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TRAVELING
AHEAD

A woman with long blonde hair, wearing a red dress and a straw hat, stands in shallow, calm water. She is facing away from the camera, with her right arm raised towards a range of rugged mountains in the distance. The water reflects the sky and the mountains. The sky is a clear, pale blue.

Reshaping
the new era
of luxury
travelers_

01 **Forward_travel**

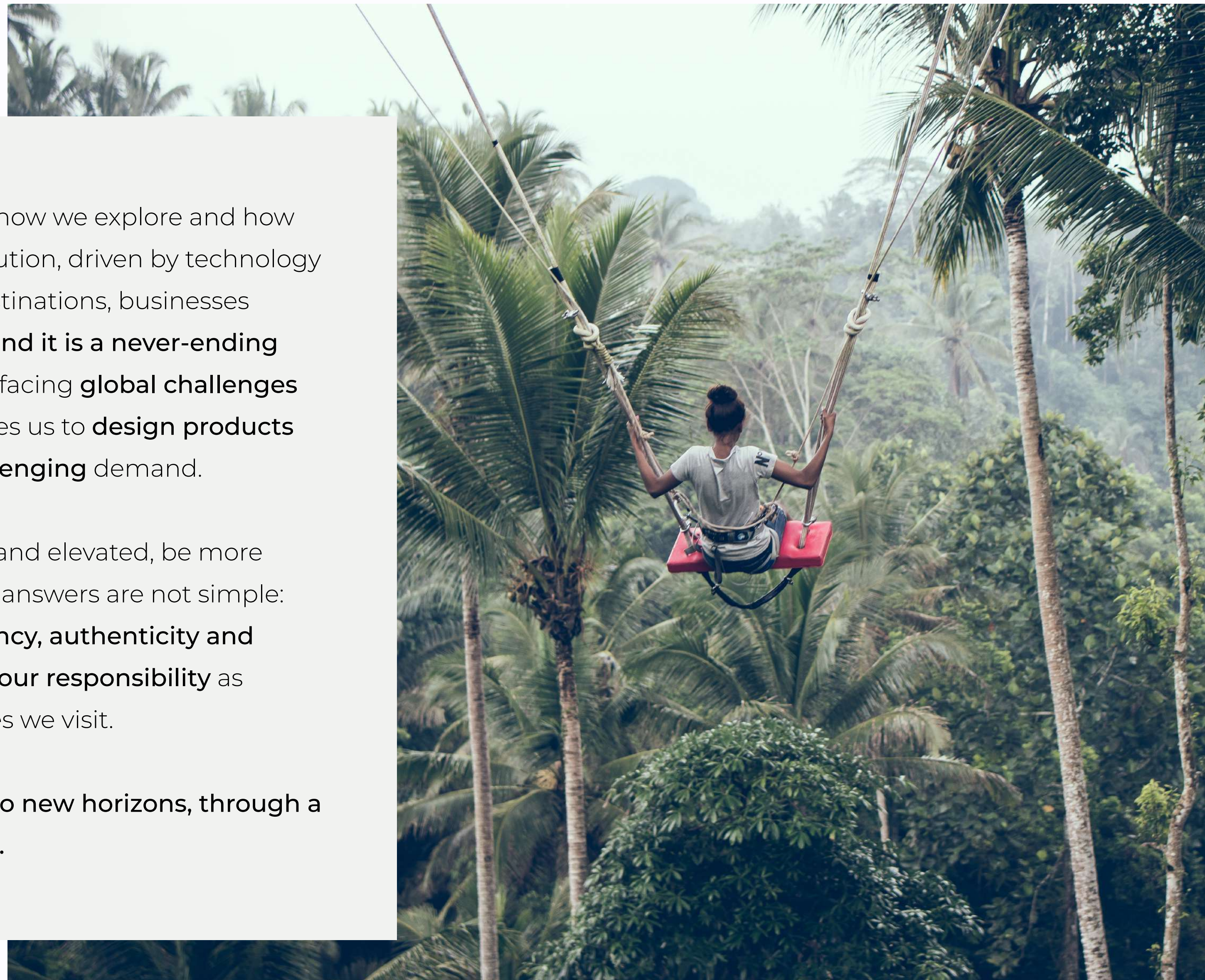
FORWARD_

Forward_travel

Everything is changing – how we live, how we entertain ourselves, how we explore and how we travel. We are all witnessing this constant and exhilarating evolution, driven by technology and the access to information, that have paved the way to new destinations, businesses models and experiences. Local flair of world culture is now **global and it is a never-ending invitation to discover what the world has to offer**. But we are also facing **global challenges** as we deal with the **constant transformation of society** which forces us to **design products and services able to respond to a very diverse, dynamic and challenging** demand.

In such scenario, how can tourism value proposition be enhanced and elevated, be more profitable and, at the same time, more appealing to travelers? The answers are not simple: exclusivity or price are less relevant, while concepts as **impermanency, authenticity and personalization meld with emotion and memory, as well as with our responsibility** as travelers with the environment and local communities of the places we visit.

Forward_ will seek answers to these urging questions looking into new horizons, through a community of bold leaders ready to change the tourism industry.



02

What is Forward_

FORWARD_





Forward_ is...

Forward_ is an immersive area for debate for sharing knowledge and business opportunities. It is a lab to fire up inspiration, learning and connection, a community of international experts that will bring up ideas aimed at elevating travel value proposition by making it more profitable, more relevant for travelers and more productive for destinations.

Madrid will host, in October 2021, the first edition of this global travel industry event: Forward_MAD. The Spanish capital is a symbol of the transforming power of quality tourism, is an urban destination acknowledged around the world thanks to its history, its cultural heritage, its gastronomy, its endless opportunities for leisure and its commitment to adopt a sustainable model for the city.

03

This is Forward_

FORWARD_

October 2021. Madrid.

Forward_MAD attendees will receive a personal and non-transferable invitation from the organization to join the community and the scheduled activities. **Entrepreneurs and leaders from the tourism industry and value chain, as well as experts and professionals from other economic sectors will be able to join Forward_ community.**

By accepting the invitation, **these international leaders commit to actively participate in building the future of tourism with a global perspective and a local vision.** Forward_MAD will have a series of spaces for debate, inspire and share.



Forward_Minds

The brightest and most innovative minds in tourism and related sectors will lead workshops, expert committees and engage in other activities, aimed at **addressing tourism challenges and designing traceable roadmaps to raise global tourism offerings and host destinations.**

Forward_Stage

Inspiration is the engine of the central stage of **Forward_MAD**, that will host talks, presentations and proposals, new product launches and ideas before the eyes of professionals from various sectors and investment capital. This will be the **bridge that will help to transform ideas into business opportunities.**

The Playground

This space will be devoted to **open innovation, by fostering organic, spontaneous and direct conversations** among attendees to encourage them to discover products and services, explore new businesses and tools, as well as potential partners and suppliers.

Explore the City

The host destination will design, along with the organization, **unique and personalized activities**, so that attendees will be able to discover what makes the city that hosts Forward_ special and unique.



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IMAGINE
EVERY
THING
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06

Partnerships: be Forward_



Why sponsoring Forward_MAD

Forward_MAD is a changemaker. A **Forward_** destination takes on the challenge of transforming and elevating its value proposition for travelers and industry, counting with the vision, contribution and leadership of the pioneers and international leaders of the **Forward_** community. A **Forward_** destination is committed to take the lead of this movement and sharing its achievements with other destinations in the world in **Forward_** next editions.

Travel is the ultimate adventure, an opportunity for **discovery and connection**, that also has a **key role in promoting, protecting and projecting destinations** by putting them on the map and contributing to their preservation. But travel is valuable only if it is sustainable, if it brings value, wealth and growth to destinations: **Forward_MAD** will straightforwardly face **the most complex and necessary discussions within travel industry** as key players position themselves, by joining **Forward_** community, at the forefront of the transformation of tourism.

Be Forward_

Forward_ sponsorship model comprises different categories to thrill, stimulate and excite curiosity, and to leave an unforgettable footprint among travel industry. Our Partnerships Team will adapt each formula to each partner's needs based on the unconventional, daring **Forward_** spirit.



All the sponsors will have common benefits: their brand image will be featured in all the pages of **Forward_ website** (except for the home page), in the sponsors' section of the official APP and in the **Forward_Community Guide**. Moreover, sponsors will be granted with three free access invitations for company members and three registration invitations for partners that the sponsor company deems should become member of the community.

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