



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



PARTNER:

VIVOOD
LANDSCAPE HOTELS

ORGANISED BY:



GENERALITAT
VALENCIANA

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COMUNITAT
VALENCIANA

**TAKING
PART:**



UNWTO
MIEMBRO AFILIADO



LANDSCAPE HOTELS WORLD CONGRESS

09:30. Welcome and inauguration of the Congress

- Valencian regional government representative
- VIVOOD Landscape Hotels representative

SINGULAR ARCHITECTURE

09:45–10:25. Lectures

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

10:30–11:00. Expert panel:

“Architecture & design: creating new spaces”

- Antonio Torrecillas (*AD* magazine)
 - Edgar González (IE School of Architecture & Design)
 - Pablo Vázquez (VIVOOD Architects)
 - Winner Singular Architecture Landscape Hotel Award
- Question time

WHAT IS A LANDSCAPE HOTEL?

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

- Daniel Mayo (VIVOOD Landscape Hotels)

Coffee Break

SUSTAINABILITY

11:45–12:25. Lectures

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

12:30–13:00. Expert panel

“Sustainable tourism: the future is green”

- Peter Shackelford (UNWTO representative)
 - Irene Ruiz (Paysage Topscaps)
 - Celia Galera (Hábitat Futura Group)
 - Winner Sustainability Landscape Hotel Award
- Question time

GENUINE TRAVEL EXPERIENCE

13:05–13:45. Lectures

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

13:50–14:20. Expert panel

“Much more than travel”

- Fernando Gallardo
- Javier Mazorra
- Beatriz Zaera (Minube)
- Winner Travel Experience Landscape Hotel Award

Question time

14:30. Congress closes



PROGRAMME

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