



2017
AÑO INTERNACIONAL
DEL TURISMO SOSTENIBLE
PARA EL DESARROLLO



LANDSCAPE HOTELS WORLD CONGRESS

AIMS OF THE CONGRESS

- To promote the sustainable development of tourism at the local, national and international levels through initiatives that offer a new kind of tourism based around the inclusion of the landscape as a differentiating feature.
- To inform travel agents about a new model of accommodation, the Landscape Hotel, and at the same time to encourage a process of collective reflection and discussion about the specific needs of related demand segments.
- To promote public actors to come together with private initiatives positioned as successful tourism business models by combining integration into their physical setting with a unique approach to tourism.

The first world congress on a new concept of tourist accommodation: the *Landscape Hotel*.

- International experts on tourism, architecture and design.
- Top-class lectures
- International success cases



DATE/PLACE

26/10/2017

**Hotel Vivood
Benimantell,
Alicante**

REGISTRATION

www.landscapehotels.com

Limited places



ORGANISED BY:



GENERALITAT
VALENCIANA

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COMUNITAT
VALENCIANA

PARTNER:

VIVOOD
LANDSCAPE HOTELS

TAKING
PART:





LANDSCAPE HOTELS WORLD CONGRESS

09:30. Welcome and inauguration of the Congress

- Valencian regional government representative
- UNWTO representative
- Vivood Hotels representative

OUTSTANDING ARCHITECTURE

09:45–10:10. Lectures

- Jorge Almeida, Hotel Pedras Salgadas (Portugal)
- Kent Divall, Tree Hotel (Sweden)
- Alfredo Acosta, Hotel Encuentro Guadalupe (Mexico)

10:15–10:55. Expert panel:

“A new concept of tourist accommodation”

- Laura Revuelta (*ABC* newspaper)
- Antonio Torrecillas (*AD* magazine)
- Edgar González (IE School of Architecture & Design)
- Winner Hotel Singular Architecture Award

10:55. Question time

WHAT IS A LANDSCAPE HOTEL?

11:05–11:20 Golden rules for Landscape Hotels

- Talk from VIVOOD Architects

Coffee Break

SUSTAINABILITY

11:45–12:10. Lectures

- Sigurlaug Sverrisdottir, Ion Adventure Hotel (Iceland)
- Zoe Baillargeon, Ecocamp Patagonia (Chile)
- Joao Rodrigues, Cabanas No Rio (Portugal)

12:15–12:55. Expert panel

“Sustainable tourism: the future is green”

- UNWTO representative (TBC)
- Novella Cappelletti (Paysage Topscape)
- Celia Galera (Hábitat Futura Group)
- José Fernando Vera (University of Alicante)
- Winner Hotel Sustainability Award

12:55. Question time

AUTHENTIC TRAVEL

EXPERIENCE

13:05–13:30. Lectures

- Sunny Orugantia, Kakslauttanen Arctic Resort (Finland)
- Álvaro López, Hotel Elqui Domos (Chile)
- Emilia Roitman, Hotel EntreCielos (Argentina)

13:35–14:30. Expert panel

“Much more than travel”

- Fernando Gallardo
- Javier Mazorra
- Luis Uribarri (*Viajar* magazine)
- Beatriz Zaera (Minube)
- Winner Hotel Travel Experience Award

14:30. Question time

15:00. Congress closes



PROGRAMME

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