

REIMAGINE STAGE

MAX ANIORT · KAROLINA DMOWSKA ·
SARAH DOYLE · HOLLY FRIEND ·
CHRIS GLASS · LIZ LAMBERT · COLIN NAGY ·
ANANT SHARMA · BASHAR WALI

REFOCUS STAGE

REBECCA MASRI MBE · HENLEY VAZQUEZ · MIC ADILARDI ·
DANIELLE DORMAND · DAVID AZAR · ALEXANDRA WALTERSPIEL ·
TAG WARNER · FRAN TIRADO · GREGORY ALEXANDER

THE LIVING ROOM

CUSTOM JEWELLERY · LOUNGE SPACE ·
MINI-MART

REBEL HIDEAWAY

ART INSTALLATIONS · BESPOKE SOUND DJS ·
LUXE SHOPPING · SCREEN PRINTING

COCKTAILS

BAR GAMES · MUSIC · SIGNATURE DRINKS

BUNGALOW VILLAGE

BOUTIQUE SHOPPING · CIGARS · FIRESIDE CHATS ·
ICE CREAM TASTING · JUICE BAR · MASSAGE
STATION · OYSTER SHUCKING · WORKSHOPS

OPEN HOUSE
by L.E / MIAMI

REIMAGINE STAGE

- FUTURE FORECAST: How Gen Z's Tastemakers Are Reimagining Travel
13:00-13:45
- ANALOGUE VS AI:
Why Friction is Healthy for the Guest Experience
14:00-14:45
- AUTHENTICITY RULES:
The Art of Integrating Culture into Your Travel Brand
15:00-15:55
- FROM EL COSMICO TO THE MOON:
Designing the Future of Hospitality
16:00-16:45

REFOCUS STAGE

- FREE AGENTS: Engaging the Next Generation of Travel Buyers
13:00-13:45
- IN HIGH DEMAND:
How Queer Culture Influences Travel Trends and Hotspots
14:00-14:45
- WORK SMARTER, NOT HARDER:A Masterclass in Maximising Travel Tech
15:00-15:45
- WORLD-LEADING WELLNESS:
Building an Evidence-Based Programme
16:00-16:45

THE AGENDA

MONDAY 10 JUNE 2024 | DOORS OPEN AT 12:00

REBEL & CHILL

- CIGARS & CHAT WITH RICK UENO
(GM, W South Beach) 14:00-16:00
- OYSTER SHUCKING 14:00-16:00
- ICE CREAM TASTING 14:00-16:00

MASTERCLASS STUDIO *

- IN THE AI STUDIO 13:30-14:15
14:30-15:15
15:30-16:15
- THE ART OF REBRANDING 16:30-17:15

- STUDIO SIRO
WELLNESS HIDEAWAY ALL DAY

- L.E / BOUTIQUE
BOUTIQUE SHOP ALL DAY

GETTING AROUND

- DJ
- DRINK
- FOOD
- LOVE WELD
- M.GEMI
- RESTROOMS
- THE GOODS SMART
- URBAN WORLDWIDE

REBELS ONLY BAR

1

REBEL & CHILL

2

MASTERCLASS STUDIO

3

L.E/BOUTIQUE

4

STUDIO SIRO

BUNGALOW VILLAGE

REBEL HIDEAWAY

THE LIVING ROOM

REIMAGINE STAGE

REFOCUS STAGE

REGISTER HERE

REGISTER HERE

HELP DESK

ENTRANCE

OFFICIAL OPENING PARTY

WHEN WE SAY OPEN

YOU SAY HOUSE.

Hey gorgeous!

Welcome to Open House – and to the first official day of L.E/Miami 2024.

This year is all about reimagining contemporary travel – and bringing you the insights and connections you need to go forth and innovate. Expect a killer thought leadership lineup across two stages, from a future forecast on Gen Z; to the story behind the first 3D printed hotel; to the evolution of the travel agent.

In-between insights, head outside to the Bungalow Village to shop, shuck oysters, and drop into an AI masterclass – or duck into the Rebels Only dive bar if you dare.

(Make ours a doub-L.E/.)

PSA: the official Opening Party is ON tonight at W South Beach from 8pm. We'll be shutting Open House's doors at 5pm so you can take a power nap and primp before heading back for *all* the festivities. Chin-chin!

BUNGALOW VILLAGE

1 REBEL & CHILL

Hosted by W South Beach GM Rick Ueno, drop by for cigars, ice cream tasting and oyster shucking (not all at the same time, obv).

2 MASTERCLASS STUDIO

Join expert-led workshops on rebranding and mastering AI for hotel sales & marketing – we predict a sellout!

3 L.E/BOUTIQUE

Shop the Bungalow Agency's curated selection of ultra-chic fashion brands (and bag a killer outfit for L.E/ week).

4 STUDIO SIRO

Stop by for a complimentary juice, massage and to get schooled on the wellness-led hotel brand's latest global openings.



OPEN HOUSE
by L.E / MIAMI

HOSTED BY W HOTELS AT W SOUTH BEACH
20:00-23:00

Contemporary travel, reimagined after dark. From 8pm, we'll be transforming W South Beach into a celebration of iconic US cityscapes – the perfect place to reconnect with friends old and new after a year apart. Reunited, and it feels so good.