



Les Entretiens de Vixouze : 2nd edition!

40 expert speakers

5 exciting and captivating plenaries

6 innovative conferences

Le Château de Vixouze, an ancient site in the heart of Cantal, will host on September 7 and 8 the second edition of **Les Entretiens de Vixouze (EDV)**: an international forum of tourism of the future.

Under the high sponsorship of the Ministry of foreign affairs and international development, co-produced with Atout France, in partnership with the Auvergne Rhône-Alpes region and the departmental council of the Cantal, **Les Entretiens de Vixouze**, a true Think Tank that has the ambition to become the most important **platform of global thinking** on the future of tourism.

Innovation is no longer a debate, it's a requirement, a fact that constitutes one of the main levers of our competitiveness and our ability to differentiate ourselves in an extremely competitive global market.

Big data oriented, augmented or virtual reality, hyper-collaborative, multicultural and multigenerational... all these adjectives are likely to form some basic tourist offers of the future according to **Christian MANTEI, Director general of Atout France**.

Context

It is one of the universes that is changing faster than the others. It is one of the forums who dares to tackle challenging ideas. Let imagination take over for a moment instead of rationality and benevolent thoughts will open up the imaginary.

That is how tourism is done, it is always seeking to escape, to excel in emotions and sometimes in the irrational. Its related trades, will probably not survive and many refuse to care because even if their bodies can travel, their thoughts in the other hand stay in the present or in the near future.

Les Entretiens de Vixouze call for a break, for the revolution of thought, without restraint. They will sometimes look for our future in the distant past. They will open the doors of unusual and very forward-looking debates.

A recurring and ambitious meeting

Coproduced with Atout France, this event is exclusively for decision-makers. Voluntarily located in France for its first edition, **les Entretiens de Vixouze** open up internationally for this 2nd edition by capturing the interest and involvement of the most amazing and charismatic personalities.

Between 400 and 500 decision-makers, public & private experts, from French and international organizations, will be present regardless of ecosystems.

Academics & Researchers, Sociologists, Anthropologists, Philosophers, Authors will be able to work with policy-makers from French and foreign territories, businesses and institutions... Ministries of tourism, professional international organizations & NGO.

« Our goal is to install in France, the most important global meeting of reflection, exchange and guidance on the future of our tourism », says **Serge Pilicer, President of Les Entretiens de Vixouze.**

This second edition will push further the borders of thought and the imaginary with stakeholders from around the world. A doubling in the number of visitors is expected with more than 25% international. China, Canada, Switzerland, Germany, Spain, Portugal... about 15 countries will be present through speakers that are as original as they are disruptive.

A program resolutely looking towards the future

September 7, 2017

11h45 - 12h30 Opening plenary: Unusual transport »

« My transport vehicle: a reservoir of ideas »

« What if the plane took the train for a ride! »

14h30 - 16h00 Strategic plenary A: Will distance remove the taste?

« Will my stomach go on holiday without me ? »

« Cuisine of the future: Tech Chef! »

16h00 - 17h00 Strategic plenary B : What if the ancient Roman Spa became once again the spa of the future?

« Cheers to Julius Caesar! »

« Sustainable development: good Aqua? »

17h00 - 18h30 CONFERENCES OF THE IMAGINARY

a - What if each of us became an attraction?

b - In the pocket culture

c - Will the era of diminished reality be the next stage in tourism?

September 8, 2017

9h30 - 10h30 CONFERENCES OF THE IMAGINARY

d - The authentic village: a main destination of enhanced tourism

e - Living with the times, in the past: A dialogue between a robot and a druid

f - Love is in the Meadow»

11h00 - 13h00 Strategic plenary C: To the mountain and beyond! »

«From top to bottom: yesterday we discovered the summits, tomorrow we'll reach the depths of the Earth»

« Global warming: Will we be forced to go skiing elsewhere than on the mountains?»

14h00 - 16h30 Closing plenary: The grass accommodation: Knowing how to host in nature

« Tarmac : my transit hotel by 2030 »

« What if the United Nations created a tourist refugee status? »



More information on: www.lesentretiensdevixouze.com

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