAY

4:00 – 4:30 PM

Adapting and customizing a property for the use of a flexible accommodation

- Albano Moreno, Senior Director of Sales Spain, Kave Home.
- Gema Alfaro, Partner, Alfaro-Manrique Atelier
- Nuno Trigo CEO, Feel Porto & Founding Board Member at Vertical Coworking.
- Pablo Zubicaray, CEO, OlaLiving; & Founder, YelloLiving

4:00 – 4:30 PM

WORKSHOP: How to increase revenue using interior design leverage

Workshops Amphitheatre

***IN ENGLISH**

- Laura Metayer, Global Director Business Development, Kave Home

4:30 – 5:00 PM

Understanding how the new european regulation will affect to your business

- Alvaro Graciani, General Secretary, AVVAPro
 - Xavier Marín, CEO, Ictea
 - Miguel Angel Sotillos, President, Fevitur
 - Eduardo Alcántara, President, Apartur
- Moderator: Adolfo Merás, Executive President, Madrid Aloja.

4:30 – 5:00 PM

WORKSHOP*: How much does interior design cost and what is its return on investment?

***IN SPANISH**

Workshops Amphitheatre

- Silvia Blasco, Founder, Maison Design

AGENDA

WEDNESDAY THE 10th OF MAY

5:00 – 5:30 PM

What does the private investor in tourist accommodation and residential tourism need?

- Alvaro Graciani, General Secretary, AVVAPro
 - Silvia Blasco, Junta Directiva, Fevitur
 - Francisco Martín, President, AVVAPro Malaga
 - Blanca Gundín Lesta, Property Manager & Airbnb Community Leader, Galicia
- Moderator: Asier Pereda, President, Aparture

5:00 – 5:30 PM

WORKSHOP*: Google's Vacation Rental Platform

***IN SPANISH**

Workshops Amphitheatre

- Greg Marcheteau, Google Travel

5:30 – 6:00 PM

Conclusions & Closing

- Francisco de la Tóree, Mayor, Malaga City Hall.
- Francisco Salado, President, Diputación de Málaga.
- Miguel Angel Sotillos, President, FEVITUR
- Carlos Pérez-Lanzac President, AVVAPro

VITUR SUMMIT WELCOME RECEPTION

Terraza de San Juan, Malaga

8:30 – 10:30 PM

AGENDA

THURSDAY THE 11th OF MAY

Registration & documentation pick up
Front desk, main hall, FYCMA
8:30 - 9:30 AM

Visit the Exhibition Area
Exhibition Area, pavilion 2, FYCMA
9:00 AM – 6:30 PM

9:00 – 10:00 AM

Opening – Welcome VIDEO OPENING

- Carlos Pérez–Lanzac, President, AVVAPro
- Miguel Angel Sotillos, President, FEVITUR
- Eduardo Miranda, Chairman, EHHA
- Lisardo Morán, Director General Empresa Pública Turismo y Deporte de Andalucía

10:00 – 10:10 AM

Presentation Vitur Summit Solutions – Vitur Summit 2023

10:10 – 10:40 AM

Keeping innovation going but knowing how, when and where

- Roger Mueller, CPO at Interhome
 - Graham Donoghue, CEO, Sykes Holidays Cottages Group
 - Dale Smith, CEO & Founder, SDDE Smith Group
 - Ryan Dame, Partner, Casago Vacation Rentals
- Moderator: Jessica Gilligham, Founder & CEO, Abode Worldwide

10:10 – 10:40 AM

WORKSHOP*: Strategies for Success: Unlocking the Potential of Dynamic Pricing and Revenue Management in the Vacation Rental Market Workshops Amphitheatre

****IN ENGLISH***

- Fausto Vieira da Silva, Global Strategic Partnerships Lead, Pricelabs

10:40 – 10:50 AM

Keynote Presentation: Short-term Rentals trends & Country rankings: France, Italy, Portugal, Spain & UK.

- Tom Payne, Enterprise Account Executive, Transparent Intelligence

AGENDA

THURSDAY THE 11th OF MAY

10:40 – 11:10 AM **WORKSHOP*:** *Hosting while respecting conviviality and the community*
In Workshops Amphitheatre
**IN SPANISH*

- Gabriel Pérez Fernandez, Head of Sales, Roomonitor

10:50 – 11:10 AM **One to one with...**
 • David Robles, Director of Business Development EMEA at Google Travel
 Moderator: Carlos Pérez-Lanzac, Founder, Vitur Summit

Breakfast and Wake Up & Visit the Exhibition Area **11:10 AM – 12:10 PM**
 Exhibition Area, pavilion 2, FYCMA

12:10 – 12:40 PM **Investing in your brand, how to capitalize a loyalty program**

- Eric Bergaglia, Sr Director Global Head of Accommodations Segments, Booking.com
- Jurriaan Klink, Director Vacation Rental Partner Success SMB, EMEA, Expedia Group
- Jörg Herrmann, CEO, Interhome
- Veronica Rivas, Director International Business Development at Homes and Villas, Marriott International

Moderator: Srividya Kalyanaraman, Reporter for STR, Skift

12:10 – 12:40 PM

WORKSHOP*: *Evenenergy saving and sustanibity.*

Workshops Amphitheatre

**IN SPANISH*

Open Q&A Session. Talk to experts

- Boris Hageney, Roomonitor

12:40 – 12:40 PM

VITUR WORKSHOP. OPEN Q&A Session. Talk to experts.

- Morgann Lesne, Partner, Carbon Partners.
- Atoine Srreurier, Founder & CEO, COCOONR
- Karolina Saviova, COO & Co-founder, Altovita
- Ryan Dame, Partner, Casago Vacation Rentals.

HOST: Vanessa de Souza Lage, Co-founder & CEO, Sustonica.

12:40 – 12:40 PM

WORKSHOP. HOSPITALITY

Workshops Amphitheatre

**IN SPANISH*

- Quirónsalud

AGENDA

THURSDAY THE 11th OF MAY

1:10 – 1:40 PM

Reshaping your business model for sustainable growth for property managers

- Louis Andrews, CEO, OVO Network
- Mateusz Sabak, CEO, RentPlanet
- Antoine Serrurier, Founder & CEO, COCOONR
- William Parry, CEO & Co-Founder, ALTIDO

Moderator: Thibault Masson, Founder, Rental Scale Up & Head of Product Marketing, PriceLabs

1:10 – 1:40 PM

WORKSHOP*: MOVE TRANSFER

Workshops Amphitheatre

**IN SPANISH*

1:40 – 2:10 PM

Understanding DATA for decision making

- Richie Khandelwal, Co-founder, PriceLabs
- Graham Donoghue, CEO, Sykes Holidays Cottages Group
- Covadonga Sanz, Director of Asset Management, GreyStar
- Sally Henry, Vice President, Business Development, EMEA, KeyData

Moderator: Richard Vaughton, Founder, Yes Consulting

1:40 – 2:10 PM

WORKSHOP*: The importance of technology to enhance the guest experience

Workshops Amphitheatre

**IN SPANISH*

- Paolo Oussama, Head of Business Development Spain, Avantio.

Networking Lunch & Visit the Exhibition Area

2:10 – 3:40 PM

Exhibition Area, pavilion 2, FYCMA

3:40 – 4:10 PM

How urban regulations can destroy your business in one year. European legislation

- Eduardo Miranda, Chairman, EHHA
- Enrique Alcántara, Founder at Stay-Unique and VP, Fevitur
- James Foice, Chief Executive, The Association of Serviced Apartment Providers
- Owen Lagadec Iriarte, COO, PopConnect.

Moderator: Pia Loft, Direktor, Feriehusudlejernes Brancheforening

AGENDA

THURSDAY THE 11th OF MAY

3:40 – 4:10 PM *WORKSHOP*: How to Boost revenues using interior design level*

Workshops Amphitheatre

**IN ENGLISH*

- Laura Metayer, Global Director Business Development, Kave Home.

4:10 – 4:30 PM *One-to-one with...*

- Eric Bergaglia, Sr Director Global Head of Accommodations Segments at Booking.com

Moderator: Carlos Pérez-Lanzac, Founder, Vitur Summit

4:30 – 5:00 PM

Preparing your business for an exit strategy or for the right acquisition/investor

- Morgann Lesne, Partner, Cambon Partners
- Gurmaan Bhatia, Vice President, FTV Capital
- Richie Khandelwal, Co-founder, PriceLabs
- Karolina Saviova, COO & Co-Founder, Altovita

Moderator: Pablo Zubicaray, CEO, Ola Living & Yello Living

4:30 – 5:00 PM

WORKSHOP* Housekeeper retention strategies for 2023

Workshops Amphitheatre

**IN ENGLISH*

- Noelia Novella, CEO, Doinn

AGENDA

THURSDAY THE 11th OF MAY

5:00 – 5:30 PM

***How to save time and money in the management of basic supplies? (electricity, gas, water, internet...)**

***IN SPANISH**

- David Rovira. Founder & COO, Polaroo
- Juan Cruz Aliagga. CMO, Polaroo

5:00 – 5:30 PM

WORKSHOP*: How to choose the right tech for your business as it grows

Workshops Amphitheatre

***IN ENGLISH**

- María Flores Portillo, MD EMEA & LATAM, Beyond.

5:30 – 6:00 PM

How to choose the right tech for your business as it grows

- Sebastian Malec, Head of Growth, Tedee
- Eduardo Mandri, Co-Founder & CEO, Angel Host
- Suzanne Luscombe, Business Development Director, Opago
- Andrew Martyn, Co-founder & CEO, Your.Rentals

Moderator: Emilio Torrent Artacho, EMEA Account Executiv, Beyond

5:30 – 6:00 PM

Sustainable Vacation Rental Workshop*: Simple Tips to Improve Your Sustonica Score & Boost Reservations

Workshops Amphitheatre

***IN ENGLISH**

- Delphine Hurter, Head of Product, Sustonica

6:00 – 6:30 PM

Unlock the secrets of reservation channels algorithms and boost your bookings!

- Eduardo Mandri, CEO, Angel Host

COCKTAIL FIESTA

El Balneario – Los baños del Carmen

8:30 – 11:00 PM

AGENDA

FRIDAY THE 12th OF MAY

Registration & documentation pick up
Front desk, main hall, FYCMA

9:00 - 10:00 AM

Visit the Exhibition Area
Exhibition Area, pavilion 2, FYCMA

10:00 AM – 2:00 PM

“Hangover Breakfast” & Visit the
Exhibition Area
Exhibition Area, pavilion 2, FYCMA

10:00 – 10:50 AM

VITUR SUMMIT 2023
Keynote Arena, pavilion 2, FYCMA
Including simultaneous translation English –
Spanish in the Keynote Arena for the Vitur Summit

10:50 AM – 6:30 PM

10:50 – 11:00 AM Introduction Day 2

11:00 – 11:30 AM

**Staying ahead of the convergence of
Serviced Living and Extended Stays. Growth
opportunities**

- Phil Stapleton, Managing Director at SITU
 - Karolina Saviova, COO & Co-Founder, Altovita
 - Boris Pavlov, Founder, Flataway & Co-Founder, Flat Manager
 - Charlie McCrow, CEO & Owner, Roomspace
- Moderator: James Foice, Chief Executive, The Association of Serviced Apartment Providers

11:00 – 11:30 AM

**WORKSHOP* Tips & Tricks to increase
direct bookings**

***IN ENGLISH**

WORKSHOPS AMPHITHEATER

- Alexander Caravitis, Co-founder & CEO, Hosthub.com.

AGENDA

FRIDAY THE 12th OF MAY

11:30 – 12:00 PM

Redefining lifestyle for the wealthy. Coming Trends

- Max Aniort, Co-founder and CEO, Le Collectionist
- Niki Christian Nutsch, Vice President International, ThirdHome
- Doron Meyassed, CEO, The Plum Guide
- Luis Ponce Vizcaíno, CEO & Founder, Marbella Mountain Resorts

Moderator: Wolf Worster, Founder, Sirreti

11:30 – 12:00 PM

WORKSHOP: Top best housekeeping practices Workshops Amphitheatre*

**IN ENGLISH*

- *Doinn. Noelia Novella, CEO at Doinn*

12:00 – 12:30 PM

Understanding AI, Web3, CHATGPT and the impact in your business. Tools available to start today

- Braeden Flaherty, Hospitality Program Manager, Aidaptive
- Francois Gouelo, Co-founder & CEO, Enso Connect
- Jeremy Dyball, Global Commercial Head of Payments, CM.com
- Graham Donoghue, CEO, Sykes Holidays Cottages Group

Moderator:

Paul Stevens, Editor. ShortTermRentalz

12:00 – 12:30 PM

WORKSHOP: How urban regulations can destroy your business in one year.*

**IN SPANISH*

In Workshops Amphitheatre

- Miguel Ángel Sotillos, President, FEVITUR
- Virginia Aguilar, Abogada urbanista & Servicios Jurídicos, AVVAPRO

12:30 – 1:00 PM

Understanding investors view on serviced living, residence as a service

- Jason Istrin, VP of Real Estate, Barsala
- Samuel Toribio, Head International Markets, Homelike
- Nuno Trigo, CEO, Feel Porto & Founding Board Member, Vertical Coworking
- Laura Metayer, Global Director Business Development, Kave Home.

Moderator: Anina Pira, Sr VP, JLL's Hotels & Hospitality Group.

AGENDA

FRIDAY THE 12th OF MAY

12:30 – 1:00 PM

WORKSHOP*: *The ROI of good design: How investing in design can increase your profit*

***IN ENGLISH**

In Workshops Amphitheatre.

- Bruna Rodrigues, Founder and Interior Designer, INPAR Hospitality Concepts

1:00 – 1:30 PM

Environmental, Social, Governance (ESG) driving revenues to your bottom line: People, Planet, Profit

- Morvan le Boulanger, Head of Sustainability, Olalahomes
- Vanessa de Souza Lage, Co-founder & CEO Sustonica.
- Nacho Suarez, CEO, Roomonitor
- Noelia Novella, CEO, Doinn

Moderator:

Fiona Campbell, CEO, Association of Scotland's Self-Caterers Scotland

1:00 – 1:30 PM

WORKSHOP*: Google's Vacation Rental Platform

Workshops Amphitheatre

***IN ENGLISH**

- Laura Maria Knochenhauer, Google Travel

1:30 – 2:00 PM

Is franchising the future of SRT & Serviced Apartments?

- Marco Celani, CEO, Italianway
- Jason Anastasinis, Managing Director, TravelStaytion
- Dale Smith, CEO & Founder, SDDE Smith Group
- Ryan Dame, Partner at Casago Vacation Rentals

Moderator: Eduardo Miranda, Chairman, EHHA

2:00 – 2:10 PM

Vitur Summit 2023 Closing

- Head of Málaga City Hall
- Carlos Pérez-Lanzac, President, AVVAPro
- Miguel Angel Sotillos, President, FEVITUR
- Eduardo Miranda, Chairman, EHHA