



DRIVING SUSTAINABLE DESTINATIONS CHANGE THROUGH

TRANS-REGIONAL COOPERATION

Technical debate

16th of September 2019

15:00-18:00

European Committee of the Regions

Room JDE 52

Moderator: Patrick TORRENT, President at NECSTouR and Executive Director at the Catalan Tourist Board

15.00 – 15.10 **Welcome word:** Ossi MARTIKAINEN, European Committee of the Regions, NAT Chair and Jury Member of the Capital of Smart Tourism Award

15.10 – 16.30 **Call for European action: “Driving behavioural change for European sustainable destinations”**

- Ben LYNAM, Head of Communications at The Travel Foundation, *The Invisible Burden of Tourism*
- Sara PASTOR, Managing Director at ADARA, *Smart data transforming customer engagement*
- Anya NIEWIERRA, General Director at Visit Zuid Limburg
- Sergio MORENO, Deputy Minister of Tourism at Regional Government Canary Islands

Q&A with the audience

16.30 – 17.10 **Towards the European “Visitor Economy” policy: Innovation and sustainability**

- Iлона LELONEK-HUSTING, European Commission DG GROW, Unit for Tourism, Emerging and Creative Industries
- Silvia FERRATINI, European Commission DG ENV, Unit for Sustainable Production, Products & Consumption
- Eduardo SANTANDER, Executive Director at the European Travel Commission and Chairman of the European Manifesto Tourism for Growth and Jobs
- Tim FAIRHUST, European Office Secretary General, European Tourism Association (ETOA)

17.10 – 17.30 **Conclusions and next steps:**

- Manuel Alejandro CARDENETE, Vice-President at NECSTouR and Deputy Minister of Tourism, Regeneration, Justice and Local Administration at Regional Government of Andalusia.
- Christof KIENEL, Head of Unit for Tourism, European Committee of the Regions