




# LEISURE DAY

Accelerating the integration of leisure  
in lifestyle destinations

*Tuesday 12 November 2019 - Cannes, France*

Content partner:  **LDP**

Supporting 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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