

[A letter from Phocuswright](#)

Submitted by patricia on Thu, 23/11/2017 - 11:24

It has been a real pleasure this week to be here again at the Phocuswright Conference in Fort Lauderdale alongside several of my senior colleagues from Hotelbeds Group and our various brands. We've been hearing from virtually all of the industry's leading figures from the airline, hotel, cruise and travel-technology sectors via speeches, debates and in some cases even face-to-face during the breaks.

Coming together like this as an industry is essential and this event more than any other sets the agenda for the coming year, leaving us all with a lot of food for thought.

Clearly the highlight for me has been seeing our Executive Chairman, Joan Vilà, participate in the Executive Roundtable 'Accommodation Upended' that took place on Thursday - exploring how the distribution landscape is rapidly evolving for hotel providers. The talk was hosted by Lorraine Sileo from Phocuswright and the other panelists included Patrick Bosworth from Duetto, Tammy Peter from Wyndham Hotel Group, and Sam Shank from HotelTonight.

Another highlight was to hear the news that Phocuswright has officially launched its own publication, PhocusWire. With ex-Tnooz Editor Kevin May at the helm no doubt it will be a great success and I look forward to reading its articles and watching its videos. Visit its website to learn more: <https://www.phocuswire.com/>

Already I'm looking forward to the Phocuswright Europe event in Amsterdam in May next year, where again Joan will be a guest speaker. Watch this space for more information.

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