

hotel & tourism forum Milan | conference programme

Monday, 20 April 2020

- **10:30-11:30**

Made in Italy – Excellence in Design, Food & Hospitality

The expression "Made in Italy" recalls all over the world concepts like beauty, high quality and unique products. Key factors in order to enhance and make hospitality and every single tourist experience in our country excellent and distinctive.

This session deals with the themes of performances, expectations and future opportunity for the "Made in Italy" hospitality sector, starting from the experience of operators and investors, who deal every day with the promotion of "Made in Italy" product around the world.

- **12:00-13:00**

Milano Cortina 2026: development and investments in Hotels and Real Estate

Milano Cortina 2026 will be the driving force for important real estate investments and for the development of the destinations involved. A first focus on the implications of the event on tourism and investments will help to create awareness and give visibility to the projects.

Stakeholders and experts will offer their perspectives, discussing opportunities, challenges and risks related to investments in the hospitality and real estate sectors in the areas concerned.

- **14:30-15:30**

Unique stays: design, profitability and sustainability

The trend of unique stays is spreading more and more all over the world. What are the product concepts and growth perimeters of these appealing types of investment? Which resources and profitability expectations can be generated?

Operators who have invested in this market will share their experience bringing successful projects and challenges on stage.

- **16:00-17:00**

Fashion Brand & Hospitality - Dynamics and inspirations from this duo

Two apparently distant sectors, fashion and hospitality, are more and more in a close relationship, sharing numerous aspects, from experience to symbolic values.

There are many occasions when the big names in fashion have invested their talent in hospitality projects expressing the top of design, luxury and their creativity in this sector.

Milan is the prime example. The top trends and developments of this link will be the focus of this panel.