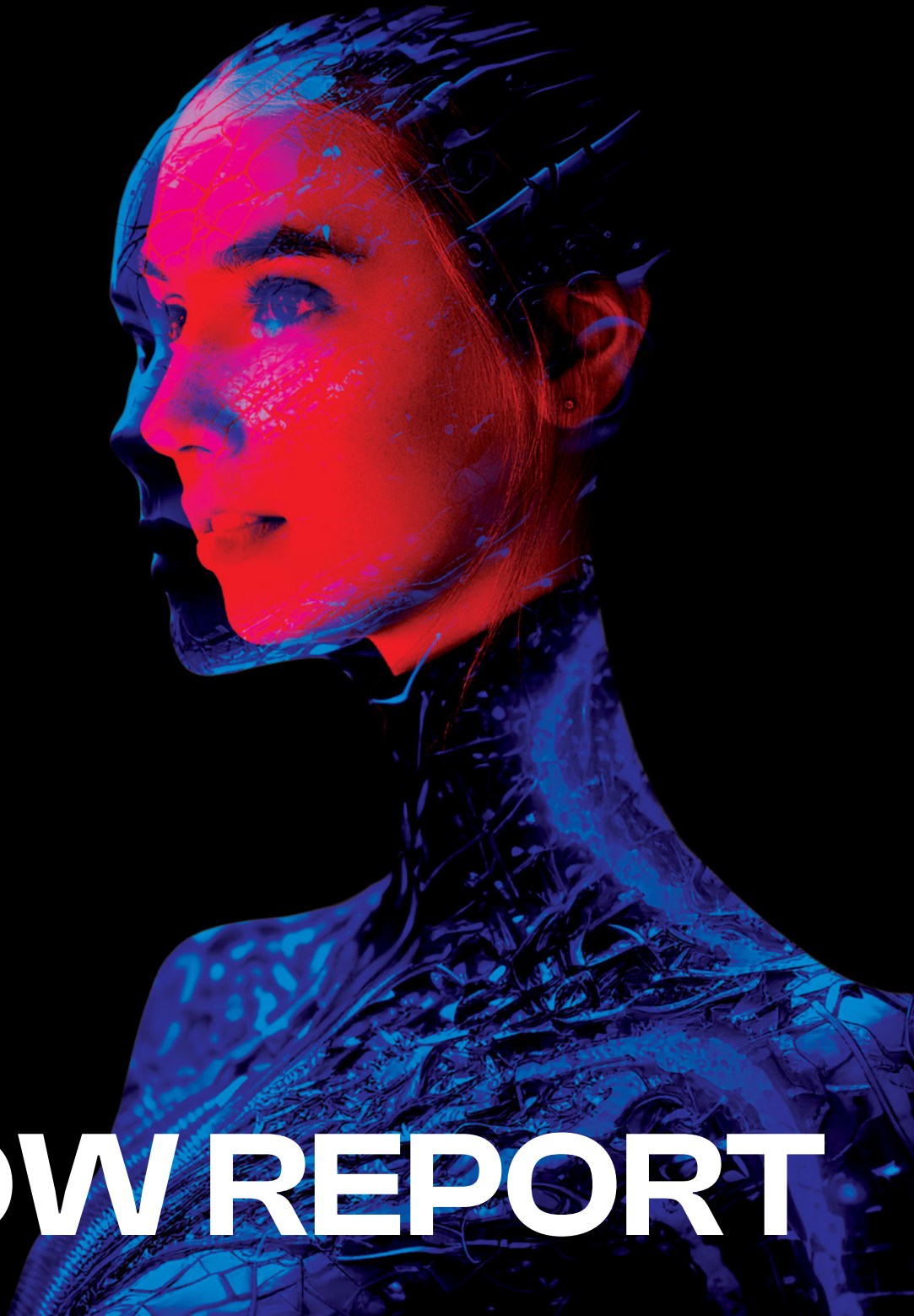


The
Phocuswright
Conference

YOU, ME & THE MACHINE

www.phocuswrightconference.com

POST-SHOW REPORT



2023 CONFERENCE OVERVIEW

Over 1,200 of the travel industry's most influential leaders from around the world attended The Phocuswright Conference 2023 in Ft. Lauderdale, Florida and thousands of viewers continue to watch the conference session videos on demand and via the Phocuswright YouTube channel.

Attendees reveled in social events, networked in the always buzzing Exhibitor Showcase and brought their unique perspectives to highly-targeted, small-group networking events. The industry's brightest minds leveraged opportunities in one-on-one engagements, Industry Roundtables, Diversity in Leadership Program, the Young Leaders Summit, the Startup Program and even during morning Yoga classes or morning runs to set intentions and release endorphins before embarking on the day.

The most visionary thinkers and innovators with the "Next Big Idea" poured all their energy into the conference to learn, 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 the diverse mix of programming includes 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.



WATCH ALL SESSION VIDEOS



VIEW PHOCUSWIRE COVERAGE

CONFERENCE THEME

If the past few years have taught us anything, it's that we can't control everything. When faced with extraordinary events, resilience and reinvention are often the only recourse.

Fast-forward a few years from the height of the pandemic, and travel has roared back. But as the industry finds its footing in the wake of unprecedented upheaval, a collection of forces – some that have evolved over many years, and others now progressing at a dizzying pace – stand ready to transform how travel businesses must operate to compete. Once again, travel sits on the cusp of massive change.

Powerful advances in artificial intelligence could have massive implications for every aspect of travel – from how businesses operate internally to how consumers experience the world. Even more alarming is the pace of change. Just when we think we might understand how to leverage this increasingly sophisticated technology, the Machine has moved on, making deeper inroads into our industry and demanding a rethink of our products, services and processes.

Is AI the great equalizer or will it simply exacerbate the inequalities that exist in our industry? Will travelers trust their trip-planning to the algorithm, and who will make the necessary investments required to harness its remarkable potential?

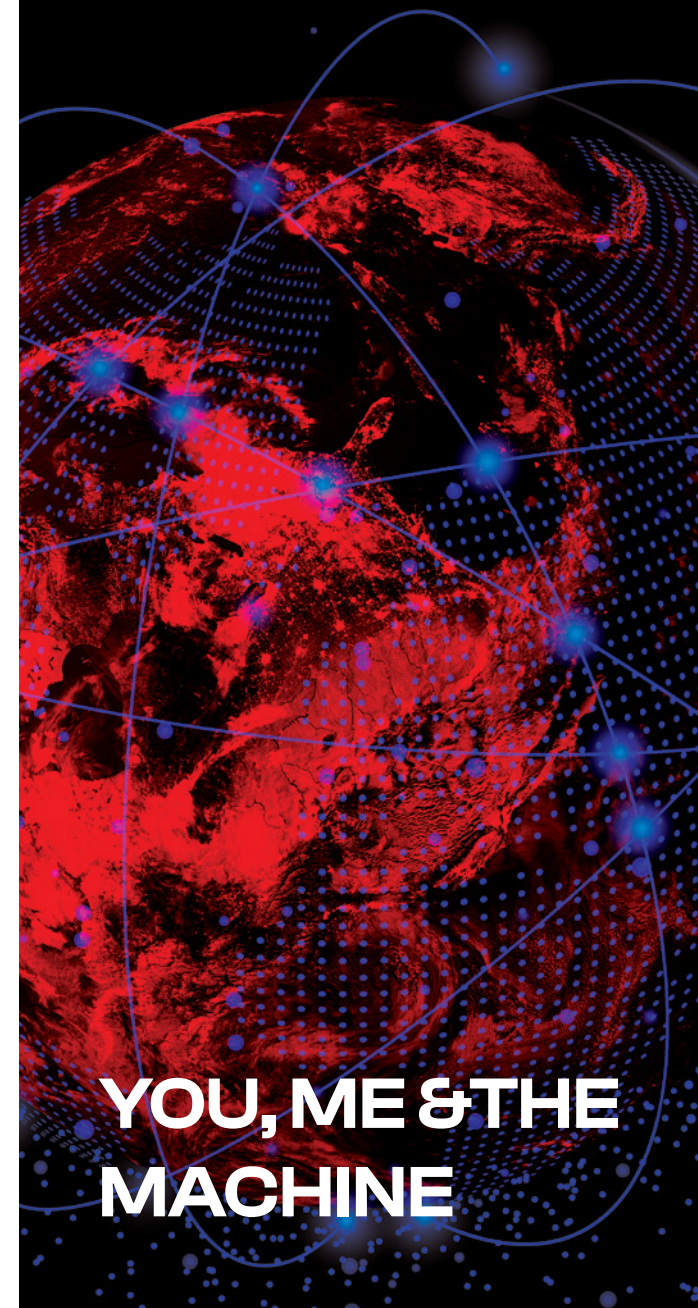
And for an industry built on relationships, what does it portend if AI can replace us?

Less sci-fi but no less serious, the Machine encompasses other powerful elements that make success anything but certain. Travel's titans – those entrenched players with seemingly unlimited resources – continue to tighten their grip on markets, segments and distribution channels, lengthening the odds for others to establish an edge. Meanwhile, governments worldwide eye the industry with ever-increasing scrutiny (and regulation), while economic factors raise the bar for survival.

These forces unfold against a backdrop in which travelers worldwide are inextricably tethered to their smartphones, with increasing expectations that these machines can and should anticipate and facilitate their every whim and transaction. Across all these realms, You, Me and the Machine are colliding fast, but is it a tussle or an embrace?

Of course, for every naysayer and scaremonger, there are evangelists and advocates to remind us that if history is any indication, predictions of impending doom are often greatly exaggerated. Yes, there will be winners and losers, newcomers and also-rans. But as in all previous radical shifts, man and machine will work together toward outcomes that lead to a better future for travel.

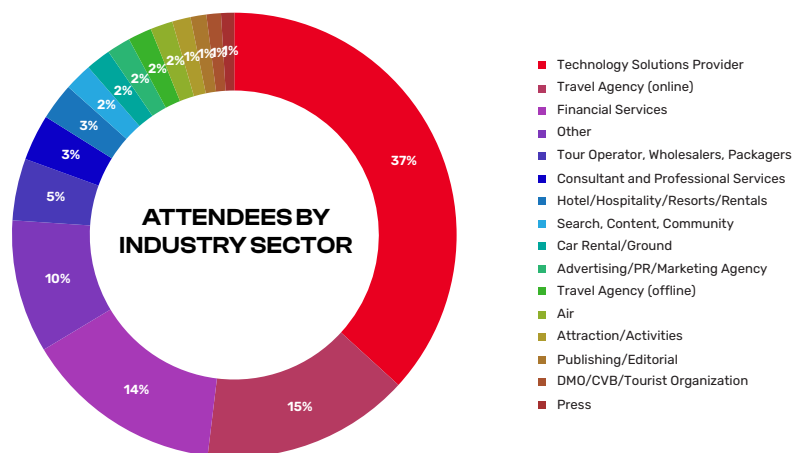
The
Phocuswright
Conference



AUDIENCE OVERVIEW

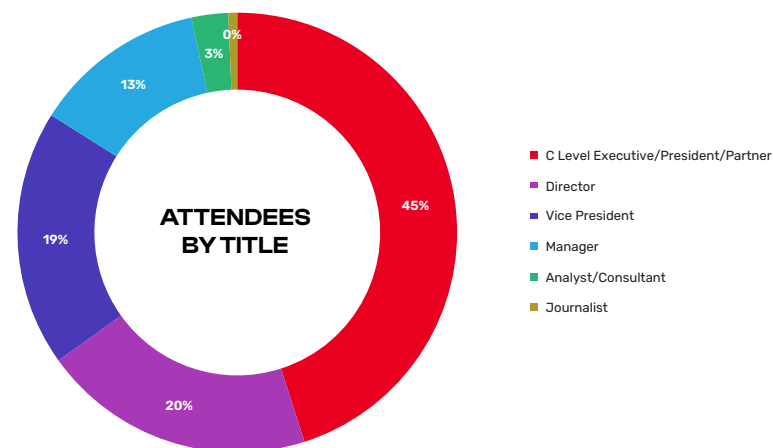
DREAM DEMOGRAPHICS

The Phocuswright Conference 2023 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.



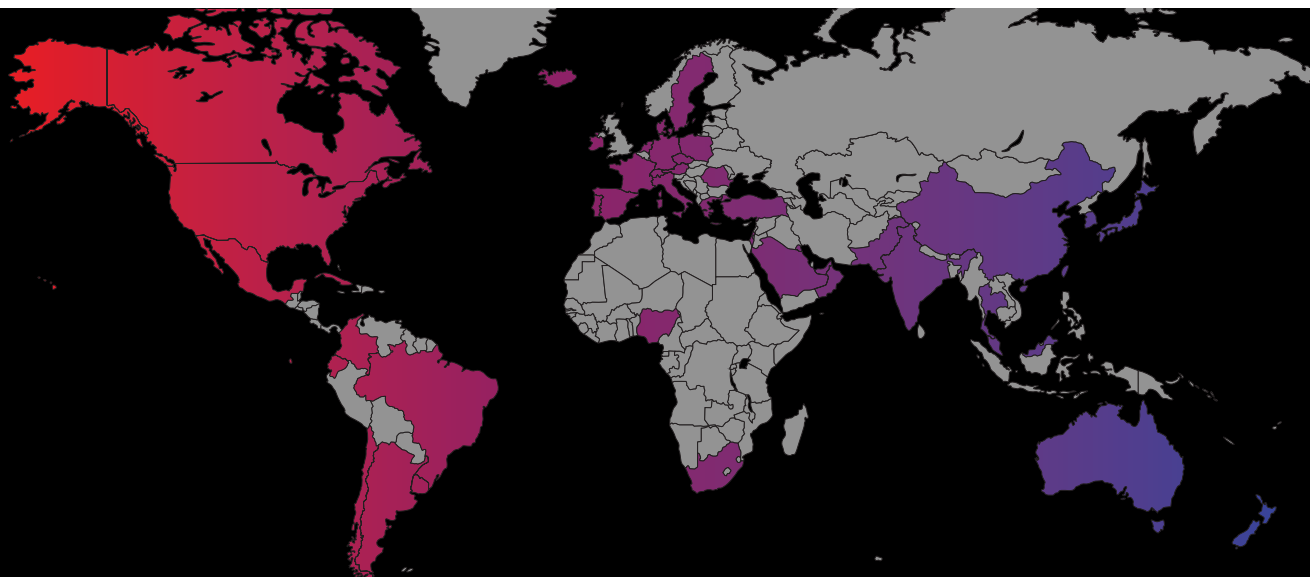
THE PEOPLE YOU WANT TO MEET WERE THERE

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



A GLOBAL EVENT

The Phocuswright Conference was packed with senior executives from the top travel businesses from around the globe. Attendees represented over 40 countries.



TESTIMONIALS

“ The sessions were well run, on time and seamless.

“ Thank you for an awesome conference, great organization and non-stop networking with industry leaders.

“ Blown away by meeting after meeting at Phocuswright last week. The willingness for so many travel companies to gather, meet, share priorities, explore partnerships and plan for big leaps in tech made this one of the best trips of the year.”

“ It was an unforgettable experience and excited to continue to be a part of the community.

“ Nothing beats in person meetings and connecting real time to fully align our values and deepen our mission to make sure travellers are always our number one priority.

“ Innovation Launch seemed to drive demand among prospective customers as several interested attendees approached us afterwards.

“ What. A. Week at Phocuswright - industry icons, healthy debates, fantastic sessions and next level networking!”

“ What happens when you mix 30 inspiring female leaders and a couple of supportive male allies together in one room? Amazing conversation, great connections, and a ton of empowerment! I'm still buzzing from the Female Founders in Hospitality speed networking luncheon at Phocuswright!

“ Thanks for an amazing conference with great panels, engaging roundtables and well-organized side events facilitating meaningful connections and partnerships within the travel industry.”

A CARBON NEUTRAL EVENT

Doing the right thing for the environment is a no-brainer. For five consecutive events, we've offset the entire carbon footprint of The Phocuswright Conference, with the support of our partner AIG and iSeatz, including waste, power and water usage, food and beverage and transportation emissions of over 1,200 attendees. That's an offset of 3,125 tons of CO₂.

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.

CO₂
NEUTRAL

iSeatz®



A DIVERSE AND INCLUSIVE EVENT

Phocuswright is working with organizations to improve diversity in the audience. The Diversity in Leadership Program was designed for travel executives and leaders that want to shape more inclusive teams and diverse leadership. The session, around the theme of “Super Human Culture and Connection”, 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.

This year's program featured:

A Fireside Chat with Stacy Ritter, President & CEO Visit Lauderdale, moderated by Mitra Sorrels, Editor-in-Chief, PhocusWire

A Group Discussion with Diversity Advocates

A Panel Discussion featuring:

- Melissa Maher, CEO & Founder, Pinnacle Enterprises Group
- Stuart Greif, Chief Strategy, Innovation & Operating Officer, Forbes Travel Guide
- Jessica Patel, Senior Vice President, TripArc
- Kimberly Newbury, Vice President, Sales, Phocuswright



ELEVATING AND AMPLIFYING THE VOICES OF FEMALE FOUNDERS

Phocuswright collaborated with Nina Kleaveland from “Female Founders in Hospitality”, Rita Varga from “Raizup”, and Iris Serbanescu from “wmnsWORK” to curate a compelling program tailored for female founders.

Female Founders in Hospitality hosted its first in-person events at The Phocuswright Conference – a roundtable discussion and a luncheon – to bring together female founders attending the conference and to raise awareness of the organization.

The goals of the Female Founders in Hospitality program:

- Elevate and amplify the voices of female founders in the travel technology industry, showcasing their contributions, innovations, and leadership roles.
- Foster an inclusive environment where female founders can connect with peers, mentors, potential investors, and industry stakeholders to build meaningful relationships and partnerships.
- Not only spotlight the contributions of female founders but also to create a sustainable ecosystem where they can thrive, collaborate, and inspire others.





CENTER STAGE OVERVIEW

Inside the Machine: The Phocuswright Conference 2023 focuses on what could be

By Lorraine Sileo with Cathy Walsh

There was a lightness in the air at The Phocuswright Conference 2023 in Hollywood, FL, Nov. 13-16. As travel companies continue to ride the wave of strong demand, there were few complaints about lack of business. Even the wind and rain didn't dampen the high spirits for the 1200+ attendees at the iconic Diplomat Beach Resort. As for the economy going forward, everyone was hoping for a "soft landing in 2024" instead of a dreaded recession. To maintain momentum, it will take collaboration -- as the theme expressed -- among "You, Me, and The Machine".

The travel industry has never been one to rest on its laurels and this year was no exception. While the current travel environment remains positive, if not tenuous considering ongoing conflicts around the world, there is still much work to be done. Any company that isn't focused on major advancements will struggle in the second half of the decade. There has been constant talk about personalization and creating a seamless journey, but improvement comes in increments. So, what has changed?

Gen AI: From Practical to Magical

What is different now than even one year ago is the big promise of generative AI (e.g., ChatGPT, Bard) and how it can transform the end-to-end travel experience. Because AI can make personal recommendations, build trips, and create itineraries, the travel implications are endless. But everyone agreed it is early days, and too soon to tell what impact AI will have on how we discover and experience trips going forward.

At present, AI is used mostly in customer service (e.g., chatbots) and at the backend, doing the work of programmers, call center personnel, and increasing productivity (too soon to tell the impact on staffing but coders beware), and of course trip planning (e.g., lots of ChatGPT plug-ins and curated content). Susie Vowinkel, managing director, Travel, at Google explained how Bard's Open AI extensions connect into Gmail, YouTube, flight, and hotel search to create itineraries. For partners, the machine can play a role in where marketers should invest. And Tripadvisor's CEO Matt Goldberg said there is huge opportunity for AI to dissect Trip's 1 billion+ reviews to provide better detail for travelers for hotels, experiences, and restaurants. Tripadvisor has seen great results from its Gen AI planning tool so far, but they're just getting started. "Like other disruptive technologies you will see an incredible hype cycle early but underestimate the long-term impact."

John Mangelaars, CEO of Skyscanner, found that AI does convert better after several months of testing, but most early applications are practical in nature. Johannes Thomas, CEO of Trivago, uses AI to localize TV spots in multiple languages across the globe, lowering costs by 10X. Johannes Reck, co-Founder & CEO, GetYourGuide, mentioned the "nuts and bolts" -- enabling supply to upload in multiple languages, while Ben Drew, president of Viator, referred to other "pragmatic" uses such as saving seconds of time at the call center.

A Waiting Game for Investors

The promise of Gen AI to transform travel has not yet had a great impact on start-up valuations, despite the proliferation of so-called "AI-based" companies. According to Phocuswright data, investments could use a jolt, as estimates put the level of money raised for 2023 back below where it was 8 years ago in, said Mike Coletta, Manager, Research and Innovation, Phocuswright Inc.

Activity has been dampened by high interest rates, and investors admitted that money is on the sidelines as they wait for valuations to normalize and the "big winner" to emerge in generative AI tech. "We haven't really found the right use case," said Amy Burr, president of JetBlue Ventures, though they are keen on finding companies using AI for operational efficiency. Investors expect more action in 2024-25



as valuations normalize, but companies need to show a path toward profitability. “Growing with little burn or relative burn but a higher growth rate,” is critical in the valuation, said Naved Khan, managing director, B. Riley Securities, during the Street Talk panel.

Winners and Losers

Another debated topic is the impact of Gen AI on the travel ecosystem – will there be benefits for companies of all sizes to stand out or will it simply allow the larger companies to get even bigger? While there is certainly room for an upstart (like OpenAI), OTAs have had a 20-year head start and accumulated the vast amounts of data needed to make AI work, according to Jake Fuller, managing director, BTIG, LLC.

Kayak’s CEO Steve Hafner also agrees that their accumulated data helps AI make better decisions.

“I think it’s going to help big brands get better, take market share.” But Kayak co-founder and serial entrepreneur Paul English disagrees. “[AI] is making us way more productive...it doesn’t matter how many engineers you have.” For English, there is now a more level playing field to write code and build new businesses.

Turning the Corner

Profitability was also a hot topic. Not only is it harder to raise capital if you’re leaking money these days, but it is time for some of the more recent upstarts to improve the bottom line. After nearly nine years from launching and building the app, Hopper is ready for positive returns. “Fundamentally we have to get to profitability” by 2024, said its founder and CEO Fred LaLonde, adding that the B2B business is already in the black. Two of the leaders in the tours

and activities space, Viator and GetYourGuide, also vouched for full year profitability in 2024 as they focus on retention and repeat business. “We’re on a journey towards long-term sustainable OTA-like profit margins,” said Viator’s Drew.

Other sessions focused on sustainability and disruption; NDC and the state of business travel; experiences; tours and activities; digital identify; cruise; and globalization. As summed up by Charuta Fadnis, Phocuswright’s SVP, Research and Product Strategy, “It’s the opportunity of a lifetime – the opportunity to reimagine the industry from the ground up and to build travel into an experience that encompasses You, Me, and The Machine.” It should be an interesting year.

CENTER STAGE OVERVIEW

Adam Morvitz

Founder & CEO
point.me

Alex Bainbridge

Founder & CEO
Autoura

Amy Burr

President
JetBlue Ventures

Ben Drew

President
Viator

Bobby Healy

Founder & CEO
Manna Drone Delivery

Brett Keller

CEO
Priceline

Brian Davis

SVP & CMO
Sun Country Airlines

Brook Armstrong

Co-CEO & Co-Founder
Blocksky

Charuta Fadnis

SVP, Research & Product Strategy
Phocuswright

Christian Spannbauer

CTO, Lufthansa Digital Hanger
Lufthansa Group

Damian Scokin

CEO
Despegar.com

Dangui Oduber

Minister of Tourism & Public Health
Aruba

Douglas Quinby

CEO
Arival

Fahd Hamidaddin

CEO
Saudi Tourism Authority

Fred Lalonde

Co-Founder & CEO
Hopper

Gary Morrison

CEO
Hostelworld

Gilles Trantoul

VP, Product Marketing & Portfolio Strategy
Amadeus

Guido Becher

Global Head of Travel
Rappi

Heather Dahl

CEO
Indicio.tech

Helane Becker

Managing Director
TD Cowen

Jake Fuller

Managing Director & Digital Services Analyst
BTIG

Jeff Katz

Founder & CEO
Journera

Jennifer Scheurich

VP, Capital One Travel & Retail Experience
Capital One

Johannes Reck

Co-Founder & CEO
GetYourGuide

Johannes Thomas

Managing Director & CEO
trivago

John Mangelaars

CEO
Skyscanner

John Padgett

President, Princess Cruises & Chief Experience & Innovation Officer
Carnival Corporation

Julie Whalen

EVP & CFO
Expedia Group

Kathy Misunas

Founder & Principal
Essential Ideas

Keith Wallis

Senior Director, Distribution & Payments
Air Canada

Kelly Covato

U.S. Head of Travel
Snap

Kurien Jacob

Managing Director
Highgate Technology Ventures

Linda Fox

Senior Reporter
PhocusWire

Linda Fox

Senior Reporter
PhocusWire

Lindsay Liszewski

VP, Business Insight & Analytic Services
Choice Hotels International

Loren Kosloske

Head of Growth & New Products, Airports & Travel
Uber

Lorraine Sileo

Founder, Phocuswright Research & Senior Analyst
Phocuswright

Madeline List

Senior Research Analyst
Phocuswright

Mark Mahaney

Senior Managing Director
Evercore

Matt Goldberg

CEO
Tripadvisor

Mia Morisset

Principal
Inovia

Michael Zureik

Director of Digital Identity
SITA

Mike Coletta

Manager, Research & Innovation
Phocuswright

Mitra Sorrells

Editor in Chief
PhocusWire

Naved Khan

Managing Director
B. Riley Securities

Neil Geurin

Managing Director, Airline Retailing
American Airlines

Norm Rose

Senior Technology & Corporate Market Analyst
Phocuswright

Norm Rose

Senior Technology & Corporate Market Analyst
Phocuswright

Oral Muir

VP, Partnership Development & Global Distribution
Hilton

Paul Abbott

CEO
American Express Global Business Travel

Paul English

Founder
Deets.com

Paul Weaver

VP, Global Digital Product Design
Hyatt

Pete Comeau

Managing Director
Phocuswright

Prashant Bhugra

Head of Travel
Microsoft

Richard Valtr

Founder
Mews

Robert Cole

Senior Research Analyst, Lodging & Leisure Travel
Phocuswright

Sanjay Bhatia

Travel Industry Director
Meta

Sanjay Mohan

Group CTO
MakeMyTrip

Schubert Lou

COO
Trip.com

Siew Hoon Yeoh

Founder, WIT & Editorial Director
Northstar Travel Group Asia

Stephanie Daniel

Co-Founder & CEO
Legends

Steve Hafner

CEO
KAYAK

Susie Vowinkel

Managing Director, Travel
Google

Theresa Wise

Retired CIO, Delta Air Lines, CEO & Principal
Utaza

Tom Kershaw

Chief Product & Technology Officer
Travelport

Vanessa Karel Ramos

Founder & CEO
Greether

INNOVATION

The award winners of the latest Phocuswright Innovation Launch include ConnexPay, TripFusion by Vacayou and BabyQuip. Innovation Launch is the premier stage for global innovators to demonstrate new ideas that are set to change the travel industry. Eleven companies presented, and the winners represent the most promising of this elite group.

The eleven innovators represented scaleups and established companies introducing new products. With the winners represent the best of this elite group.

"While fintech was the most well represented trend this year, it was great to see creative solutions serving lots of corners of the industry, from family travel to ancillaries to sustainability, with many of them incorporating artificial intelligence in meaningful ways." said Phocuswright's manager, research and innovation, Mike Coletta.

Since the Phocuswright's first Travel Innovation Summit in 2008, 576 innovators have participated in the company's innovation events. This esteemed group of Phocuswright Innovation alumni has brought countless innovations to the market. 413 of them have raised funding, adding up to over \$8.2B collectively and 103 have been acquired. View all of this year's innovators and the alumni [here](#).

PhocuswrightInnovation[?]

2023 INNOVATION LAUNCH WINNERS

PhocuswrightInnovation[?]
LAUNCH

WINNER: TRAVEL INNOVATION AWARD

CONNEXPAY – ALL-IN-ONE, REAL-TIME PAYMENTS PLATFORM THAT ALIGNS INCOMING CUSTOMER PAYMENTS WITH OUTGOING SUPPLIER PAYMENTS



RUNNER UP: TRAVEL INNOVATION AWARD

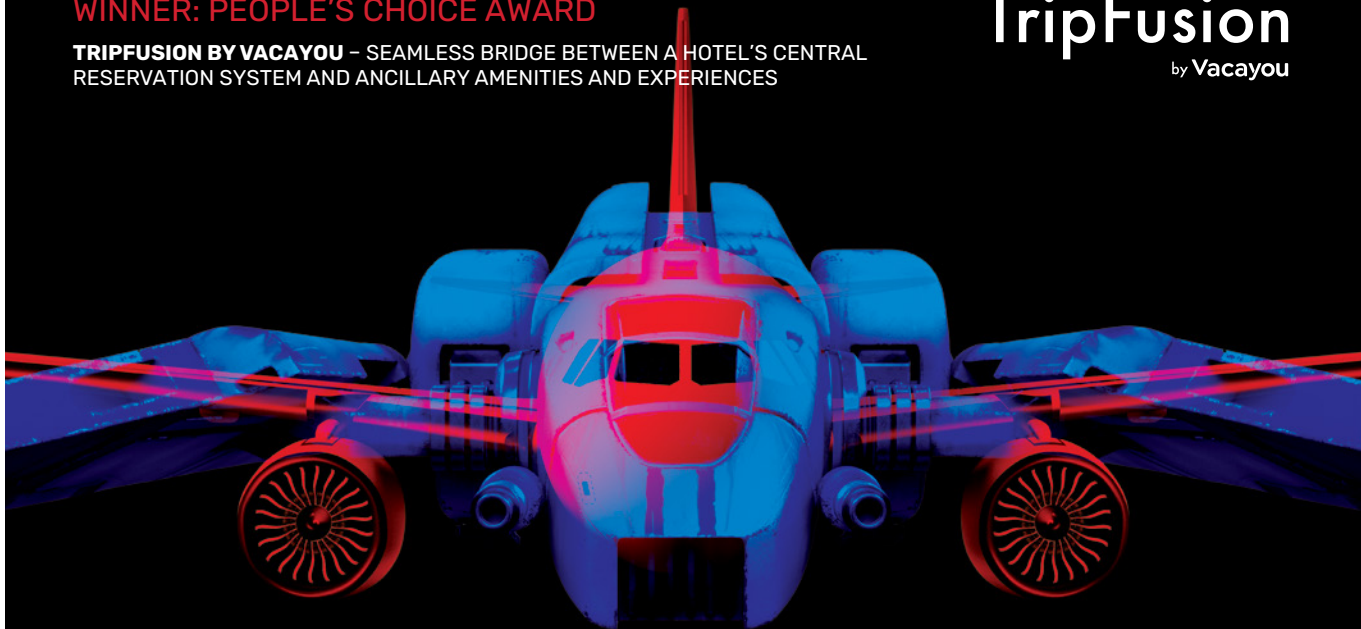
BABYQUIP – BABY GEAR RENTAL AND DELIVERY



WINNER: PEOPLE'S CHOICE AWARD

TRIPFUSION BY VACAYOU – SEAMLESS BRIDGE BETWEEN A HOTEL'S CENTRAL RESERVATION SYSTEM AND ANCILLARY AMENITIES AND EXPERIENCES

TripFusion
by Vacayou



INNOVATION

INNOVATION LAUNCH: PHOCUSGROUP

Suzanna Chiu

Head of Amadeus Ventures

Amadeus

Ellen Keszler

CEO

Clear Sky Associates

Chris Hemmeter

Managing Director

Thayer Ventures

Evan Konwiser

Chief Marketing & Strategy Officer

American Express Global
Business Travel

Harshit Vaish

SVP, Corporate Development,
Strategy & Investor Relations

Expedia Group

Ross Veitch

Co-Founder & CEO

Wego Group

Lisa Katsouraki

SVP, Corporate Development

Etraveli Group

Andrew Murphy

Chief Business Officer

Cartrawler

Flo Lugli

Founder & Principal

Navesink Advisory Group



weeva



CONNEXPAY



terrapay

TripFusion
by Vacayou

rePUSHTY
by REVOX

PhocuswrightInnovation[?] BY THE NUMBERS

INNOVATORS

547

RAISED

\$8.2B+

FUNDED

380

ACQUIRED

103

(As of October 2023)



25

PhocusWire^P
Powered by Phocuswright

HOT TRAVEL STARTUPS 2024

SPONSORED BY **Allianz**  **Partners**

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 KINDRED

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 pointme

 The Host Co.

 BookingData

 BTP AUTOMATION

 eilago

 JERNE

 Grazzy

 DHARMA

 TRAVLR ID

 unravel

 Direx.

 weeva

 VENUS
AEROSPACE

 turneo



STARTUP PROGRAM



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 one-on-one meetings. Relationships deepened at curated roundtable discussions, happy hours and throughout the conference.

MENTORS

Suzanna Chiu

Head of Amadeus Ventures

Amadeus

Darren Henley

Director of Strategic Business Development - Americas

Amadeus

STEPHEN JOYCE

VP of Content

Arival

TEDD EVERS

Global Partner Leader, Travel & Hospitality

AWS

GILAD BERENSTEIN

Founder

Brook Bay Capital

ELLEN KESZLER

CEO

Clear Sky Associates

MAT ORREGO

CEO

Cornerstone Information Systems

LISA KATSOURAKI

SVP Corporate Development

Etraveli Group

JOHN MORHOUS

CXO

Flight Centre Travel Group

STUART GREIF

Chief Strategy, Innovation & Operating Officer

Forbes Travel Guide

BETSY MULÉ

Investor

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ORAL MUIR

VP Partnership Development & Global Distribution

Hilton

GILLES KARLE

Chief Product Officer

Kiwi.com

NINA KLEAVELAND

CEO & Co-founder

Lanyard

JOHN BUCHANAN

Portfolio Manager

PAR Capital Management

KRISTI CHOI

Investor

Plug and Play Ventures

FOTIOS PHILIP LOLIS

Vice President

Thayer Ventures

LOREN KOSLOSKE

Head of Growth & New Products - Airports & Travel

Uber

CARA WHITEHILL

Founder

Unlock Advisors

BARBARA JOSEPH

Senior Product Manager

Virtuoso

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

Founder
#MissionNomad

Walter Buschta

SVP, Marketing
Phocuswright

Evan Konwiser

Chief Marketing and Strategy Officer
American Express GBT

SPEAKERS & MENTORS

Coney Dongre

Research Manager
Phocuswright

Steve Kaufer

CEO & Co-founder of Give Freely /
Co-founder TripAdvisor & former CEO

Paul English

Founder
Deets.com / Co-Founder KAYAK

Traci Mercer

SVP, Accommodations & Priceline
Agoda Global Partner Services
Priceline

Steve Hafner

CEO
KAYAK

Jason Soss

Global Head of Strategic Partnerships
Hotelbeds and Co-founder
Travel Holdings

Bobby Healy

CEO and Founder
Manna Drone Delivery

Danielle Von

Wholesale US East & Canada
Hotelbeds

Chris Hemmeter

Managing Partner
Thayer Ventures

Susie Vowinkel

Managing Director, Travel
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Brex	Hilton	Nuvei	TBO (Travel Boutique Online)	Weeva
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Cartrawler	HotelBeds	Panrotas	TerraPay	WNS
Celitech	Hotelier News	Partnerize	Thayer Ventures	Yanolja
Chain4Travel	Hotel Engine			Zentrumhub

YOU, ME & THE MACHINE



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, off- record 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.

conversations and networking opportunities for participants.

MORNING YOGA CLASSES AND COMMUNITY RUN

Attendees embraced the dawn and began each day with a serene morning yoga session or a refreshing run along the scenic beachfront as the sun casts its first rays over the ocean.

These activities were crafted to welcome participants of all skill levels. It encouraged each participant to seize this opportunity to forge meaningful connections with fellow speakers and attendees in an atmosphere of communal well-being. The yoga class was led by Sam Reynolds, founder of Café Namaste, whose background in various yoga disciplines and a dedication to mindfulness and self-care offered a teaching style that is inclusive and accessible to both beginners and seasoned yogis. The run was led by experienced Phocuswright runners and welcomed all pace and skill levels.



2024 PHOCUSWRIGHT HALL OF FAME

Phocuswright's Hall of Fame inductees led the way for many of today's titans. The very epitome of trailblazers, they continue to inspire the travel industry and make a profound impact.

This year, Phocuswright inducted two new members to the Hall of Fame:



FLO LUGLI

FOUNDER & PRINCIPAL
NAVESINK ADVISORY GROUP



STEVE KAUFER

CO-FOUNDER & CEO, GIVE FREELY
CO-FOUNDER & FORMER CEO, TRIPADVISOR

Both travel industry individuals have been described as having played an instrumental role in shaping the sector. They're known for not willing to accept the status quo and have played key roles in establishing new models, developing technology and launching businesses.

See the PhocusWire coverage and PhocusWire Studio [interview here](#).

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.



The
Phocuswright[?]
Conference

November 19-21, 2024
JW Marriott, Phoenix
Desert Ridge Resort & Spa
Phoenix, AZ

A stylized desert landscape illustration. The background is a gradient of orange and yellow, representing a sunset or sunrise. A large, bright yellow sun is positioned in the upper right. Below the sun, there are silhouettes of desert mountains in shades of orange and red. In the foreground, there are dark brown, wavy lines representing the desert floor. Several saguaro cacti are scattered across the landscape, some in silhouette and some in a lighter orange color. The large white text '2024' is centered in the middle of the image, partially overlapping the sun and the mountains.

2024

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