

DAGORÀ

LifeStyle • Innovation • Hub

Where People Come First

**Community Day 'Travel & Hospitality' at lastminute.com
Chiasso – 20.01.2026**

Carlo Terreni – President Dagorà Lifestyle Innovation Hub

We are a **membership-based community** designed to inspire innovation, foster collaboration, and facilitate investments in the lifestyle sector



+130
ACTIVE
MEMBERS

REPRESENTED LIFESTYLE INDUSTRIES

**BEAUTY &
COSMETICS**

FASHION

LUXURY

TRAVEL

**FOOD &
BEVERAGE**

DESIGN

OUR COMMUNITY



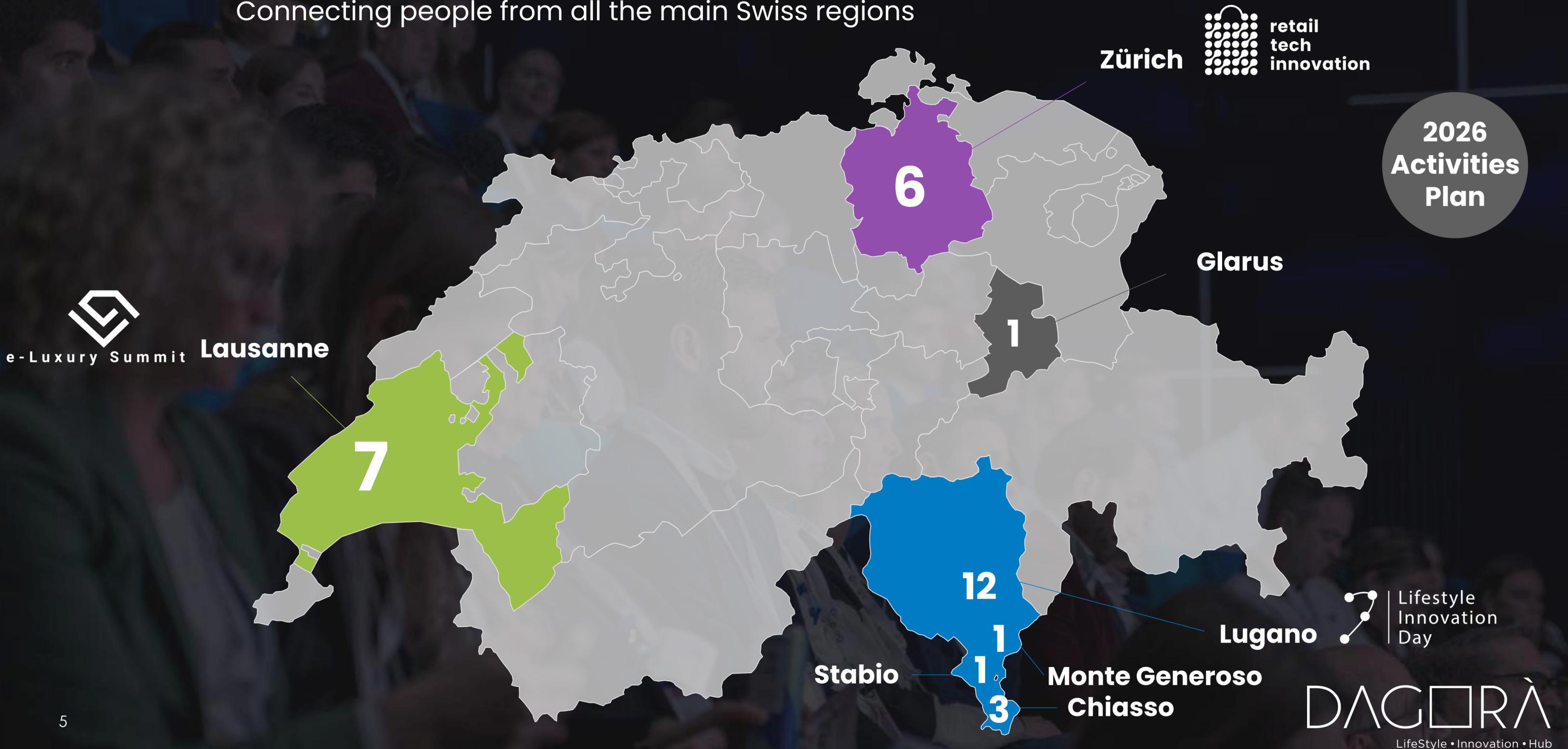
+130 active members

+3'000 brands in database

+2'000 yearly event attendees

Our events across Switzerland

Connecting people from all the main Swiss regions



2026
Activities
Plan



DAGORÀ TRAVEL INNOVATION STRATEGY

BUILDING A NATIONAL & INTERNATIONAL COMMUNITY

CHIASO

COMMUNITY
DAY

20.01.2026

ZÜRICH

INDUSTRY
WORKSHOP

26.03.2026

MONTE GENEROSO

INDUSTRY
DEEP
DIVE

08.10.2026

CHIASO

EXECUTIVE
TRAINING

2027

INNOVATION PROJECTS

Industry Workshop Travel

WHAT IS THE INDUSTRY WORKSHOP ABOUT?

Closed-door workshop of **15/18 managers** from the **Travel, Hospitality** and **tech world** discussing about **innovation** and **industry priorities, exchanging experiences** and **best practices**.

HOW DOES IT WORK?



Design-thinking **workshop** to facilitate **peer discussion** and defining **key areas** for innovation



Formalization of a **report on innovation** in the **Travel** industry to be **shared among participants**

WHAT ARE THE GOALS?

Exchange experiences and **network** with **top executives** and **experts**.

Facilitate peer-to-peer connection and **new opportunities**.

EVENT DAY

26 Mar 2026

@Switzerland Tourism
Headquarters,
Zürich

Industry
Deep
Dive
Travel &
Innovation

DINNER & 1 TO 1 MEETING

07 Oct 2026
@Melide

EVENT DAY

08 Oct 2026
@Fiore di Pietra,
Monte Generoso

Executive Training

Trainings to help **managers** and their teams to deal with **market challenges**, stay up to date with **latest trends**, grow **knowledge base**, **improve skills** through ad-hoc sessions or structured programs, from basics to advanced themes

- University professor lecture for a C-Level audience;
- Applied case studies from Travel brands;
- Networking opportunities to foster business acceleration

TRAVEL TECH: INNOVATION FRONTIERS

2027

CHIASO



Industry Deep Dive Luxury Innovation

DINNER & 1 TO 1 MEETING

10 Feb 2026

@ **EHL**, Lausanne

EVENT DAY

11 Feb 2026

@ **EHL**, Lausanne



Francesco Bottigliero

Chief of Humanistic
Technology



Sophie Vann Guillon

CEO



Matteo Atti

Global
CMO



Maurus Lienhard

Chief Strategy &
Transformation Officer



Patrick L. Garbini

Founder & Managing
Director



Anne-Elise Blanchet

Global Head of E-
Business



THANK YOU
TO ALESSANDRO AND lastminute.com's TEAM
FOR HOSTING US TODAY



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President

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