

The European Industry side event on tourism: Investing in the European tourism of tomorrow

Time	Content of sessions
10.00 10.30	Participants Registration and welcome coffee
10.30 - 10.40	<p>Introduction by the moderator: Ms. Claudia Monteiro de Aguiar, Member of the European Parliament, Transport and Tourism Committee and SMEs Europe Vice President</p> <p>The moderator will set the scene, the context of the new EU budget and opportunities for tourism. She will then immediately ask the key questions to the panellists:</p> <p>Prof Buhalis Dimitros UK</p> <p>Véronique Corduant, Director Public Policy – Europe Trip Advisor</p> <p>Eduardo Santander, CEO of the European Travel Commission and Chairman of the Manifesto Tourism for growth and jobs</p> <p>Juan Jesús García Sanchez, Head of public Policy at Amadeus</p> <p>Christoph Klenner, CEO of ETTSA - European Technology and Travel Services Association</p>
10.40 - 11.45	<p>Opinion Platform</p> <p>Debate starting by the opinion of the panellists completed with the audience feedback and contributions around the following key questions:</p> <ol style="list-style-type: none"> 1) What is the tourism of the future and how Europe must be prepared for it? 2) Business intelligence for tourism operators: what data for customised products? what data for destination managers? 3) Market trends: how to reply to dynamic and pattern breaking demand? 4) Building resilience and security: how to anticipate? how to mitigate?
11.45 - 12.15	<p>Inspiring examples for future European tourism investment projects</p> <p>Representative of the European Investment Bank (TBC)</p> <p>Reasons for investing in sustainability (climate change, green mobility): what return for investment?</p> <p>Discussion and Q&A</p>
12.15 - 13.00	<p>Closing speeches by EU Institutions representatives endorsing this initiative</p> <p>Ms. Ana-Claudia Tapardel, Member of the European Parliament Transport and Tourism Committee and co-chair of the Intergroup Tourism and Cultural Heritage</p> <p>Mr. István UJHELYI, Member of the European Parliament, Vice-chair of the Tourism Task Force at the Committee for Transport and Tourism (TBC)</p> <p>Ms. Anna Athanasopoulou Head of Tourism Unit DG Growth, European Commission (TBC)</p> <p>Representative of the UNWTO (TBC)</p> <p>Mr. Hanspeter WAGNER. Mayor of the Municipality of Breitenwang. Member of the Committee of the Regions.</p> <p>Wrap up and next steps</p> <p>The moderator will summarise the key outcomes of the discussion and encourage the commitment of the present stakeholders to pursue with European tourism investment projects.</p>





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