

# .BTO

## **METATOURISM**

NOVEMBER 29-30 2022

STAZIONE LEOPOLDA, FLORENCE



14TH EDITION

**#BETRAVELONLIFE**

**THIS EVENT IS BACK IN  
PERSON IN ITALY ON**

**DIGITAL TOURISM  
INNOVATION  
TRAINING**

For 14 years BTO has created a unique event thanks to

- Innovative contents
- Well-known speakers,
- an infectious and exciting atmosphere

Here ideas, collaborations, projects are born.

By means of stimuli, research and visions, people are trained on new digital tools.

BTO is also the main Italian event of international importance, for networking among operators and companies on digital tourism.



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# BTO > BE TRAVEL ONLIFE

BTO – acronym for **Buy Tourism Online** – was born in 2008 to offer tour operators a key to understanding how the web and the digital have radically changed the ways in which people approach the theme of travel.

Over the years, BTO has opened up to new themes and new audiences and has gained national relevance, becoming a reference point for recognized scientific rigor and an unconventional mood.

In 2021, **BTO** became **Be Travel Onlife**.

Online can no longer be conceived of as a channel in itself but as an integral part of our way of being, communicating and interacting with the world of travel.

**Be Travel Onlife** defines a new way of approaching travel innovation.

BUY TOURISM ONLINE



BE TRAVEL ONLIFE



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# BTO 2021

Holograms

Hybrid Format



# BTO2022 • METATOURISM

The central theme of this year will be **Metatourism**.

Metaverse is the theme of the moment, a revolution that is about to change our lives and models of reference with reality.

As a result, the payment methods, the search for information, the relationship with places, and the very concept of hospitality could change.

Each of us is asking ourselves to imagine, predict, and understand whether and how to act before these changes occur.

If on the one hand, attention is very strong, on the other we cannot afford trivializations.

Metaverse will change the relationship between companies and tourists by bridging physical distances and offering new types of experiences.

How much time is needed in order for this revolution to be accomplished?

What novelties are there with respect to the often-mentioned «Second Life»?

What opportunities are there for the different sectors of tourism?

Is it more correct to speak about substitution or complementarity among these worlds?

A great debate will be opened at BTO 2022 on the profound meaning of change, on the future in general and on the implications for tourism.

# BTO2022 • NEW CHALLENGES



The pandemic has generated many changes in our society, first of all, the challenge to create new models of social relations.

Dealing with this period means above all dealing with a hyperdigitalization that has involved all of humanity and upset all the schemes known to us so far.

- What **are the most relevant and permanent changes** regarding the world of tourism?
- What are the **innovations** that will mark the **next decade**?
- How can the **human element** that remains the basis of travel be preserved and enhanced?

# BTO2022 • THE IN-PERSON EVENT RETURNS

*Back To The Future:* the event is back in in-person mode at the *Stazione Leopolda* in Florence.

But it will not be a return to the past. Even last year we had speakers in the form of a hologram. The world of events has changed forever and BTO will take advantage of VR and AR technologies to enrich both the experience and the effectiveness of the conference. But the public will return to meet physically in a networking event that is an absolute must-do.

## TOPIC

The event is structured in four thematic routes in which novelties will be discussed:

**HOSPITALITY**

**DESTINATION**

**FOOD & WINE**

**DIGITAL STRATEGY & INNOVATION**

The goal of BTO is to reach the amount of detail that is useful for all operators of the complex chain, from the hotel manager to the destination manager, to the restaurant owner. One hundred events to develop this new present together and talk about the future of digital tourism.



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# WHO IT IS ADDRESSED TO

BTO is a “conference–event” that is difficult to define. It is also expo, seminar, debate, entertainment and much more, with a full schedule of events devoted to digital innovation in tourism.

Two days devoted to:

- the operators of the long hospitality chain;
- operators in the catering and agri–food sector;
- those who are responsible for the governance of tourism in the territories;
- collective stakeholders;
- those engaged in marketing, promotion and distribution of the tourism product;
- digital and technological suppliers of tourism and catering operators;
- those who study, teach, do research.



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# WHY BTO?

**TO INNOVATE**  
**TO UNDERSTAND**  
**TO LEARN**  
**TO CREATE CONNECTIONS**



BTO is the meeting place of different but coherent experiences and the place for carrying out debate regarding them.

The scientific schedule presents more than **100 events** including keynote talks, panel discussions, "Toolboxes" and presentations of the products of the companies of the Club of the Exhibiting Companies.

By participating in BTO tour operators can learn about the latest trends, receive stimuli and ideas, enter into relationships with leading companies / brands in various sectors, with institutions, media and international researchers.



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# BTO > NETWORKING





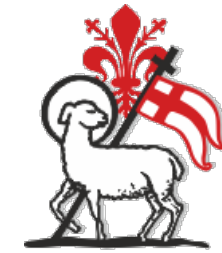
# ORGANIZATION

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BTO is a brand owned by:



Regione Toscana



Camera di Commercio  
Firenze  
*dal 1770 la casa delle imprese*

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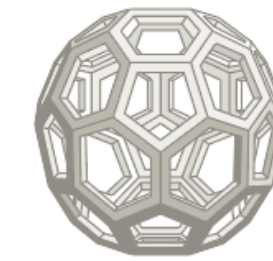
BTO is an event organized by:



**TOSCANA**  
PROMOZIONE TURISTICA



**PromoFirenze**  
AZIENDA SPECIALE  
Camera di Commercio di Firenze



■ ■ ■ fondazione  
**sistema toscana**

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The Steering Committee of the event is made up of the Directors of the three organizing bodies.

The Operational Committee is made up of the staff of the three organizing bodies.



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# SCIENTIFIC ORGANIZATION

## SCIENTIFIC DIRECTOR

**The scientific direction and the creative concept are by Francesco Tapinassi.**

## ADVISORY BOARD

BTO is also innovative in its method. In fact, it makes use of an Advisory Board made up of a group of 80 people, experts in their sectors, who contribute to the definition of the scientific schedule by combining their experiences into a common factor.

## PROGRAM

The program of events is the result of a collective effort, coordinated by the scientific director Tapinassi, with the aim of providing the public of the fourteenth edition of BTO – Be Travel Onlife, a rich schedule, with a fantastic and varied added value.

## COORDINATORS OF THE 4 TOPICS

HOSPITALITY – Lara Fantoni and Nicola Zoppi

DESTINATION – Emma Taveri

FOOD & WINE – Roberta Milano

DIGITAL STRATEGY & INNOVATION – Giulia Eremita and Rodolfo Baggio



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# THE TOOLBOXES



The *Toolboxes* constitute yet again a winning and highly sought-after format of BTO.

**Training** is still a central objective and the characterizing element of this event.

The BTO *Toolboxes* have hosted more than **8,000 participants**. Over the years, the format has had great success and has seen a specular growing demand; they have turned into real training courses.

Over the years we have spread major innovative issues for the tourism sector by offering participants suggestions for training that have proved useful for the daily operations of those who work in the hospitality sector understood in the wide sense of the term, points of orientation that have accompanied tourism entrepreneurship in these recent years of great change.



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# SOCIAL MEDIA

BTO is also a social event, based on the contributions of a strong community that has grown over time.

Every year the hashtag creates enormous attention regarding digital tourism issues and generates debates and conversations, also thanks to the Social Media Team.

This year the hashtag is **#BTO2022**. You can follow us on our channels:



**Facebook**  
BTO.Official



**LinkedIn**  
BTO official



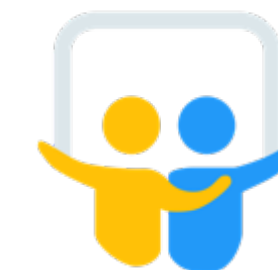
**Instagram**  
BTO\_bettravelonlife



**Youtube**  
BTO – Official



**Twitter**  
@BTO\_travel



**Slideshare**  
BuyTourismOnline



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# ITALY AMBASSADOR AWARDS

BTO will host the Italy Ambassador Awards.

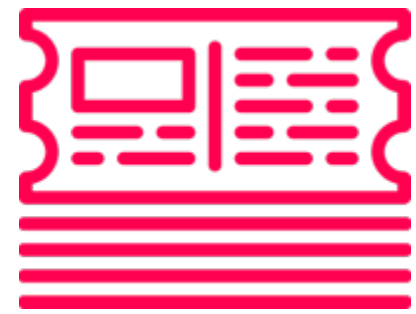
*Italy Ambassador Awards* is the Italian award for influencers and bloggers from all over the world who have decided to participate in the contest to promote Italy based on one or more of the five themes:

- **Travel,**
- **Food & Wine,**
- **Beauty & Spa,**
- **Luxury Lifestyle,**
- **Fashion.**

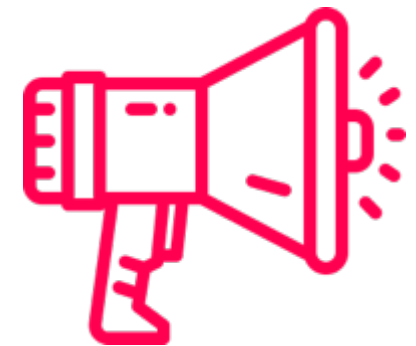
The date for the finalists of the 5 categories within the frame of BTO is November 29th, 2022 in Florence.



# THE NUMBERS OF BTO



We have **sold out** the event in all of its editions



Each edition of BTO has, on average, **150 speakers** and **400 accredited journalists** and **bloggers**.



Information on the event is also distributed via the **newsletter**, on a list addressed to **over 12,000 subscribers**.



**10,000 remote viewings** of the 2021 hybrid edition



International experts from **24 countries** around the world.

# MORE THAN 1,700 SPEAKERS

FROM THE BIGGEST COMPANIES, DESTINATIONS, UNIVERSITIES



Dorianne Richelle  
Group Director



Walter Lo Faro  
Senior Director, Market  
Management Southern Europe &  
Join Expedia Team Europe



Fabio Vaccarone  
Country Manager, Italy



Philip Wolf  
Founder



Glenn D. Fogel  
President and CEO at Booking  
Holdings



Carroll Rheem  
Vice president, research  
and analytics



Tommaso Rodriguez  
General Manager Italy,  
Greece



Matteo Stefanelli  
Country Manager Airbnb  
Italy



Helena Egan  
Director, industry relations



Giovanna Manzi  
CEO at Best Western Italy



Almir Ambeskovic  
General Member Board



Peter Verhoeven  
Vice President - Global Director  
Partner Services



Giuliano Cini  
Brand Lead TikTok Italy



John Alborante  
Sales Marketing Manager Italy



Emmer Guerra  
Product Marketing Team Manager  
Italy



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# MORE THAN 1,700 SPEAKERS

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Sydney Burdick  
Global Corporate  
Communication



Luigi Haoyu Deng  
Market Manager Italy



Andrea Ghizzoni  
Director Europe Tencent



Valentina Sumini  
Postdoctoral Associate



Maud Bailly  
CEO Southern Europe Accor



Carlo Mangini  
Marketing Manager



Stefano Mosca  
Director of the International Alba  
White Truffle Fair Organizatio



Paolo Marchi  
Vice President of the  
Ambassadors of Taste  
Association



Pauline Versace  
PR manager Cité du Vin, Bordeaux



Monica Mantovani  
Client Officer Ipsos



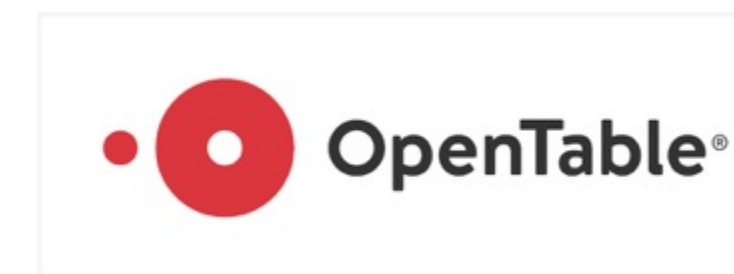
Luca Romozzi  
Commercial Director Tourism,  
Italy, Mediterranean & East  
Europe



Vappu Manty  
Director, Communications &  
PR MyHelsinki



Matteo Prato  
Country Manager Tourism  
Australia



Adrian Valeriano  
Vice President EMEA OpenTable  
International Ltd.



Carlos Romero Dexeus  
Director Research and Innovation  
SEGITTUR



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# MEDIA

Over the years the following media have repeatedly talked about BTO:

- the most important national generalist media such as RAI, Il Sole 24 ore, Repubblica.it, Corriere.it, Corriere Innovazione, La Stampa.it, ANSA, Adnkronos
- All trade publications
- The most important digital media

la Repubblica.it

LA STAMPA.it

Il Sole 24 ORE

ANSA

CORRIERE DELLA SERA.it

adnkronos

CORRIERE INNOVAZIONE

Rai

**MEDIA PARTNER**  
IN THE VARIOUS EDITIONS

Quotidiano  
**Travel**  
www.travelquotidiano.com

**GV**  
GUIDA VIAGGI

**Webitmag**  
web in travel magazine

qualitytravel  
Il tuo prossimo evento inizia qui

agenzia di viaggi  
magazine

**TREND**

TravelWorld  
Blog di comunicazione turistica

**HOTEL**  
DOMANI

**Skift**

intoscana.it

**MARCOPOLO**

STARTUP  
TURISMO

**economy**

**RAIZUP**

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# PRESS REVIEW

Find out more from the press reviews of the latest editions



Press review 2021:

[www.bto.travel/press/rassegna-stampa](http://www.bto.travel/press/rassegna-stampa)



Press review 2020:

<https://2020.buytourisonline.com/press/rassegna-stampa/>



Press review 2019:

<https://11.buytourisonline.com/press/rassegna-stampa/>



Press review 2017:

<https://2017.buytourisonline.com/press/rassegna-stampa/>



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# SCIENTIFIC PARTNERS AND SPONSORS

BTO is an event of national and international importance with the patronage of **9 universities** and the support of **companies and brands** that have **believed and invested** in its organization and promotion.

*Accor Hotels, Airbnb, AirPlus, Amadeus, Banca Intesa Sanpaolo, Best Western, Bookassist, Booking.com, Criteo, Enel, Emirates, Expedia, Facebook, Florence Convention Bureau, The Fork, FutureBrand, Gnammo, Google, IBM, Instagramers Italia, Kajak, Keesy, KLM, Nozio, Oracle Hospitality, Ryanair, SimpleBooking, Si Hotels, Skyscanner, Toscana Aeroporti, Tripadvisor, Trivago, Tui, Uber, Consorzio del Parmigiano Reggiano, Associazione Italiana Ambasciatori del Gusto, JustEat, Dishcovery, World Food Travel Association, Heineken Experience - Amsterdam, Cité du Vin – Bordeaux and many more*



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# UNIVERSITIES



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA  
CENTRO DI STUDI AVANZATI SUL TURISMO



Università  
Bocconi  
MILANO

CISET



Dipartimento di  
Scienze economiche e aziendali  
Università degli Studi di Sassari



ISTITUTO  
DI MANAGEMENT



Sant'Anna  
Scuola Universitaria Superiore Pisa



UNIVERSITÀ  
DEGLI STUDI  
FIRENZE  
**DISEI**  
DIPARTIMENTO DI  
SCIENZE PER L'ECONOMIA  
E L'IMPRESA



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