

MÁLAGA COSTA DEL SOL

MARKETING SUMMIT

5-6 October, 2017

Hosted by

TRAVEL
CONSUL



M
diputación de Málaga

[#TravelConsul](#)

WELCOME TO MALAGA

I welcome you to the Malaga Costa del Sol Tourism Marketing Summit on behalf of Travel Consul's more than 400 travel marketing professionals. A global network of marketing agencies working exclusively for travel and tourism brands, we believe in sharing ideas, experience and knowledge with each other and with the industry we serve. Tourism, after all, is about bringing people together. Malaga, Costa del Sol, has built one of the most successful tourism brands in the world on these same principles, and we are grateful to the region for hosting this event in such an inspiring setting.

Forty Travel Consul experts from four continents as well as journalists and tour operators from eight countries have come to Malaga to discuss issues, trends and techniques with some of the most innovative brands that are shaping the future of travel marketing and with you. We have included plenty of opportunities for networking, but we also encourage you to send comments or questions to our panelists and speakers via Twitter to #TravelConsul or by simply raising a hand.

Chris Pomeroy
General Secretary, Travel Consul

“Welcome to the Costa del Sol” is not merely an expression of goodwill. In this land, birthplace of Pablo Picasso, to say welcome is an open declaration of friendship and warm hospitality for all our visitors.

You surely already know all that there is to be enjoyed: an excellent climate, the true blue of the Mediterranean Sea, the healthy and varied local gastronomy, the white streets of our villages and the happy spirit of our people. Without a doubt, you are also aware of our hotel and entertainment infrastructure, our first-class golf courses, numerous marinas and the vast cultural offerings of our destination. Costa del Sol is the perfect place to hold all kinds of events, offering a wide range of venues – conference and convention centres, hotels, charming establishments and rooms for all sorts of meetings – equipped with state-of-the-art technology.

We are proud to host this premier tourism marketing event gathering professionals from around the world. We hope you enjoy your stay, together with a little bit of fun and good company, and that the Malaga Costa del Sol Marketing Summit is a complete success for you.

Elías Bendodo
President of the Provincial Government of Malaga

THURSDAY,
5 OCTOBER

INDUSTRY EVENT DAY

THURSDAY,
5 OCTOBER

9:00 AM	Registration and Coffee	1:30 PM	Networking Lunch
10:00 AM	Welcome Speech and Official Opening Elías Bendodo, <i>President of the Provincial Government of Málaga</i>	3:00 PM	Panel Discussion 3: The Shifting Profile of Leisure Travelers and Booking Behaviors Moderator: Dave Erdman, <i>PacRim Marketing Group, Inc. & PRTech</i> Al Merschen, <i>Myriad Marketing</i> Andrew van der Feltz, <i>Expedia Media Solutions</i> Carlos Rodriguez, <i>Minube</i> Luca Romozzi, <i>Sojern</i>
10:15 AM	Panel Discussion 1: Leveraging Data in Travel and Tourism Moderator: Craig Compagnone, <i>MMGY Global</i> Ted Sullivan, <i>Adara</i> Alex Villeyra, <i>Mabrian</i> Blanca Pérez-Sauquillo, <i>Turespaña</i> Sandro Cuzzolin, <i>travel audience, an Amadeus company</i>	4:15 PM	Panel Discussion 4: Reaching the Luxury Market and Shopping Traveler Moderator: Helene Lloyd, <i>TMI Consultancy</i> Jo Hartley, <i>Hills Balfour</i> Carlos Boga, <i>Hotel Miramar</i> Olivier Jager, <i>ForwardKeys</i> Matthew Burke, <i>McArthurGlen Group</i>
11:30 AM	Coffee Break	5:30 PM	Travel Topics and Tapas Networking Cocktail Reception at Restaurante Jesús Gutiérrez Amitabh
12:00 PM	Panel Discussion 2: Dying of Success. Responsible Destination Marketing and Sustainability Moderator: Sarah Anderson, <i>GTI Tourism Australia</i> Arturo Bernal Bergua, <i>Costa del Sol Tourism Board</i> Sigridur Ragnarsdottir, <i>Visit Iceland and Creative Industries</i> Carlos Vogeler, <i>UNWTO</i> Guido van Es, <i>Responsible Travel Peru</i>	8:00 PM	Close of Session
1:15 PM	Amadeus, At the Heart of the Traveler Journey Fernando Ramiro, <i>Amadeus Media Solutions</i>		

PANEL DESCRIPTIONS

Panel Discussion 1: Leveraging Data in Travel and Tourism

Technology advancements and the globalization of the travel and tourism industry have created an overwhelming amount of data for marketers, managers and sales staff to sort through and analyze. In this session, we break down the most valuable uses of data, where to source it and how it can best be used to achieve meaningful results.

Panel Discussion 2: Dying of Success: Responsible Destination Marketing and Sustainability

What happens when destinations achieve so much success that they begin to dilute their tourism product and key competitive advantages? Our panelists will discuss the importance of sustainable tourism and the responsibility of managing our impact on the environment and the communities we serve.

Panel Discussion 3: The Shifting Profile of Leisure Travelers and Booking Behaviors

Access to information, intermediaries and a shifting demand for exploration are having an impact on how consumers search for their next leisure travel destination. During this discussion, we'll identify trends in marketing that should have an impact on how and where you market to travelers.

Panel Discussion 4: Reaching the Luxury Market & Shopping Traveler

Luxury travel is becoming more mainstream. From hotel products to retail, the opportunities for travelers to splurge continue to grow – and many consumers are choosing to spend more than ever before. Our experts discuss this growth in the luxury market and how to reach a heavily sought-after audience segment.

FRIDAY,
6 OCTOBER

TOURISM MARKETING INNOVATION LAB

9:00 AM	Coffee and Networking
10:00 AM	Top Trends in Marketing Platforms and Data Solutions Leveraging Data to Identify Market Opportunity Alex Villeyra, <i>Mabrian</i> Personalized Messaging and Dynamic Creative Luca Romozzi, <i>Sojern</i> Trends in Promotions that Drive Bookings Julian Mountain, <i>The Travel People</i> Connecting the Dots Through Data and Analytics Ted Sullivan, <i>Adara</i> Following the Consumer Path Andrew van der Feltz, <i>Expedia Media Solutions</i> Where Else Did Your Travelers Go? A case study on traveler churn, from one destination to another Sandro Cuzzolin, <i>travel audience, an Amadeus company</i>
11:30 AM	Coffee Break
12:00 PM	Open Forum Discussion and Marketing Lab Creating Solutions for Today's Travel and Tourism Marketing Issues Moderated by Chris Pomeroy, <i>Travel Consul</i>
1:30 PM	Closing Remarks

PANELISTS

Al Merschen

Myriad Marketing

Alex Villeyra

Mabrian

Andrew van der Feltz

Expedia Media Solutions

Arturo Bernal Bergua

Costa del Sol Tourist Board

Blanca Pérez-Sauquillo

Turespaña

Carlos Boga

Hotel Miramar

Carlos Rodríguez

Minube

Carlos Vogeler

UNWTO

Chris Pomeroy

Travel Consul

Craig Compagnone

MMGY Global

Dave Erdman

PacRim Marketing Group, Inc. & PRTech

Fernando Ramiro

Amadeus Media Solutions

Guido Van Es

Responsible Travel Peru

Helene Lloyd

TMI Consultancy

Jo Hartley

Hills Balfour

Julian Mountain

The Travel People

Luca Romozzi

Sojern

Matthew Burke

McArthurglen Group

Olivier Jager

ForwardKeys

Sandro Cuzzolin

travel audience, an Amadeus Company

Sarah Anderson

GTI Tourism Australia

Sigrídur Ragnarsdóttir

Visit Iceland and Creative Industries

Ted Sullivan

Adara

ORGANIZERS



SPONSORS



AUSTRALIA

CANADA

CHINA

FRANCE

GERMANY

INDIA

ITALY

JAPAN

MEXICO

MIDDLE EAST

RUSSIA AND THE CIS

SCANDINAVIA

SOUTH AMERICA

SPAIN

UNITED KINGDOM

UNITED STATES

TRAVEL NSUL

Travel Consul, an international travel marketing alliance consisting of advertising, brand strategy, PR, digital, media and marketing firms spread across the globe.

travelconsul.com