



LEISURE DAY

Accelerating the integration of leisure
in lifestyle destinations

Tuesday 12 November 2019 - Cannes, France

Content partner: 

10.30-11.00 | REGISTRATION

11.00-11.10 | OPENING SPEECH by MAPIC

Accelerating the integration of leisure & culture in lifestyle destinations

11.10-11.30 | INTERNATIONAL OVERVIEW

- Current industry status, volumes & figures
- Customer insights & expectations
- International trends & perspective

11.30-12.30 | EMERGING LEISURE CONCEPT SNAPSHOTS

- Discover 5 emerging concepts shaping the future!
- Active entertainment, competitive socializing, themed attractions, virtual reality, culture... what else?

12.30-14.00 | NETWORKING LUNCH

14.00-14.30 | THE NOTION OF CHANGE

Keynote speech by Andreas Veilstrup Andersen,
Executive Vice President, Tivoli Gardens & former President and CEO, Liseberg Group



14.30-15.30 | SCREEN-BASED ATTRACTIONS

- Emerging concepts that are redefining leisure in the modern era...and why!
- From immersive brand experiences, to media-based attractions.
- E-gaming & E-Sports

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15.30-16.15 | LEARNING SESSIONS

Session 1
Developing a leisure concept:
from vision to opening

Session 2
Operating business models
for leisure concepts

Session 3
Becoming a destination:
shopping mall repositioning
with entertaining experiences

Session 4
(Re)thinking places
with art & culture

Session 5
(Re)inventing urban spaces
for people with leisure

Session 6
Food & leisure, the winning
combination: how F&B
can be a revenue booster

16.15-16.45 | COFFEE BREAK

16.45-17.30 | IP-BASED ATTRACTIONS - *Expert Insights*

Leveraging world-class brands to create dynamic (refreshable) experiences that are repeatable, educational and fun for the entire family

17.30 CLOSING REMARKS & DRINKS

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