

5TH GENERAL ASSEMBLY GLOBAL REFORMBNB BARCELONA 2026

2nd – 4th December de 2026

H10 Cubik - Via Laietana, 69 Barcelona

Draft Agenda

- **Wednesday, 2nd December**

18:45h to 20:00h — Welcome Cocktail (Rooftop H10 Cubik)

- **Thursday, 3th December**

Sessions 9:00h to 13:00h – 14:00h to 16:00h (H10 Cubik)

8:30h to 9:00h – Participants Accreditation

9:00h to 9:30h – Opening Ceremony

- José Antonio Donaire, *Commissioner for Sustainable Tourism Management, Barcelona City Council*
- Vijay Dandapani, *Chairman, Global Reformbnb, & President & CEO at Hotel Association of New York City*
- Didac Garcia, *Executive President, Global Reformbnb*
- Manel Casals, *Treasurer, Global Reformbnb, & General Manager, Barcelona Hotel Association*

9:30h to 10:30h – Session 1 | Overlook on Short Term Rentals

Moderator:

- Vijay Dandapani, *Chairman, Global Reformbnb, & President & CEO, Hotel Association of New York City*

Panelists:

- José Antonio Donaire, *Commissioner for Sustainable Tourism Management, Barcelona City Council*
- Franck Trouet, *Ceo, Groupement National des Indépendants Hôtellerie & Restauration de France*
- Takaaki Okino, *Representative Director, President & CEO, Okino, Inc., & Representative Director & CEO, Seiyō DMC Co., Ltd., Japan*
- Francisca Herrera, *Vicepresident, Hoteleros Chile*

10:30h to 11:15h – Session 2 | Industry Challenges – Reputation

Speaker:

- Fabrizio Orlando, *Director, Government Relations & Public Policy, Trip Advisor*

11:15h to 11:30h Break

11:30h to 12:15h – Session 3 | Speaker Corner – Industry Best Practices

Moderator:

TBC

Panelists:

- Véronique Tremblay, *President, Association Hôtellerie du Québec.*
- José A. Duarte, *Executive President, Cotelco, Colombia.*
- *TBC*

12:15h to 13:00h – Session 4 | Digital Distribution Platforms

Speaker:
- TBC Booking.com

13:00h to 14:00h Lunch

14:00h to 15:00h – Session 5 | Keynote | IA

Speaker:
- Lasse Rouhiainen, *International Speaker & Lecturer about IA*

15:00h to 15:45h – Session 6 | Neighboring Rights in the Hospitality Industry

Speaker:
- Martin Pinczolit, *Director Manager, Veranstalterverband Österreich, Austria*

15:45h to 16:00h – Conclusions of the day

Speaker:
- Didac Garcia, *Executive President, Global Reformbnb*

20:00h Dinner at [Can Rector](#)
Transfer Hotel to Restaurant – Meeting Point at 19:00h
Transfer Restaurant to Hotel – Meeting Point at 22:30h

• **Friday, 4th December**

Sessions 9:00h to 14:00h (H10 Cubik)

9:00h to 9:45h – Global Reformbnb Internal Issues (*MEMBERS ONLY*)

10:00h to 11:00h – Session 7 | Round Table - Reputation

Moderator:
- José A. Duarte, *Executive President, Cotelco, Colombia*

Panelists:
- Mateu Hernández, *General Managing, Barcelona Turisme*
- Takaaki Okino, *Representative Director, President & CEO, Okino, Inc., & Representative Director & CEO, Seiyō DMC Co., Ltd., Japan*
- TBC

11:00h to 11:15h Break

11:15h to 11:35h – Session 8 | Update STR Guidelines

Speaker:
- Didac Garcia, *Executive President, Global Reformbnb*

11:35h to 12:15h – Session 9 | The New Experiences Economy

Speaker:
- TBC TripAdvisor

12:15h to 13:00h – Session 10 | The Future of the Digital Distribution in AI

Speaker:
- TBC Mirai

13:00h to 13:45h – Session 11 | The Challenges of The Agentic AI

Speaker:

- *Albert Pérez, Ceo, Hospitalidad Emprendedora*

13:45h to 14:00h Conclusions and Farewell Words

Speaker:

- *Didac Garcia, Executive President, Global Reformbnb*

Lunch

Excom members lunch

Other participants – lunch at leisure – restaurant proposals by Global Reformbnb

16:30h Afternoon social program – Cultural Activity

20:00h Dinner

Dinner is at your own discretion.