



OUR SPEAKERS

“Window to the Future” (W2F) is a Swiss knowledge initiative with the mission to identify, assess and anticipate changes in the future of the Hospitality Industry. This exclusive think-tank summit is connecting hospitality leaders, global thinkers and experts to jointly develop ideas on issues that could impact the future of our industry.



Alexa Poortier
Founder of
itmustbeNow.com

Alexa Poortier is the Founder of itmustbeNOW.com, a legacy project with a mission to boldly advance sustainability, social responsibility and principled business practice in the travel industry to help it thrive.

It is a positively disruptive influencer platform that is growing a global community who believe that travellers and the travel industry can be a Force for Good; and a marketing alliance to differentiate inspiring and responsible hotels in the NOW Track & Book, a tool for all stakeholders to raise the bar on accountability and transparency around sustainability with no greenwash allowed, simplify communications and provide direct bookings with no commissions charged.

Alexa’s professional experience spans over three decades in the areas of business development, marketing, communications and hotel operations in Asia Pacific, E.Europe, Middle East, Canada and S.America within the hospitality, media and PR industry. She understands the challenges and impacts of global business having co-founded a hotel consultancy, in her role as VP with News Corp’s Star TV, Sumitomo’s JetTV, CNBC, and Group Director with O&M PR and Edelman/JMA PR.

At this most urgent of times when there is a crisis of trust and travel has immense positive and negative impact on our world, itmustbeNOW.com informs, inspires and empowers the traveller to use their spending power to drive global change and only support truly responsible and sustainable travel experiences.