

# CONDE NAST TRAVELLER LUXURY FORUM

Luxury travel 2.0: Back to the future

VICEROY HOTEL, ABU DHABI

13TH DECEMBER 2017



جزيرة ياس  
YAS ISLAND  
ABU DHABI أبوظبي



Abu Dhabi  
Culture & Tourism للثقافة والسياحة

Condé Nast  
Traveller  
SINCE 1927

# AGENDA

## 09:00 WELCOME REMARKS

Rhea Saran, Editor in Chief, Conde Nast Traveller

## 09:15 KEYNOTE ADDRESS

Mohamed Abdalla Al Zaabi, CEO, Miral Asset Management

## 09:35 PANEL DISCUSSION:

### Defining luxury in 2017: Evolution of the concept.

From expensive to exclusive - reshaping luxury travel

Personalization as the new loyalty program - designing guest-centric journeys

Protecting the brand through uncompromising excellence and long-term commitment

The role of mindfulness in the luxury industry

Moderator: Rhea Saran, CNT Editor in Chief

### Panelists:

Gordon Campbell Gray, Founder, Campbell Gray Hotels

Meaghan Murta, Head of Guest Experience Product and Brand, Etihad Airways

Carlos Khneisser, Vice President Development Middle East, Hilton Worldwide

## 10:15 KEYNOTE ADDRESS:

### Taking a strategic direction in tourism development.

Sherin Francis, CEO, Seychelles Tourism Board

## 10:35 PANEL DISCUSSION:

### Sustainable tourism: Ensuring the positive impact of the travel industry on economy, people and environment.

Sustainability beyond eco-friendliness

Identifying the factors that enable the tourism industry to become more sustainable

Recognizing initiatives and achieving better sustainability practices

Discussing the impact of hospitality businesses that are already implementing appropriate management processes

Moderator: Rhea Saran, CNT Editor in Chief

### Panelists:

Sherin Francis, CEO, Seychelles Tourism Board

Linden Coppell, Head of Sustainability, Etihad Airways

Omar Mohammed Al Busaidy, Head of Accessibility and Tour operators, Department of Culture and Tourism Abu Dhabi

Léa Bodossian, Secretary General, Airport Regions Conference (invited)

## 11:10 COFFEE BREAK AND NETWORKING

## 11:30 KEYNOTE PRESENTATION:

### Identifying the latest trends in the travel industry.

Rajan Datar, TV and Radio Broadcaster, BBC World News

### 11:50 PANEL DISCUSSION:

#### **Going local in a globalized world: Staying authentic to a destination and experience while maintaining international appeal.**

Maintaining local distinctiveness while adapting to global tourism trends

Explaining natural and cultural heritage to tourists and increasing attractiveness of a destination

Understanding the role of national authorities and international marketing companies in manufacturing destination images

Moderator: Rajan Datar, TV and Radio Broadcaster, BBC World News

Panelists:

Mohamed Abdalla Al Zaabi, CEO, Miral Asset Management

Filippo Sona, Director-Head of Hotels- MENA Region, Colliers International (invited)

Luca de Stefano, General Manager, InterContinental Hotels Group (IHG) (invited)

### 12:30 PANEL DISCUSSION:

#### **The sharing economy and the future of travel: Catching up with the game changers and predicting what's next.**

Exploring the ways disruptors like Uber, Airbnb and other impact the global tourism industry

Staying competitive through innovation, collaboration and partnerships

Discussing new frontiers in travel and tourism

Moderator: Rajan Datar, TV and Radio Broadcaster, BBC World News

**Panelists:**

Diego Lofeudo, Director of Business Unit - Corporate, Yas Marina

Circuit, Abu Dhabi

Paul Mallee/Rami Shamaa, Maison Prive (invited)

Mudassir Sheikh/Magnus Olsson, Careem (invited)

Senior Representative, Marriott International (invited)

Senior Representative, Airbnb (invited)

Senior Representative Uber (invited)

### 13.10 LUNCH BREAK AND NETWORKING

### 14:00 PANEL DISCUSSION:

#### **Social travel: The rising trend and its impact on travel community.**

Discussing the evolution of social platforms and their role in the travel industry

Highlighting opportunities for continued growth of social engagements in tourism

Spotting the developing role of social influencers

Moderator: Sarah Hymers, Digital Director, cntravellerme.com

**Panelists:**

Hatem Chatter, Senior Director - The Leading Hotels of the World

Michelle Karam, social media advisor and blogger @ Travel Junkie Diary

Senior Representative, Facebook (invited)

Senior Representative, Instagram (invited)

#### **14:40 PANEL DISCUSSION:**

##### **Technology and tradition: Co-existence and mutual benefits in hospitality.**

Transforming the hospitality industry with innovative technology: concerns and outcomes

Embracing smart technology to enhance guest experiences

Increasing efficiency, quality and personalization of services without harming the authenticity

Moderator: Rajan Datar, BBC Travel Show host

##### **Panelists:**

Amer Al Halabi, General Manager EMEA, HotelsCombined.com

Larisa Danilov, Director - Middle East Expedia® Lodging Partner Services

#### **15:10 CLOSING REMARKS**

Rhea Saran, Editor in Chief, Conde Nast Traveller

#### **15:20 COFFEE AND NETWORKING**



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