

## What type of traveler finds time to attend all of the travel industry's many conferences?

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Back in the olden days there weren't so many dates on the travel industry calendar of trade shows and conferences. As the sector has grown, so have the number of supposedly 'unmissable' events.

But the only traveler who could find time to attend all these events also happens to be the only traveler profile that gets overlooked at such events: a time traveler. Yes, someone with a travel technology option that not even Elon Musk claims to have discovered and patented (yet).

All the rest of us must treat our time more wisely. But how to decide when there are so many appealing choices? Thankfully a strong consensus exists amongst the upper echelons of the travel sector as to which events really are must-visits.

Needless to say any conference by Phocuswright consistently ranks a high priority, especially to those of a tech bent. This week Phocuswright Europe will be in Amsterdam. Taking place over three days starting on Tuesday, many of the top leadership of Europe's leading travel businesses will be descending on the city of canals and cafés.

Themes for this year's show include blockchain, artificial intelligence, and 'bleisure'; and attendees will be able to hear from industry experts from leading companies such as Expedia, Skyscanner, Amadeus, Accor, Kayak and more.

This year we're proud to be a sponsor of the Phocuswright Young Leaders Summit, which takes place on Tuesday and celebrates industry leaders under the age of 35 in our sector.

We're also proud that our Executive Chairman Joan Vilà will be on stage on Wednesday to be interviewed by Phocuswright's very own Maggie Rauch. He'll be speaking about the rapid changes in the bedbank sector and the evolution of our business following the integration of Tourico Holidays and GTA into our Group last year.

The best thing about discovering new perspectives and learning new information is sharing the experience with others. So hopefully this won't be a trip where what goes to Amsterdam stays in Amsterdam. Rather we should all be talking about it for months to come.

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