

People achieve more as a result of
working with others than against them.

— Dr. Allan Fromme



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amadeus®

Amadeus Online Connect 2016

August 22 – 24 Vancouver, Canada





Hello,

On behalf of Amadeus, it is my pleasure to welcome you to the delightful city of Vancouver for Amadeus Online Connect 2016.

We're happy you're joining us for this rare opportunity to connect with fellow industry leaders amid the scenic beauty of the British Columbia region.

We look forward to getting to know you better as we exchange fresh, exciting ideas and discuss the shifting landscape of the online travel industry. Together, let's shape the future of travel!

Please let me know if there is anything we can do to make your stay more enjoyable.

Best regards,
Scott Gutz

President and CEO
Amadeus North America

Agenda

Day 1 — Monday, August 22, 2016

Arrivals to Rosewood Hotel Georgia	10 a.m. - 5 p.m.
Amadeus hospitality desk <i>(Lobby, across from 1927 lounge)</i>	
Welcome reception <i>(Reflections: The Garden Terrace in hotel)</i>	6 p.m.

Day 2 — Tuesday, August 23, 2016

Breakfast <i>(Tudor room)</i>	8 a.m. - 9 a.m.
Business sessions <i>(Bowden room)</i>	9 a.m. - 12 p.m.
Lunch <i>(Tudor room)</i>	12 p.m. - 1 p.m.
Business sessions <i>(Bowden room)</i>	1 p.m. - 3:30 p.m.
Depart for VIP activity	5 p.m.
(meet in lobby by 4:50 p.m.)	

Day 3 — Wednesday, August 24, 2016

Departures

Coming together is a beginning. Keeping together is progress. Working together is success.

— Henry Ford



Event information and activities

Recreational activities

Because the urban center of Vancouver is surrounded by mountains, oceans, beaches and lush natural parkland, you can enjoy museums and shopping, green spaces and water sports during free time. Outdoor activities include hiking, biking, outdoor swimming and kayaking. Please note that these activities are not covered by Amadeus. For more information on area activities, please visit the "Things to Do" page on the Rosewood Hotel Georgia website.

VIP activity

Soar above Vancouver and take in breathtaking aerial views during a floatplane ride from Vancouver Harbor to Richmond. Land on a gorgeous lake where you'll be transported to the UBC Boathouse for a luxury dinner surrounded by panoramas of spectacular natural scenery.

Please make sure to carry a valid photo ID as you will need one to ride on the floatplane. If you would prefer not to ride on the floatplane, please let an Amadeus representative know and we will coordinate alternative transportation for you to the UBC Boathouse.

There are no constraints on the human mind,
no walls around the human spirit, no barriers to
our progress except those we ourselves erect.

— Ronald Reagan



Vancouver, Canada

Considered the jewel of British Columbia, Vancouver is a scintillating city that offers abundant urban and outdoor pursuits. From Chinatown to Punjabi Market, the cultural mosaic of Vancouver's urban center offers a treasure trove of art, dining and shopping experiences. Surrounding the city are 1,000 acres of West Coast rainforest and snow-kissed mountain peaks that descend to meet miles of sandy beachfront and the sparkling English Bay. You can expect temperature highs to be in the low 70s, and lows in the mid 50s.

Accommodations

Rosewood Hotel Georgia

801 West Georgia Street
Vancouver, BC, Canada V6C 1P7
Front Desk: +1-604-682-5566
Spa: +1-604-673-7045

Legacy mingles with luxury at the Rosewood Hotel Georgia, nestled in the heart of Vancouver. The hotel is a meticulously restored historic landmark, and combines the grandeur of its Roaring Twenties origin with contemporary elegance. Over past decades, this *Forbes* five-star hotel has been a favored refuge for Hollywood celebrities and royalty alike. With an unrivaled blend of heritage, grace and style, Rosewood Hotel Georgia evokes the golden age of hotel travel.

Hotel amenities

Guests enjoy an array of dining venues and cozy lounges to savor pre- or post-dinner cocktails. The hotel also offers an indoor saltwater lap pool, a state-of-the-art fitness center, and soothing treatments at Sense, A Rosewood Spa®.

As an Amadeus Online Connect attendee, guests receive a 10 percent discount on spa treatments. Please note that spa treatment costs are not covered by Amadeus.





Speaker

Tim Urban

Writer/Illustrator of *Wait But Why*

Since Tim Urban started writing the long-form, stick-figure-illustrated blog *Wait But Why* in 2013, he has become one of the internet's most popular writers. Tim has since produced dozens of articles on a wide range of topics, from why we procrastinate and why artificial intelligence is scary to why we haven't seen any signs of aliens. His articles have been regularly republished on sites like *Quartz*, *The Washington Post*, *The Atlantic*, *Time*, *Business Insider*, and *Gizmodo*.

Today, *Wait But Why* receives more than 1.5 million unique visitors per month on average, with some month's visitors topping 10 million, and the blog has more than 380,000 email subscribers.

Tim's work has garnered high-profile fans such as authors Sam Harris and Susan Cain, Twitter co-founder Evan Williams, TED curator Chris Anderson and Tesla CEO Elon Musk.

As Urban has taken off as a writer, requests for him to speak have steadily increased. He has given talks at companies, universities and conferences including Facebook, Chartbeat, MIT, Brown, Effective Altruism in Mountain View, Social Media Week in New York, and Sweden's Öredev and the 2016 TED Conference in Vancouver.

Lessons from an Inukshuk

Amadeus has chosen the mysterious stone figures, known individually as an Inukshuk (in-ook-shook), for this year's Amadeus Online Connect event theme. These natural stone monuments are found throughout British Columbia, a beautiful symbol used by the Inuit to represent friendship and to show "you are on the right path."

An Inukshuk functions much the way online travel companies do, serving as a navigational aid, guiding travelers in the right direction. And like online travel companies, a familiar Inukshuk is a welcome sight to travelers entering a challenging landscape. Many hands are necessary to build these magnificent stone sculptures. Thus, an Inukshuk, symbolizes the perseverance of the human spirit, demonstrating that by working together we can create great things.

The stones of an Inukshuk are secured through balance. Remove even one stone, and the integrity of the entire structure is compromised. The same holds true concerning our partnership with you. Here at Amadeus Online Connect, we support, and are supported by one another. We are all part of a team, each possessing individual skills, yet unified by our common goals. The sculptural forms are the result of cooperation, and they teach us that as impressive as one individual's efforts may be, our true strength lies in our collaboration and unity. An Inukshuk represents our ability to succeed with others, where we would fail alone.

Together, we are part of a greater whole. Together, we can do great things. Together, let's shape the future of travel!

Amadeus hosts



Scott Gutz
President & CEO



Stéphane Durand
Chief Commercial Officer



Alix Argüelles
Vice President,
Online Travel Group



Scott Alvis
Chief Marketing Officer



Rudy Daniello
Vice President,
Distribution Products
and Services



Sebastien Gibergues
Director, Global
Customers, Leisure,
Online & Travel Media



Kerri Zeil
Head of Amadeus
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True leadership is guiding
each other to success.

— Bill Owens