

The  
**Phocuswright**  
Conference

BY NORTHSTAR



[www.phocuswrightconference.com](http://www.phocuswrightconference.com)

# POST-SHOW REPORT



# THE NEW AGE(NTS)

# 2024 CONFERENCE OVERVIEW

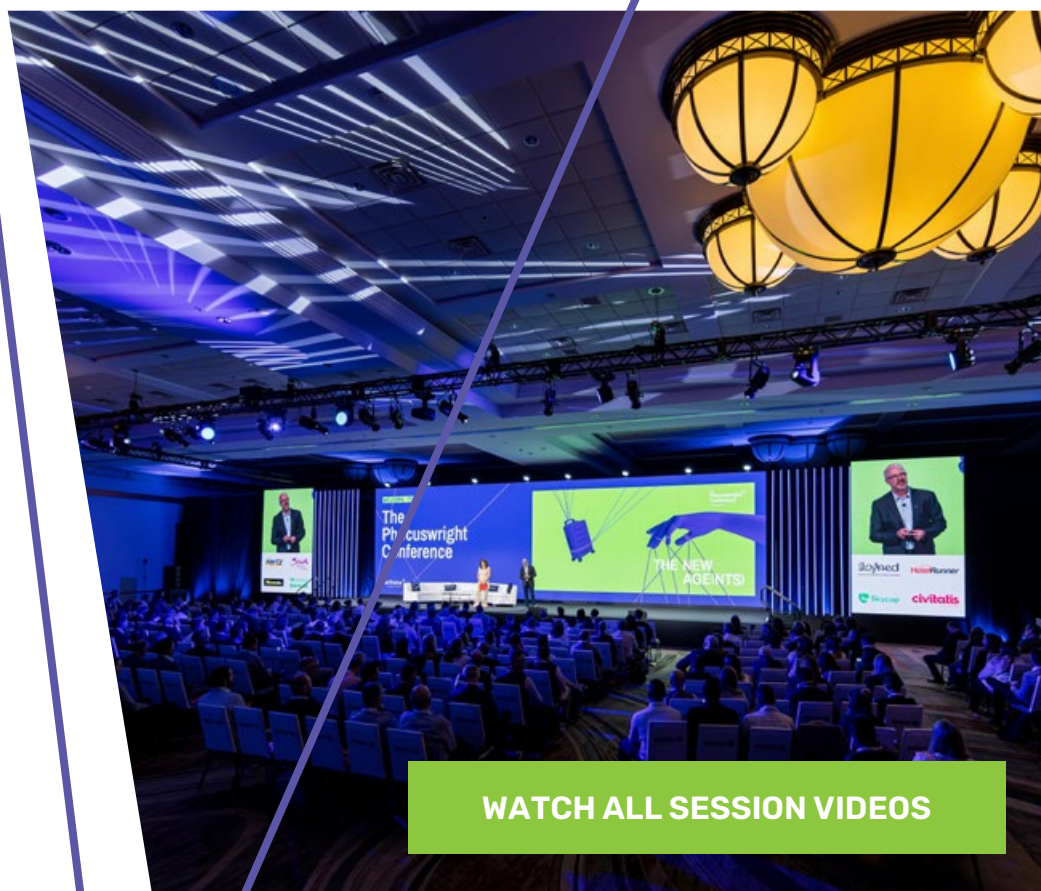
Over 1,300 of the travel industry's most influential leaders from around the world attended The Phocuswright Conference 2024 in Phoenix, Arizona and thousands of viewers continue to watch the conference session videos on demand and via the Phocuswright YouTube channel.

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, Female Founders Lunch, 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 three eventful days. As always, attendees listened intently to the highly anticipated Center Stage sessions, interacted in breakouts and the Networking 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](http://www.phocuswrightconference.com).



[WATCH ALL SESSION VIDEOS](#)



[VIEW PHOCUSWIRE COVERAGE](#)

# CONFERENCE THEME

Something is different this year. It's true that The Phocuswright Conference typically addresses the forces that impact and reshape the travel industry; for a sector as dynamic as travel, it's natural that we would take this approach. But this time around, it's more than that. New agents of change abound as a new age of travel beckons. Travel distribution is being totally upended, as new players and paradigms exert their influence, and the tussle for control over content, the customer and their allegiance reaches a new level of intensity. And much of it is being fueled by technology that will have morphed into something appreciably more powerful by the time you're done reading this. Here's how we see it:

## A New Age

Where Google once dominated at the top of the funnel, social platforms like TikTok and Instagram are now in the mix. Disruptive, AI-powered conversational search now serves up smarter, more personalized travel inspiration and recommendations. Meanwhile, airlines are embracing NDC to differentiate content across channels aiming to personalize offers, as legacy systems and the once-dominant GDSs are increasingly being squeezed in this new distribution dynamic. Hotels often follow the airlines' lead. Can they be far behind in their quest to regain some control over distribution? Brands outside the traditional travel ecosystem – including big-box retailers, financial institutions and loyalty clubs – are firmly in the game, redefining what it means to be an online travel agency. With myriad influencers, content

sources and new pathways now leading to the purchase, travel businesses must know where they stand and make some bold choices to keep up.

## Customers in Control

Notwithstanding the fervent efforts of the biggest suppliers and intermediaries to “own” the customer, their profiles and data, in this New Age only the customer owns the customer. Self-sovereign identity, personal data vaults, secure digital wallets and other empowering tech let consumers pull the strings. With these tools at their disposal, travelers will decide how, when and with whom to share their details and personal information, protecting their privacy and removing a layer of friction from travel shopping. With the tables turned, how can the industry's titans and trailblazers continue to acquire customers and, more importantly, gain their trust and loyalty to the point where they will open their profiles and purses?

## Emerging Agents

Despite the massive hype and handwringing, we are some years away from fully autonomous agents executing sophisticated plans and completing complex tasks for travelers and businesses with little or no direction. Complete upheaval of travel shopping and buying has not yet occurred. But make no mistake: Emerging agents and transformative tools are already in play and increasingly augment the core tasks that travelers engage in as they seek inspiration, plan,

purchase and organize their trips. From intelligent trip-planning to personalized curation and analysis, these tools open new realms of efficiency, quality and cost-savings for travelers and industry stakeholders. Those that relegate this new reality to some far-off future proceed at their own peril.

## Enduring Agents?

Proclamations of the traditional travel agent's demise have come and gone... will personal and autonomous agents deal a final blow to even the most tenacious travel advisors? With empowered travelers taking the reins more than ever, and new tools taking the grunt work out of gathering options and itineraries, what becomes of the traditional travel agent? Savvy advisors may find a winning combination by deploying these same high-tech tools to operate more effectively, while also going deeper to deliver customers the expertise and value that AI cannot (and never will?).

A New Age in travel is indeed upon us, along with its accompanying Agents.

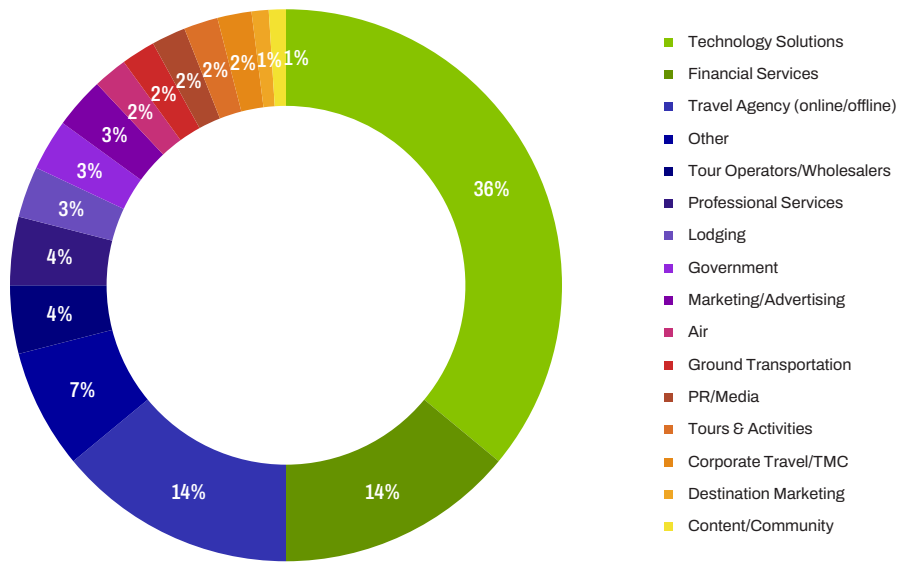


THE NEW  
AGE(NTS)

# AUDIENCE OVERVIEW

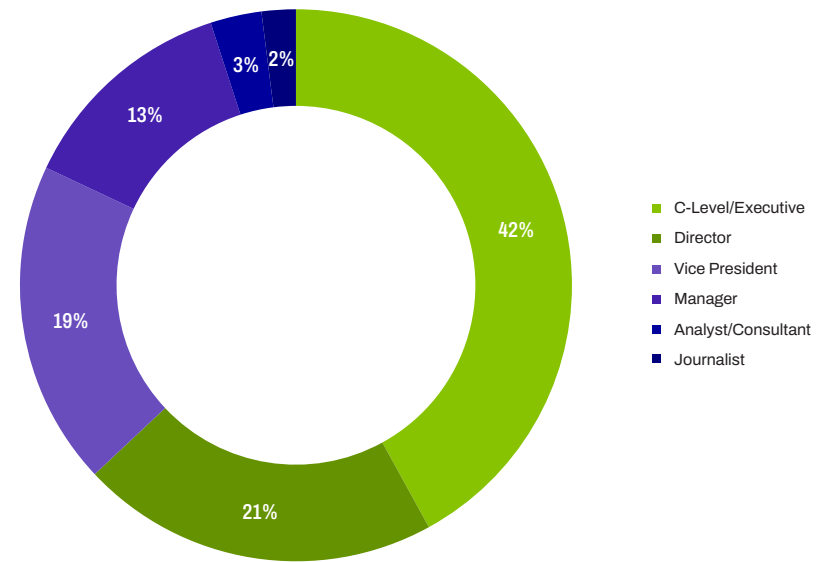
## Dream Demographics

The Phocuswright Conference 2024 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 45 countries.



# AUDIENCE OVERVIEW

## Shared Goals, Shared Successes

Attendees set a wide variety of objectives and business interests.

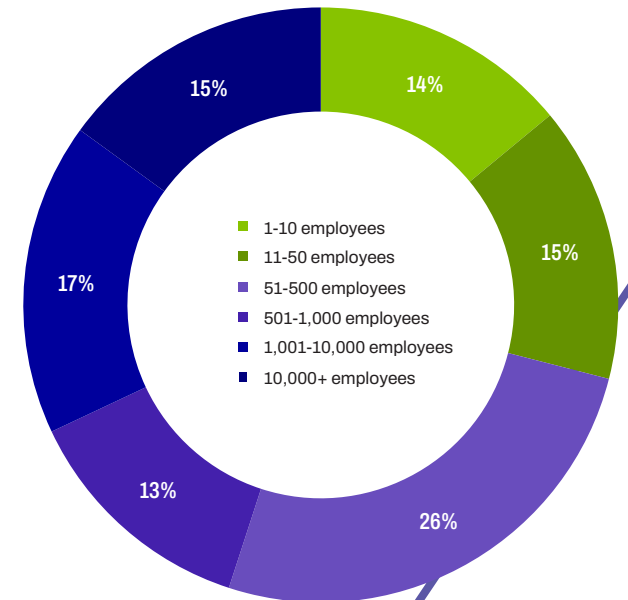
Networking and Making New Contacts	45%
Attend Sessions/Learning	35%
Strategic Partnerships	29%
New Clients and Leads	23%
New Technology Solutions	22%
Brand Awareness	18%
Startups and Innovation	14%
Sales and Marketing Strategies	13%
Market Expansion	11%
Digital Transformation	10%
Investment Opportunities and Acquisitions	9%
Media Exposure	8%
Raise Capital	5%
Operational Efficiency	5%

## Topics of Interest

It's no surprise that technology and innovation led the way, but there was plenty of interest in consumer behavior, global trends, marketing and investment just to name a few.

Technology in Travel	48%
Innovation and Disruption	39%
Travel Trends and Consumer Behavior	37%
Regional and Global Market Trends	22%
Digital Marketing and Distribution	19%
Investment and Business Opportunities	18%
Customer Service and Experience	16%
Sustainability and Environmental Impact	9%
Regulation, Policy, and Ethics	5%

## Companies of All Sizes



# TESTIMONIALS

“ The programming was extremely compelling, the networking was valuable and the hospitality was 5-stars. I really was blown away by the caliber and quality of the conference.

“ Phocuswright is different. The energy, the inspiring crowd and the conversations in between make this a unique space to step back and rethink what really matters for travel's future.

“ I have attended many conferences for different industries and Phocuswright was the best conference I have attended. The manner in which the networking engagements were setup and managed was best of class!

“ Phocuswright has a very good system for pre-event networking that helps you achieve your goals.

“ I was able to search for companies I was looking for in advance and get to know them efficiently.

“ Phocuswright doesn't just showcase the future of travel; it empowers leaders to shape it. It's an honor to be part of an event that truly elevates the travel industry.

“ An enlightening journey into the cutting-edge innovations, strategies, and challenges shaping the travel industry.

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

“ Phocuswright continues to set the gold standard for industry events with its exceptional quality of insights, meticulously curated sessions, and unparalleled networking opportunities.

“ The event serves as a dynamic hub where industry leaders and innovators converge to share game-changing ideas and strategies. The structured networking opportunities, in particular, stand out as a highlight, enabling meaningful connections and fostering collaborations that drive real impact.



# CENTER STAGE OVERVIEW

## Wonder and Uncertainty Take Center Stage at The Phocuswright Conference

By Lorraine Sileo

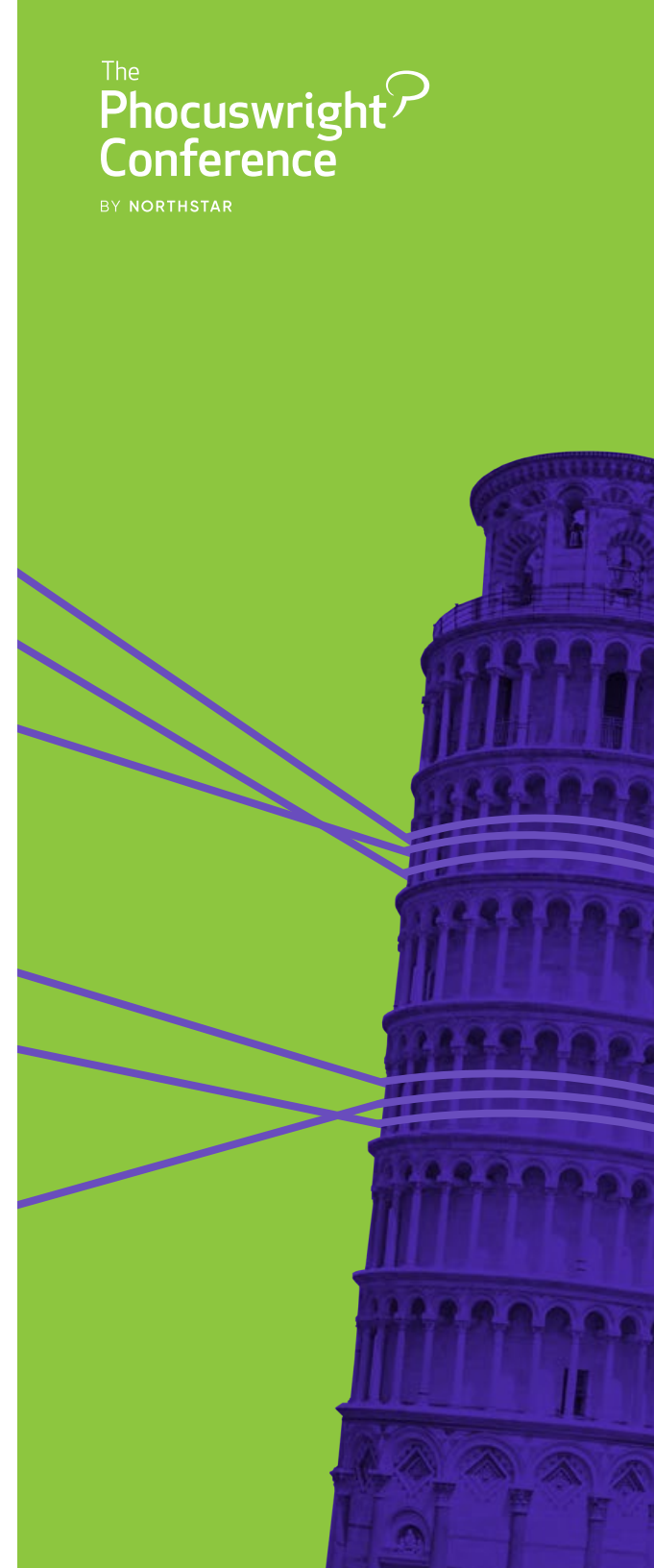
Wisdom of industry veterans combined with youthful exuberance to create a celebratory atmosphere at the Phocuswright Conference in Phoenix, AZ, Nov. 19-21. Industry legends Rod Cuthbert and Michele Peluso were inducted into the Phocuswright Hall of Fame while up and coming female entrepreneurs Jessie Fischer and Arielle Warren won the Philip C. Wolf Memorial Scholarship award. The fact that both ends of the spectrum united – seasoned experts and mentors with start-ups and hopefuls – signals how the travel industry is morphing and innovating from historical legacies to a new age driven by AI.

From back-end efficiencies to front-end content curation, generative AI, AI agents and AI-powered search were all part of the dialogue describing the (near) future scenario. And while the piping might stay the same (think giants Expedia and Booking, hotel PMS/CRS and even the GDS not going away anytime soon), it's the layer on top that's just the icing on the cake. There's also the discussion of AI dislocations (who wins/who loses) and a level of uncertainty not seen for over a decade (unless you count Covid, of course). This no holds barred, anything can happen spirit has energized a new generation of entrepreneurs and experts alike.

There is still a long way to go before the impact of AI is fully felt on the travel industry. With the conference theme of “The New Age(nts)” setting the tone, there was still much debate about which segments of the market will benefit from personalized AI agents that carry out tasks for the traveler throughout all stages of trip planning. Will AI eliminate the need for intermediaries and gatekeepers, thus empowering the supplier direct channels? Or will AI make the giants even bigger and consolidate power to a few, large OTAs and media companies?

“In this revolution of AI, the big guys are on it, and they have mountains of resources,” Chris Hemmeter, managing partner, Thayer Investment Partners, told the crowd of 1300+ attendees. Several speakers echoed the same sentiment, including Mark Mahaney, senior managing director and head of Internet equity research at Evercore, who pronounced that “the OTAs aren't going away anytime soon...the big guys will be bigger,” especially when considering their 25+ years of data collection.

But there's also room for new players. “The economics of distribution and travel don't favor a monolithic solution... that's just not how it works,” said Eric Blachford, Founder Pine5 Partners and former Expedia CEO, explaining that the fragmented travel distribution landscape relies on many players with access to inventory. And when asked if incumbents will continue to rule, entrepreneur and venture capitalist Steve Singh said “I don't buy that. In every single wave of technology, you've seen new leaders emerge.”





There was also the ongoing debate of whether Perplexity Pro, Search GPT, TikTok Search, Bing et al will challenge Google's supremacy in search. While Google's future remains bright (despite regulatory efforts to break up parent Alphabet), there is no doubt that the top of the funnel is being splintered by an array of new and interesting players that are embedded in our devices and habits. "All these AI tools, they are shifting away traffic from search, from Google especially to places where there is no clear business model," said Pablo Delgado, CEO of Mirai. He believes ChatGPT and others will have to monetize to remain viable. He also thinks Google is under threat not just from AI but from demographics – "Google doesn't exist" in the world of his 14-year-old daughter, who relies more on snapchat, Instagram, TikTok, and YouTube. Kristen Dalton, president of Tripadvisor, said the good news for them is how generative search opens opportunities for long form content. "They [Google] are constantly going to be there, but I think this moment opens up opportunity for others," added Noreen Henry, chief revenue officer of Sojern.

Everyone did agree there is no way of knowing how the future of AI will play out, especially in this uncertain environment where everyone is experimenting and testing. "We don't know what the world will look like in a year," said Blachford, which makes it extra difficult to spot winning investments. It's a "dangerous time for entrepreneurs" who are stuck and can't pivot quickly, added Hemmeter. The winners will need staying power but also know when it's time to shift strategies. But sitting on the sidelines is not an option, especially since tools are readily available and relatively easy to use. "It's not the right time to put your head in the sand," Blachford warned. Once the landscape is clearer, funding dollars will flow again, so be ready.

What's real right now? Many speakers agreed that cost savings from AI are evident, especially in service delivery. Singh sees "massive change in corporate travel management," adding there's an opportunity with modern technology to take the existing cost structure and cut it in half. He predicts that in 10 years, the exact

same number of travel counselors will service "two to three times the number of customers." Future TMCs that are built on AI native services will be more efficient, but not exclusive to any one channel or device. "I don't think there is a world in which the TMC goes away," said Singh, adding that chat, AI conversational interfaces, phone conversations and app messaging will all coexist based on travelers' needs.

The Phocuswright Conference 2024, which celebrated 30 years of Phocuswright's history, also featured leaders from Expedia, Priceline, Kayak, Airbnb, Google, Breeze, Amadeus and more and included a range of discussions and research on connected trips, loyalty, marketing, self-sovereign identity (SSI), social media and consumer tech. With 11 innovators vying for Travel Innovation and People's Choice awards and hundreds of entrepreneurs in the audience, there was no dearth of ideas to envision the next era in travel, even if it's still a bit murky.

# CENTER STAGE OVERVIEW

## Alicia Schmid

Director of Research  
Phocuswright

## Ankit Khanna

Chief Product Officer  
MakeMyTrip

## Ariane Gorin

CEO  
Expedia Group

## Betsy Mulé

Investor  
F-Prime Capital

## Brett Keller

CEO  
Priceline

## Chris Hemmeter

Managing Partner  
Thayer Investment Partners

## Damian Scokin

CEO  
Despegar.com

## Dave Stephenson

Chief Business Officer & Head of  
Employee Experience  
Airbnb

## David Neeleman

Founder, Chairman & CEO  
Breeze Airways

## Decius Valmorbidia

President, Travel  
Amadeus

## Erik Blachford

Founder  
Pine5 Partners

## Francois Le Doze

Chief Commercial Officer  
Eurostar

## Geoffrey Renaldo

VP, Web & Mobile Products  
Marriott International

## Gilad Berenstein

Founder  
Brook Bay Capital

## Gillian Jones

Identity & Access Management Lead  
Condatis

## Hazim Al-Hazmi

President, Americas & Europe Markets  
Saudi Tourism Authority

## Jake Fuller

Managing Director  
BTIG

## Jenn Scheurich

Managing VP,  
Capital One Travel & Retail Experience  
Capital One

## Jennifer Shepherd

Global Head of Uber Transit  
Uber

## Jon Owen

CEO  
Go City

## Julie Farago

Sr. Director,  
Google Travel & Local Search  
Google

## Kasia Pankowska

CEO  
Hotel Treats

## Kristen Dalton

President  
Tripadvisor

## Kurt Ekert

CEO & President  
Sabre

## Linda Fox

Executive Editor  
PhocusWire

## Lorraine Sileo

Founder, Phocuswright Research &  
Senior Analyst  
Phocuswright

## Luuc Elzinga

Founder & President  
Tiqets

## Madeline List

Manager, Research & Special Projects  
Phocuswright

## Marilyn Markham

VP, AI & Automation Strategy  
American Express GBT

## Marius Nigond

Co-Founder & CEO  
iWander

## Mark Losey

CTO  
Flockx

## Mark Mahaney

Sr. MD & Head of Internet Equity  
Research  
Evercore

## Mia Morisset

Principal  
Inovia Capital

## Michael Gulmann

Founder & CEO  
Otto the Agent

## Mike Coletta

Sr. Manager, Research & Innovation  
Phocuswright

## Mike McGearty

Co-Founder & CEO  
Meili Travel Technology

## Mitra Sorrells

SVP, Content  
Phocuswright & PhocusWire

## Nadia Omer

CEO  
AirAsia MOVE

## Naved Khan

Managing Director  
B. Riley Securities

## Nikita Dedik

Founder, CEO & CTO  
Road.Travel

## Noreen Henry

Chief Revenue Officer  
Sojern

## Norm Rose

Sr. Technology & Corporate Market  
Analyst  
Phocuswright

## Oral Muir

VP, Partnerships,  
Experiences & Distribution  
Hilton

## Pablo Delgado

CEO  
Mirai

## Pete Comeau

Managing Director  
Phocuswright

## Robert Cole

Sr. Research Analyst,  
Lodging & Leisure Travel  
Phocuswright

## Robert Rosenstein

Co-Founder & Chairman  
Agoda.com

## Ross Veitch

Co-Founder & CEO  
Wego Group

## Sarah Dines

Chief Commercial Officer  
Viator

## Shane O'Flaherty

Global Director, Travel & Hospitality  
Microsoft

## Siew Hoon Yeoh

Founder, WIT & Editorial Director  
Northstar Travel Group Asia

## Steve Hafner

Co-Founder & CEO  
KAYAK

## Steve Singh

Exec. Chairman, Direct Travel  
Center, Troop Travel & Spotnana, MD  
Madrona Venture Group

## Terry Jones

Chairman  
AMGiNE

## Veronica Diquattro

President, B2C Europe  
Omio

## Vikas Bhola

CEO  
Neoke

# INNOVATION

## PhocuswrightInnovation<sup>?</sup> LAUNCH

The award winners of the latest Phocuswright Innovation Launch include Mobi.AI (People's Choice Award) and Snowflake (Travel Innovator of the Year). 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.

Since the Phocuswright's first Travel Innovation Summit in 2008, 640 innovators have participated in the company's innovation events. This esteemed group of Phocuswright Innovation alumni has brought countless innovations to the market. 466 of them have raised funding, adding up to over \$10B collectively and 113 have been acquired. View all of this year's innovators and the alumni [here](#).

PhocuswrightInnovation<sup>?</sup>

## 2024 Innovation Launch Winners

WINNER: TRAVEL INNOVATION AWARD



RUNNER UP: TRAVEL INNOVATION AWARD



WINNER: PEOPLE'S CHOICE AWARD



# INNOVATORS

## Innovation Launch: PhocusGroup

### Aaron Gowell

CEO  
SilverRail

### Amy Burr

President  
JetBlue Ventures

### Cara Whitehill

Vice President  
Thayer Investment Partners

### Ellen Keszler

CEO  
Clear Sky Associates

### Erik Blachford

Founder  
Pine5 Partners

### Harshit Vaish

SVP, Corporate Development,  
Strategy & IP  
Expedia Group

### Kei Shibata

Co-Founder & CEO  
Venture Republic Group

### Kevin Knupp

Vice President of Corporate Development  
Booking Holdings

### Kurien Jacob

Managing Director & Partner  
Highgate Technology Ventures

### Suzanna Chiu

Head of Amadeus Ventures  
Amadeus

### Traci Mercer

SVP, Accommodations, Flights &  
Strategic Operations  
Priceline

Phocuswright Innovation

## BY THE NUMBERS

Innovators

652

Raised

\$10.9B+

FUNDED

495

ACQUIRED

134

(As of December 2024)



# 25

## HOT TRAVEL STARTUPS 2025

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 NomadHer

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 obvlo.

 touroptima

 TripStax

 trust-d

 tripesa.

 turpal

 Zatlas

 Zentrum Hub



# 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

**Robert Rosenstein**  
Co-Founder & Chairman  
Agoda.com

**Darren Henley**  
Director of Strategic Business  
Development - Americas  
Amadeus

**Kevin Knupp**  
Vice President  
Booking Holdings

**Gilad Berenstein**  
Founder  
Brook Bay Capital

**Ellen Keszler**  
CEO  
Clear Sky Associates

**Mat Orrego**  
CEO  
Cornerstone Information Systems

**Harshit Vaish**  
SVP Corporate Development, Strategy &  
Investor Relations  
Expedia Group

**Guillaume Audebert**  
Platform Partnership Lead  
FCM Travel

**Jordan Monahan**  
Managing Partner  
FMZ Ventures

**Stuart Greif**  
Chief Strategy, Innovation & Operating  
Officer  
Forbes Travel Guide

**Betsy Mulé**  
Investor  
F-Prime Capital

**Oral Muir**  
VP, Partnerships, Experiences, &  
Distribution  
Hilton

**Jennifer Crusca**  
Operating Principal  
JetBlue Ventures

**Flo Lugli**  
Principal  
Navesink Advisory Group

**Eric Bailey**  
Managing Director  
Purposeful Travel Solutions

**Timothy O'Neil-Dunne**  
Principal  
T2Impact

**Cara Whitehill**  
Vice President  
Thayer Investment Partners

**Chris Hemmeter**  
Managing Partner  
Thayer Investment Partners

**Alex Gisbert**  
General Partner  
Traveltech 2

# YOUNG LEADERS SUMMIT

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.



## Speakers/ Mentors

**Chris Hemmeter**  
Managing Partner  
Thayer Investment Partners

**Erik Blachford**  
Founder  
Pine5 Partners

**Kristen Dalton**  
President  
Tripadvisor

**Nelson Boyce**  
Managing Director, Travel  
Google

**Rod Cuthbert**  
Founder  
Viator

**Sam Shank**  
Founder  
HotelTonight

**Stan Pawlow**  
Data Analyst  
Phocuswright

**Steve Hafner**  
CEO & Co-Founder  
KAYAK

## Session Moderators

**Aur lie Krau**  
Founder  
#MissionNomad

**Walter Buschta**  
SVP, Marketing  
Phocuswright

# ELEVATING & AMPLIFYING THE VOICES OF FEMALE FOUNDERS

Phocuswright collaborated with Nina Kleaveland, CEO & Co-founder, Lanyard and Melissa Maher, CEO & Founder, Pinnacle Enterprises Group, for an exclusive opportunity to network over lunch, engage in intimate roundtable discussions, and participate in dynamic speed networking sessions.

This networking event brought together female founders, advisors, investors and allies in the hospitality industry to create a stronger community and share successes in the travel industry.

The goals of the Female Founders 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.



# SPONSORS AND EXHIBITORS

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Adyen	Daytrip	Mabrian	Techspian
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Allianz Partners	Expedia Group	Monavate	Thayer Investment Partners
Amadeus	Fareportal	Nuvei	Tiqets
Amazon Web Services	Google	Panrotas	Travel Guard
American Express Travel	Gordian	Partnerize	Travel Insured
Arena	HBX Group	PayCompass	Travelport
Arrivia	Hertz	Peakpoint Global	Travel Tech
Avalara	Hightouch	Priceline	Travel Trends
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Booking.com	ITB Berlin	RateHawk (Emerging Travel Group)	UATP
Blue Ribbon Bags	JetBlue Ventures	Sabre	Visa
Brex	Joyned	Similarweb	Visit Lauderdale
Capillary Technologies	Juniper Travel Technology	Skycop	Visit Phoenix
Cerebri AI	JW Marriott Phoenix Desert Ridge	Skyscanner	Visit Saudi
Chetu	Katanox	Snowflake/Hightouch	Wingie Enuygun Group
Civitatis	KAYAK	Sophi Outsourcing	WNS
Clicktripz	KeyBrain	Superlogic	Worldline
ConnexPay	LexisNexis	Sutherland	ZentrumHub

## THE NEW AGE(NTS)

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**EXECUTIVE PANEL:**  
FROM VISION TO REALITY - TECHNOLOGISTS' TAKE

**Ankit Khanna**  
CHIEF PRODUCT OFFICER  
HAKERTY

**Marilyn Markham**  
VP AI & AUTOMATION STRATEGY  
AMERICAN EXPRESS GLOBAL BUSINESS TRAVEL

**Geoffrey Renaldo**  
VP, M&A & TRAVEL PRODUCTS  
HAKERTY INTERNATIONAL

**MODERATOR**  
**Norm Rose**  
DR. TECHNOLOGY & CORPORATE MARKET ANALYST  
PHOCUSWRIGHT



# 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.

## Special Interest Lunches

This year, Phocuswright offered special spaces dedicated to meeting Phocuswright analysts, segments like short-term rentals, tours and activities, Young Leaders and Female Founders. It's part of our dedication to providing small-group networking that's targeted and beneficial during the larger conference.

## Pickleball

Attendees kicked off the conference networking with a friendly outdoor game of Pickleball. All levels, especially beginners were invited to join and meet one another under the warm Arizona sun.

The session kicked off with an instruction session to learn the basics and rules of Pickleball followed by friendly game time that encouraged movement, camaraderie and team spirit. Complimentary pickleball racquets and light refreshments were provided.

## Morning Yoga Classes and Community Run

Attendees embraced the dawn and began each day with a serene morning yoga session or a refreshing run among the scenic desert landscape as the sun casts its first rays over the mountains.

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.



# A CARBON NEUTRAL EVENT

Doing the right thing for the environment is a no-brainer. For seven consecutive events, we've offset our entire carbon footprint, with the support of our partner Travel Guard, including waste, power and water usage, food and beverage and transportation emissions of over 1,300 attendees. That's an offset of 3,395 tons of CO<sub>2</sub>.

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.



# CO<sub>2</sub> NEUTRAL

Travel Guard®

# 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:



## ROD CUTHBERT

Founder, Former CEO and Chairman  
Viator



## MICHELLE PELUSO

CEO, Revlon  
Former CEO, Travelocity

Both Cuthbert and Peluso have a history of success in the travel industry and played key roles in establishing new brands and launching businesses. They also continue to support the industry from within as well as from the outside looking in.

See the PhocusWire coverage [here](#).

The  
Phocuswright<sup>®</sup>  
Conference

BY NORTHSTAR



# THE NEW AGE(NTS)

# PHOCUSWIRE STUDIO

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