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## **Press Release**

### **3<sup>rd</sup> Edition of Portugal's Future Hoteliers Summit**

We are pleased to announce the Program for the 3rd Edition of Portugal's Future Hoteliers Summit, set for 18-19 November 2017.

After a fantastic 2nd Edition and looking at the common guest satisfaction factors, this year will be all about the drive of Loyalty Programs, and consequent guest participation. The program includes an elite class of leaders, conversations on enticing subjects and exclusive insights in to new trends in Loyalty Systems, and how these intertwine Marketing, Communication, Consulting, Analytics, and Apps, in Hospitality, Tourism and HR. Our mission is to build a bridge between students and industry leaders and allow them to engage together in common topics. We are proud to contribute and work towards the future and in continuing our unprecedented PFHS Program.

The goal is to analyse a volatile market for this generation – and, in doing so, empower the future generation as well as today's hospitality leaders to produce solutions together, that are forward looking and geared to increasing Portugal's competitive advantage in the hospitality industry.

We look forward to continuing our great relationships with sponsors, speakers, press, and all of our attendees. Terra International CEO Canip Özkul, Monte da Quinta Resort Director Anja Özkul, and PFHS Founder Tomris Özkul are committed to making this year's Summit one that will be remembered.

With a new year and a revamped Program you will want every front row seat.

For more information, please visit <http://portugalfuturehoteliers.pt/buy-tickets/>

We look forward to seeing you at Monte da Quinta Resort in Quinta do Lago on 18-19 November!

**16<sup>th</sup> October 2017**

**Useful links:**

<http://portugalfuturehoteliers.pt>

<https://www.youtube.com/watch?v=0CYzs3RR25Y>

<http://www.terrahotels.com>

<http://www.montedaquintaresort.com>

