

High-End Tourism

Strategic leverage for Italy



Online Conference
/ Tuesday 25 May
2.00 – 4.00 PM CET



PROGRAMME

- 2:00 PM **Opening Speeches**
Matteo Lunelli, *Chairman Altagama*
Massimo Garavaglia, *Italian Minister of Tourism*
- 2:15 PM **Book presentation *High-End Tourism. Strategic leverage for Italy***
Introduction
Stefania Lazzaroni, *General Manager Altagama*
- **High-End tourism market**
Claudia D'Arpizio, *Senior Partner Bain & Company*
 - **Luxury Travellers**
Nicola Pianon, *Managing Director & Senior Partner Boston Consulting Group*
- 2:45 PM **Altagama recommendations for High-End tourism**
Matteo Lunelli, *Chairman Altagama*
- 3:00 PM **Key stakeholders: points of view**
Desirée Bollier, *Chair & Chief Merchant Value Retail*
Andrea Guerra, *CEO LVMH Hospitality Excellence*
Manfredi Lefebvre d'Ovidio, *Chairman Abercrombie & Kent*
Aldo Melpignano, *Vice Chairman Altagama Hospitality*
Giorgio Palmucci, *President ENIT - National Tourist Board*
Matthew Upchurch, *Chairman & CEO Virtuoso*
Giovanna Vitelli, *Vice Chairman Altagama Yachting*
- 3:50 PM Final remarks

Moderator: **Andrea Cabrini**, *Managing Editor Class CNBC*