

# POST-SHOW

# TRAVELERS. TITANS. TRAILBLAZERS.

# **2022** CONFERENCE OVERVIEW

For more than 25 years, The Phocuswright Conference has delivered an unbeatable combination of compelling content, top-tier attendees and electrified atmosphere. It's where ideas are born, partners are found, strategies are honed and deals are done.

Over 1,200 of the travel industry's most influential leaders from around the world attended The Phocuswright Conference 2022 in Phoenix, Arizona, with hundreds more online. Thousands of viewers continue to watch the conference session videos on demand and via the Phocuswright YouTube channel.

Attendees reveled in social events, mingled in the always buzzing Exhibitor Showcase and brought their unique perspectives to highly-targeted, small-group networking events. Continuing where it left off pre-pandemic, the industry's brightest minds leveraged opportunities in one-on-one engagements, Industry Roundtables, the Young Leaders Summit, the Startup Program and even on the pickleball court for a mix of competition and camaraderie.

The most visionary thinkers and innovators with the "Next Big Idea" poured all of their energy into the conference to learn, re-connect and innovate. The most impactful leaders stepped under the bright lights of the PhocusWire Studio to share with the industry the latest stories and developments.

The Phocuswright Conference continues to be an important platform for companies, colleagues and partners to connect. That's why we've expanded our program to include unique sessions and networking opportunities over four eventful days. As always, attendees listened intently to the highly anticipated Center Stage sessions, interacted in breakouts and the Exhibitor Showcase, shined in the spotlight of the PhocusWire studio and found high-level networking throughout each day.

Learn more about The Phocuswright Conference at www.phocuswrightconference.com.



**Phocus** 

STUDIO

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2 POST-SHOW REPORT



# Travelers. Titans. Trailblazers.

After more than two years of fits, starts and stumbles, the travel industry is resurgent. Flights are at capacity, occupancy and room rates are soaring, and some markets and segments will equal or eclipse their pre-pandemic highs this year. Millions of travelers are venturing out, delighted to finally explore much more than their own backyards.

But as travelers unleash themselves upon the globe, make no mistake: Travel may be back, but it's far from smooth sailing. Record fuel prices and unchecked inflation could be a drag on recovery, and a labor shortage threatens to play spoilsport with travelers' ambitious plans. While these headwinds haven't yet deterred consumers from allocating their travel dollars, people have grown more discerning when assessing their options. The battle for this undaunted and demanding audience will be fiercer than ever.

At the same time, a fundamental shift in the travel landscape is afoot, marking a perilous path for some industry players and an uncommon opportunity for others. Powerful privacy protections and the emergence of more sophisticated tools are giving Travelers unprecedented control over when, where and how they go. And with consumers now making choices to safeguard the environment and support brands and destinations that pay more than just lip service to equity and inclusion, the power will soon rest squarely with the people. If the businesses that travelers previously relied upon fall short on delivering the content and value they expect, no biggie: there are plenty of fish in the sea. Of course, the biggest fish – from long-time segment leaders to mammoth intermediaries – still wield enormous influence and seem to get bigger every day. These Titans of travel are not going away anytime soon, but their response to the new traveler-centric landscape could mean the difference between continued dominance and scrambling to remain relevant.

Even as the Titans choose whether to stay the course or boldly welcome and even fuel the change, they are being challenged by the Trailblazers. These nimble players are leveraging new technologies, empowering travelers with the content, tools and enhanced service levels they now demand, and in doing so are gaining their trust and potentially their loyalty. With Web 3.0 ready to democratize the internet and transfer more control to individuals, adopting a head-in-thesand approach is risky, if not ruinous.

Staying on the sidelines is not an option as this reshaped dynamic comes into focus. The Phocuswright Conference welcomed Travelers, Titans and Trailblazers to chart the future of our steadfast but always-evolving industry.

# Phocuswright? Conference

# **TRAVELERS.** TITANS. TRAILBLAZERS.



# **DREAM DEMOGRAPHICS**

22%

The Phocuswright Conference 2022 attendees represented dozens of countries from every travel, tourism and hospitality sector. No other conference provides access to such an elite and motivated group of prospective clients.

# THE PEOPLE YOU WANT TO **MEET WERE THERE**

The number one reason to attend The Phocuswright Conference is networking. Other attendees are eager to meet you and build a partnership.

# **STRIVING FOR GENDER EQUITY**

An important initiative at Phocuswright is to attract a diverse group of speakers and attendees that represents the overall traveling population. We continue to aim for goals in increasing gender, racial and identity diversity, with an emphasis on featuring speakers on Center Stage that more racially and gender-diverse.





# **TESTIMONIALS**

Amazing research team, great location, fantastic networking opportunities.

The PhocusWright Conference is a seminal event for the industry. It is also a place to go outside your comfort zone—either through learning more or for an entirely different area.

The quality and energy of attendees in general is phenomenal, it's an impressive wealth of knowledge that most are willing to share openly. It's an invaluable experience for anyone looking to innovate in travel. The Phocuswright Conference is the best opportunity every year to efficiently meet all relevant partners at the CXO level.

This event delivered above expectations in all aspects. The level of access to industry leaders is unrivaled.

What I love about Phocuswright is the community that follows it. It's an event that is trusted by top senior Travel executives as it provides quality content and endless opportunities to connect with the relevant decision makers. It also helps they pick wonderful venues, destinations and offer a well planned array of events. I truly had the most productive time at Phocuswright and got more accomplished in 3 days than I did in 3 years.

# A CARBON NEUTRAL Event

Continuing with our CO2 offset commitment, we were very proud to once again offset the carbon footprint of The Phocuswright Conference, with the support of our partner iSeatz, including waste, power and water usage, food and beverage and transportation emissions of over 1,200 attendees.

After assessing the event's environmental impact estimate, we worked with Thrust Carbon to identify the best solutions in offsetting the entire carbon footprint of the event.

Phocuswright is committed to being a leader in environmentally-conscious events by taking proactive, voluntary measures.

**iSeatz**. Made possible by iSeatz and Thrust Carbon



# SUSTAINABLE Initiatives

Communities around the world have been hard hit by the pandemic and Phocuswright's sister company, WebInTravel and their "WiT for Good" initiative has an ongoing partnership with Cambodian-based Phare Ponleu Selpak (PPSA) supporting responsible tourism and sustainability through education and performing arts.

Phocuswright has partnered with this social enterprise to produce sustainable lanyards for Phocuswright events.

AON Made possible by Aon



# A DIVERSE AND INCLUSIVE EVENT

Phocuswright is working with organizations to improve diversity in the audience. We sponsored tickets for organizations like RaizUp that help us identify attendees that better represent the diversity of the travel industry and its global representation.

The Diversity in Leadership Program, in partnership with Google, was designed for travel executives and leaders that want to shape more inclusive teams and diverse leadership. The session was open to all attendees interested in shaping more inclusive teams that are reflective of customer needs, built for resilience, innovation, profitability, and are sustainable into the future.

RaizUp facilitated its #IAmRemarkable Workshop for attendees, which promotes personal and professional development, designed to empower women and members of other underrepresented groups to celebrate their achievements in the workplace and beyond.

Google















# **CENTER STAGE REVIEW**

Center Stage at any Phocuswright event offers the highestquality content with ample opportunities to interact with speakers and fellow industry experts.

For many, it was a time to reconnect with old friends and colleagues we might still have missed, but also a chance to meet the new faces of our industry. There were many people there for their first Phocuswright Conference, each cutting their teeth on great networking and content. As for the old-timers, it was truly a time to celebrate a full (mostly) comeback for our recently beleaguered industry. But nothing is the same. There will always be shadows lurking (new variant? political upheaval?) and challenges ahead. Thankfully, surviving the pandemic made everyone in our industry more confident than frightened. They got smarter, leaner, more efficient, but also more attentive and respectful of their surroundings, whether that be the environment or their people. This year was a surprising boom year sustained by high consumer demand. The prevailing attitude: 2023 could be more of 2022, not less. Old or new to travel, there were a few truths that came out of the event, leading to the following predictions:

# Five things that will (or won't) happen in 2023:

- 1. Momentum Replaces Recovery
- 2. Sustainability at a Crossroads
- Blockchain, Web3, NFT, Metaverse Follow the Leader
- 4. Stop Comparing to 2019
- 5. The Future is Asia Again

# by Lorraine Sileo, Founder, Phocuswright Research and Senior Analyst, Phocuswright

# **1. Momentum Replaces Recovery**

This year there was less talk of recovery (except for Asia!) and more about momentum into 2023 and beyond. The industry has nearly recuperated fully from the pandemic - at least in terms of revenue. Hotel room revenue is running about 10% ahead of 2019 highs, and airlines are also ahead by about 4%. OTAs are catching up, too. Consumer demand brought everyone great relief and confidence to move ahead with their growth plans. But taking great risks, making big acquisitions, or investing heavy in technology might have to wait. An industry burned (three times in the last 21 years if you count 9/11 and the great recession) will not be fooled by the early comeback but made better and stronger for it. Even though the signs are that an impending recession and high inflation are not stopping consumers from buying travel, a slowdown is inevitable, but not worrisome. The return of international and business travel should sustain momentum if leisure demand slows. But what does normalized growth look like?

As the industry moves from recovery, to normalized growth, to a possible recession, the future is murky. But consumers are resilient, especially when it comes to travel. Travel is "the only part of consumer discretionary spend that is holding up," said Mark Mahaney, senior managing director of Evercore. Still, he wonders what workforce reductions, already seen among tech giants Amazon and Meta, will mean for future vacation plans. Will there be enough demand to go around? All three hotel leaders on the "Holding the Line" panel were optimistic about 2023, with Choice already exceeding its 2019 revenue. "I think the hotels know how to do this... they've been able to adjust, they're in a good position if it (the recession) comes," said Robert McDowell, chief commercial officer, Choice Hotels International.

# 2. Sustainability at a Crossroads

The theme of sustainability ran throughout the event. Varying statistics showed that consumers not only believe in making environmentally conscious choices but in some cases are willing to pay more for sustainable options. It is high time that the industry responds with more action and fewer platitudes. But will they? Next year companies will have to decide, are they going to act or just let someone else do it?

Those most passionate beseeched the industry to pay attention to sustainability, or else. The loudest voice came from Hopper founder and CEO Fred Lalonde, whose company plants trees for each trip to offset CO2 emissions (with 13 million trees already in the ground). "I am basically challenging all the CEOs of the other companies... start offsetting all the CO2 of your customers right now, off your P&L." It's an "emergency", he implored, so "we have to stop screwing around and get it done." But it's still difficult to convince the rest of the travel industry to act. While Expedia CEO Peter Kern feels "pressure to do more, we'd like to do more," he also cites too much "greenwashing" around ESG. Until there is "auditable, real and definable" data around actions and results, the industry won't take serious action, adding it likely will come from government regulators instead, as we see in Europe.



# 3. Blockchain, Web3, NFT, Metaverse - Follow the Leader

Perhaps the most controversial topics are the impact of new technologies such as blockchain, web3, the metaverse, and NFTs on the future of travel. If you are a futurist like Rohit Talwar, you believe that travel companies need to pay attention or fall behind. Phocuswright senior technology analyst Norm Rose likened industry skepticism to these technologies to similar doubts surrounding e-commerce 20+ years ago – and look what happened. Keep your eyes and ears open! As for blockchain, Rose's panel featured three companies already using the technology in one way or another – Dtravel, Blockskye and Arise Travel.

Obviously, the industry is not ready to go full throttle into web3 and the like, considering its other priorities. But everyone is watching – and someone, anyone, can take the lead. "This is the future we're talking about," implored Rose. "And it's happening now."

# 4. Stop Comparing to 2019

Let's stop comparing the health of the industry to 2019. First, many segments (e.g, air, hotel) are already past that. And secondly, some effects from the pandemic are here to stay. That means, there will be less normalizing, and more record-breaking.

If travelers are hoping that rising travel prices will subside in 2023, forget it. According to the experts, higher prices are here to stay, mostly because there is no evidence of a significant dip in demand AND because the labor shortage is not improving fast enough. Assuming continued supply shortages (e.g., airplane parts), demand will likely exceed supply into 2023 and perhaps later. Travelers will have to make concessions (buy cheaper?) or do without other extras in their lives to make travel happen.

Even so, prices will have to moderate, even if they don't fall back to 2019. ADRs are already at all-time highs – how much farther can they go? But Mahaney said ADRs are expected to stay strong, even with recessionary pressures. Lloyd Walmsley, managing director of UBS, agrees, especially as broader inflation raises all prices, regardless of demand. "I don't think we are going back to where we were in 2019 on prices." In other words, 2019 is no longer the bellwether of "normal," – too many extraordinary forces are at play to even compare.

# 5. The Future is Asia - Again

Finally, there is Asia, the last stop for pandemic recovery, and the most anticipated. Asia slowly reopened ("first in, last out"), and Japan, southeast Asia, Korea, and India are hot once again. India, which fell off the travel radar due to the pandemic, is ready for an awakening, according to Rajesh Magow, co-founder and group CEO, MakeMyTrip, with 600 million Internet users and a growing middle class of 250-300 million people. Japan is "prepped and ready" and considered a bargain for visitors, according to Kei Shibata, co-founder and CEO, Venture Republic Group. But the missing chunk is China. When China outbound reopens fully, the travel market should be booming, speakers agreed.

These are just five themes from The Phocuswright Conference, which also featured an array of titans (e.g., Tripadvisor, Google, Expedia, Sabre, Kayak, Facebook) and many more trailblazers, each focused on fintech, activities, rentals, and more. This was a Phocuswright Conference to remember, proving there is no rest for a travel industry that has moved on from recovery, only to face more and greater challenges – whether environmental, economic, or competitive – as it surges ahead.

# **CENTER STAGE SPEAKERS**

## **Greg Abbott**

Head of Travel, Transportation & Hospitality DataArt

### **Brook Armstrong**

Co-CEO & Co-Founder Blockskye

### **Brian Barth**

Co-Founder & CEO Uplift

## Paul Beukers

Co-Founder Katanox

#### Sanjay Bhatia Director, Travel Meta

**Nelson Boyce** Managing Director, Travel Google

## Jamie Cohen

Chief Financial Officer Vacasa

# **Robert Cole**

Senior Research Analyst, Lodging & Leisure Travel Phocuswright

### Pete Comeau

Managing Director Phocuswright

## Kelly Covato

U.S. Head of Travel, Auto & Energy Snap

POST-SHOW REPORT

#### **Coney Dongre** Research Manager Phocuswright

## **Dorothy Dowling**

Independent Strategic Advisor, Board Trustee Independent Consultant

**Brian Egan** Co-Founder & CEO Evolve

#### Kurt Ekert

President Sabre

## **Nadim El Manawy** CEO Arise Travel

Luuc Elzinga Founder & President Tigets

#### **Charuta Fadnis** Senior Vice President, Research & Product Strategy Phocuswright

Linda Fox Senior Reporter PhocusWire

#### Laurie Gablehouse Head of Global Travel Solutions Worldline

Matt Goldberg CEO Tripadvisor

## Steve Hafner CEO

KAYAK

# Mathias Hedlund

#### CEO Etraveli Group

#### **Belinda Hindmarsh** Executive Vice President & Chief Growth Officer

**Cynthia Huang** Head of Demand Growth

CWT

Dtravel

**Timothy Hughes** Vice President, Corporate Development Agoda

#### Caesar Indra President Traveloka

**Brett Keller** CEO Priceline

#### Peter Kern Vice Chairman & Chief Executive Officer Expedia Group

#### **Tom Kershaw** Chief Product & Technology Officer Travelport

**Naved Khan** Senior Analyst **Truist Securities** 

#### Fred Lalonde Co-Founder & CEO Hopper

Mary Li CEO Atlas

# **Madeline List**

Senior Research Analyst Phocuswright

# **Flo Lugli**

Principal **Navesink Advisory Group** 

**Rajesh Magow** Co-Founder & Group CEO MakeMyTrip

Mark Mahaney Senior Managing Director Evercore

## Robert McDowell Chief Commercial Officer **Choice Hotels International**

Laurence Miall-d'Août

Chief Commercial Officer GoCity

#### **John Morhous** CXO **Flight Centre Travel Group**

**Timothy O'Neil-Dunne** Principal

# **Drew Pinto**

T2Impact

Global Officer, Global Sales, Distribution & Revenue Management Marriott International

### Norm Rose

Analyst Phocuswright

# **Margot Schmorak**

Hostfully

Despegar

# Kei Shibata

# **Alvaro Silberstein**

Wheel the World

Senior Analyst

#### **Mitra Sorrells** Editor in Chief PhocusWire

# **Martin Stoll**

Sparkloft Media

Fast Future

Senior Technology & Corporate Market

Co-Founder & CEO

Damian Scokin CEO

Co-Founder & CEO Venture Republic Group

CEO

# Lorraine Sileo Founder, Phocuswright Research &

Phocuswright

CEO

# **Rohit Talwar** Travel Industry Futurist & CEO

Co-Founder & COO **GetYourGuide** 

Tao Tao

#### Amanda Ventura Zink Public Affairs Manager Waymo

Lloyd Walmsley Managing Director UBS

## Siew Hoon Yeoh

Web in Travel

Founder, WIT & Editorial Director.

100

Northstar Travel Group Asia

# INNOVATION

The award winners of the latest Phocuswright Innovation Platform programs, Summit and Launch include Swayed Intelligence, Nectar, @hotel by TripScout and CELITECH. Phocuswright Innovation Summit and Launch provide the premier stages for global innovators to demonstrate new ideas that are set to change the travel industry.

Ten innovators, selected from PhocusWire's Hot 25 Startups for 2023, presented at Summit, the pitch competition for startups, and twelve presented at Launch, the platform for scaleups and established companies to introduce new products. The winners represent the best of this elite group.

"Though the world is feeling back to normal for many of us, the pandemic caused far-reaching and seemingly permanent changes in the travel industry," said Phocuswright's manager, research and innovation, Mike Coletta. "This year's group of innovators embody today's environment, from the accelerated digitization of operations to the expedited rise of short-term rentals to the drastically increased relevance of social media. The group brought forth creative and pragmatic solutions in all of these areas and so many more."

573 innovators have now participated in Phocuswright's innovation events since the first Travel Innovation Summit in 2008. This esteemed group of Phocuswright Innovation alumni has brought countless innovations to the market. 402 of them have raised funding, adding up to over \$8.5B collectively, and 103 have been acquired. View all of this year's innovators and the alumni here.

# PhocuswrightInnovation P 2022 INNOVATION PLATFORM WINNERS

# PhocuswrightInnovation?

# SUMMIT MOST INNOVATIVE STARTUP OF THE YEAR AND THAYER VENTURES AWARD WINNER:

WINNER: SWAYED INTELLIGENCE – PERSONALIZED TOUCHPOINTS FOR TRAVELERS IN PHYSICAL SETTINGS RUNNER-UP: NECTAR – FAST, FLEXIBLE FUNDING FOR SHORT-TERM RENTAL MANAGERS

SUMMIT PEOPLE'S CHOICE WINNER:

NECTAR - FAST, FLEXIBLE FUNDING FOR SHORT-TERM RENTAL MANAGERS

SW/AYED



# Phocuswright Innovation?

# LAUNCH PEOPLE'S CHOICE:

WINNER: @HOTEL BY TRIPSCOUT – THE FIRST HOTEL BOOKING PLATFORM FOR SOCIAL MEDIA RUNNER-UP: CELITECH – BRANDABLE ESIM SOLUTION FOR TRAVEL-RELATED COMPANIES







# **INNOVATION SUMMIT** DRAGONS

# **Chris Hemmeter**

Managing Director Thayer Ventures

### **Terry Jones** CEO On Inc.

Ellen Keszler

CEO **Clear Sky Associates** 

# Harshit Vaish

Senior Vice President, Strategy & Corporate Development Expedia Group

# Lisa Katsouraki

Senior Vice President, Corporate Development Etraveli Group

Melissa Maher Strategic Advisor & Consultant

**TerryJones** CEO On Inc.

## **Noreen Henry** Chief Revenue Officer Sojern

# **INNOVATION LAUNCH: PHOCUSGROUP**

**Amy Burr** President Jetblue Ventures

### John Morhous схо

Flight Centre Travel Group Limited

# **Stephen Joyce**

Head of Solutions Holibob

#### Kurien Jacob Principal

Highgate

# **Tania Platt**

Senior Vice President, Commercial Travel Payments Amadeus

# **Chris Vukelich** Managing Principal Fitzroy Associates

**Terry Jones** CEO On Inc.

# Sarah Lehman CEO Zartico

# **INNOVATORS** 573

PhocuswrightInnovation PhocuswrightInnovation

FUNDED

402

ACQUIRED

NR NR

RAISED \$**9.5**B













# PLEASE VOTE

POLLS ARE COST FROM 11:15 AN

30

uswrightInnovation?

# **STARTUP PROGRAM**

# Hilton FOR THE STAY

This program is made possible by the support of Hilton.



Pitching isn't everything, nor is it the only thing. This private event - with participation only by acceptance - enabled startups to network with investors, industry experts and fellow travel tech startups, while Phocuswright helped facilitate oneon-one meetings. Relationships deepened at curated roundtable discussions, happy hours and throughout the conference.



Suzanna Chiu

Head of Amadeus Ventures **Amadeus** 

# Raja Goel

Partner

# HTV

Stuart Greif

Chief Strategy, Innovation & Operating Officer Forbes Travel Guide

Mitch Gross

Managing Director 12 Squared Growth

#### **Chris Hemmeter**

Managing Director Thayer Ventures Darren Henley Director of Strategic Business Development - Americas

Amadeus

Holibob

Studies

**Stephen Joyce** 

**Richie Karaburun** 

New York University

Lisa Katsouraki SVP Corporate Development

Etraveli Group

Clinical Assistant Professor: Director. HI

Jonathan M. Tisch Center of Hospitality

Hub Incubator; NYU School of Professional

Head of Solutions

Ellen Keszler

Clear Sky Associates

# Flo Lugli

Principal Navesink Advisory Group

### Oral Muir

VP Partnership Development and Global Distribution **Hilton** 

# **Betsy Mulé**

Investor F-Prime Capital

# Mat Orrego

CEO Cornerstone Information Systems

### Will Phillipson MD WillPhillipson Consulting

Joshua Roebig VP Corporate Innovation Programs

# Flight Centre Travel Group

Margot Schmorak

CEO and Co-Founder Hostfully

# Kerri Zeil

Independent Consultant - Business Development Independent Consultant

## Stephen Snyder

Managing Director Operations and Partnerships JetBlue Ventures

# YOUNG LEADERS SUMMIT

# SPONSORED BY **hotelbeds**

Each year, Phocuswright brings together the industry's best and brightest travel leaders aged 35 and under to be part of this elite group. The Young Leaders Summit program recognizes the brilliant minds shaping the future of the travel industry and is a launching pad for the next generation of travel luminaries to connect, debate and collaborate.



# **SESSION MODERATOR**

Aurélie Krau Head of Customer Success Travel, hubli

# **SPEAKERS 6 MENTORS**

## **Nelson Boyce**

Managing Director Travel **Google** 

### **Steve Hafner**

ceo Kayak

**Chris Hemmeter** 

Managing Director Thayer Ventures

Madeline List Senior Analyst Phocuswright

Traci Mercer Senior Vice President - Marketplace Segments Sabre Corporation

# **Cheryl Miller**

SVP and CMO Expedia for Business

# **Rohit Talwar**

CEO **Fast Future** 

Roman Townsend Managing Director Belvera Partners

Danielle Von

Wholesale US East & Canada Hotelbeds

# **Business Travel News** Gimmonix **Cambon Partners Global Thematic Insights** CarTrawler Google CELITECH GuestX **Chargeback Gurus** Hertz

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Allianz Partners

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Interactions Intelliguide iSeatz **ITB Berlin** Jet Blue Technology Ventures Journera Joyned Justt KAYAK

L'Agenzia di Viaggi

LG Ads Solutions

Hilton

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IGT Solutions

Hudson Crossing

MakeMvTrip MediaAlpha Meta Mobi Mystifly Netomi Nuvei OAG Priceline Partner Solutions RaizUp **RateGain Technologies** Limited Rezme/Join Cherry Riskified Road.Travel **RTB House** Sabre SimLocal

Local Adventures Travolution

Skyscanner Snap TBO Tech4th Teleperformance TerraPay **Thayer Ventures The Travel Foundation** Tipalti travel42 **Travel Voice Japan TravelgateX Travel Tech for Scotland Travel Tech Show Travel Weekly** TravelX

Tripscout (@hotels) TripStax Trisept Solutions TRZMO UATP Vacasa Vervotech Visit Lauderdale Visit Phoenix Visit Saudi Arabia WeTravel WEX WNS

Tripadvisor

# Phocuswright Conference

# Worldline Worldpay from FIS Xeni **ZineOne**

# TRAVELERS. TITANS TRAILBLAZERS.



# **MORE NETWORKING & ACTIVITIES**

# **INDUSTRY ROUNDTABLES**

When it comes to highly-targeted, small-group networking, Industry Roundtables offer the ultimate interest-based networking. Phocuswright curated these intimate, offrecord curated roundtable discussions based on business interests, moderated by industry experts and Phocuswright analysts.

The roundtable discussions were an opportunity for attendees to meet like-minded peers and industry experts in an informal setting to examine issues as they relate to the table topic.

At a large, global event like The Phocuswright Conference, providing a forum for small groups was an important way to facilitate meaningful conversations and networking opportunities for participants.

# **PICKLEBALL FUN**

Phocuswright kicked off the event with a friendly outdoor game of Pickleball. Over 40 attendees of all levels met on the court to jump start their week. After a brief instruction session learning the basics and rules of Pickleball, attendees got into teams to enjoy the sunshine and active networking event.



interactions





# HOT AIR BALLOON RIDE

Attendees took networking to new highs during an adventurous experience in the Arizona desert with Local Adventures and Travel Tech Leaders. With unobstructed panoramic views and breathtaking photos, this small-group opportunity was a memorable conference experience for everyone involved.

SPONSORED BY



# **PHOCUSWIRE STUDIO**

With prime real estate within the conference, the PhocusWire editorial team conducted over 40 interviews with the most innovative companies and leaders, digging deep into the stories, profiles and strategies that will help chart the future of our steadfast but always-evolving industry. The PhocusWire team even flexed their journalistic interview skills on Center Stage, moderating Executive Interviews and Roundtables with their unique skills and style.



amadeus

## **POWERED BY**





# The Phocuswright? Conference

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NOVEMBER 13-16, 2023 FT. LAUDERDALE/ HOLLYWOOD, FLORIDA



**2023** 12-14 JUNE BARCELONA, SPAIN

# TRAVELLERS. TITANS. TRAILBLAZERS.



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# POWERING GREAT DECISIONS.