



# T<sup>3</sup> Tech • Travel • Trends

22<sup>nd</sup> to January 24<sup>th</sup> 2014  
Pavilion 10B03



# Fiturtech '14

Foro de Innovación y Tecnología Turística



Soluciones sencillas  
a cuestiones importantes

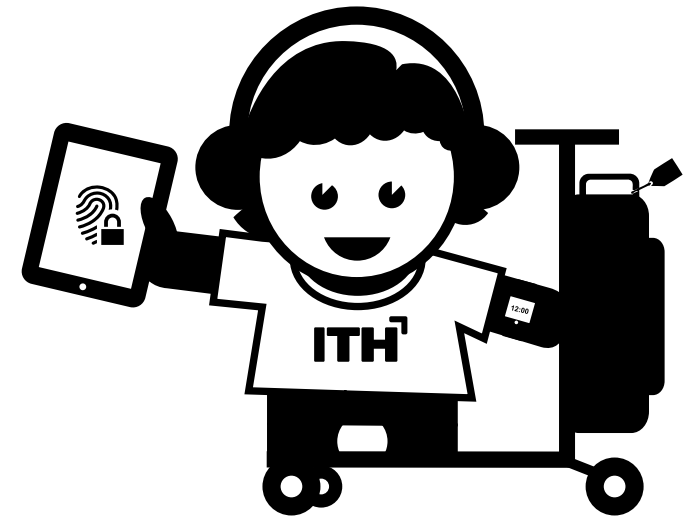
[www.ithotelero.com](http://www.ithotelero.com)

CARDIAC PROTECTED AREA



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WEDNESDAY 22<sup>ND</sup>

**"I'VE SEEN THINGS YOU PEOPLE  
WOULDN'T BELIEVE" *BLADE RUNNER***

**FITURTECH 14 OPENING** 11:00 h.

Ana Larrañaga, **FITUR and Juan Molas, ITH**

**WHERE DID I COME FROM? WHERE AM I GOING?  
HOW LONG HAVE I GOT?** 11:05 h.

Julio Bruno, Vicepresident Global Sales **T4B TRIPADVISOR**

**Round Table:  
CHEW, IF ONLY YOU COULD SEE WHAT I'VE SEEN  
WITH YOUR EYES** 12:00 h.

MODERATOR: Juan Carlos Cavero, **AGENTTRAVEL**

Fabio Cannavale, President **RUMBO BRAVO FLY**  
Tomeu Bennasar, General Manager **LOGITRAVEL**  
Daniel Crestelo, Global Corporate Estrategy **MUCHOVIAJE**

**I'VE NEVER SEEN A TURTLE BUT I UNDERSTAND  
WHAT YOU MEAN.** 13:30 h.

Fabricio Titiro, Product Manager **MICROSFIDELIO**

**COMMERCIAL BREAK...** 14:00 h.

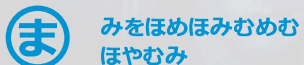
**INTRODUCING AFTERNOON SESSION...** 16:30 h.

**INTRODUCING TOURISMLINK**  
Álvaro Carrillo de Albornoz, General Manager **ITH**

**WORKSHOP: ECOMMERCE IN HOSPITALITY** 16:35 h.

Chema Herrero, Revenue CRS Manager **ZENIT HOTELES**  
Roberto Sánchez, Sales Manager **ALOJAPRO**

**I'VE SEEN THINGS YOU PEOPLE WOULDN'T BELIEVE** 18:00 h.



**Fiturtech '14**



THURSDAY 23<sup>RD</sup>

**"WELCOME TO THE REAL WORLD"  
MATRIX**

**WAKE UP, NEO** 11:00 h.

Lola Buendía, **HOSTELTUR**

**YOU EVER HAVE THAT FEELING WHERE YOU'RE NOT  
SURE IF YOU'RE AWAKE OR STILL DREAMING?** 11:05 h.

Félix Cuesta, President of **CVAE** and professor a **UAH**

**ROUND TABLE:  
THE FUTURE IS OUR WORLD, MORPHEUS.  
THE FUTURE IS OUR TIME** 12:00 h.

MODERATOR: Andrés Vicente Ranz, Director Enterprise  
Business Unit **VODAFONE**

Pierre-Frédéric Roulot, President & CEO **LOUVRE HOTEL GROUP**  
Federico González Tejera, CEO **NH HOTEL GROUP**  
André P. Gerondeau, Executive V. P. **MELIA HOTELS INTERNATIONAL**  
Aurelio Vázquez, Director General de **IBEROSTAR HOTELS AND RESORT-**  
**SK** Kike Sarasola, President **ROOMMATE HOTELS**

**I CAN ONLY SHOW YOU THE DOOR.  
YOU'RE THE ONE THAT HAS TO WALK THROUGH IT.** 13:30 h.

Sergio Foncillas, Sales Manager Hospitality **SAMSUNG**

**COMMERCIAL BREAK...** 14:00 h.

**INTRODUCING AFTERNOON SESSION** 16:00 h.

**T3 - TECH TRAVEL TRENDS BY PHOCUSWRIGHT** 16:05 h.

Florence Kaci, Sales Director EMEA **PHOCUSWRIGHT**

**MR ANDERSON... WHAT GOOD IS A PHONE CALL...  
IF YOU'RE UNABLE TO SPEAK?** 16:45 h.

Carlos Becker Mantecon, Product Marketing Manager **VODAFONE**

**INTERNATIONAL TRAVEL MEDIA MEETING** 17:15 h.

**SKIFT · EYE4TRAVEL · HOTELNEWSNOW · TNOOZ  
EL MUNDO · ELPAIS\_EL VIAJERO · 02B · TECNOHOTEL  
ALT1040**

**FREE YOUR MIND** 19:00 h.

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FRIDAY 24<sup>TH</sup>

**"TO INFINITY...  
AND BEYOND" TOY STORY** 

**HI, I'M WOODY... GET OUT OF YOUR BEDS!** 11:00 h.

**THERE'S A SECRET MISSION, IN UNCHARTED SPACE.  
LET'S GO** 11:05 h.

Javier Delgado, Head of Travel, Global TA. **GOOGLE**

**ANDY, YOU KNOW TOYS  
DON'T LAST FOREVER** 11:45 h.

Pedro Moneo, Founder & CEO **OPINNO**  
Publisher of MIT Technology Review in Spanish

**TO INFINITY...AND BEYOND!** 12:15 h.

Patricia Araque, Founder & CEO **ELLAS<sup>2</sup>**  
Alicia Fauveau, Founder and CEO **FOCUS ON WOMEN**  
Gloria Molins, Founder **TRIP4REAL**  
Natalia Vázquez, Co-Founder **BUSCOUNVIAJE.COM**



**HOTEL PLAYGROUND-  
ISOMEBODY IS GOING TO PLAY WITH ME!** 13:00 h.

Wearable Devices. Julian Beltrán, **DROIDERS**  
Tweet Experience Hotel. Marco Fantón, **MELIA HOTELS INTERNATIONAL**  
Music & More. Guille Rodríguez, **USHUAIA IBIZA BEACH HOTEL**

**LA RIOJA REGIONAL GOVERNMENT COCKTAIL** 14:00 h.

**LET'S GO HOME AND... PLAY!** 14:30 h.

**UPGRADES:**  
MACCO, THE COCKTAIL ROBOT.  
ITH GATEROOM XPERIENCE BY SERRANOBROTHERS.  
GOOGLE GLASS TRAVEL DEMO.

