



EUROPEAN TOURISM DAY

BRUSSELS, 28 NOVEMBER 2017



PROGRAMME

The Future of EU Tourism Moderated by: Karen Coleman

08.15 – 09.15	<i>Participants' arrival and registration</i>
09.15 – 09.30	<p>Welcome</p> <p>Mr Sławomir Tokarski, Director, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission</p>
09.30 – 09.45	<p>Opening video messages</p> <p>Ms Elżbieta Bieńkowska, Commissioner for Internal Market, Industry, Entrepreneurship and SMEs, European Commission</p> <p>Mr Taleb Rifai, Secretary-General of the United Nations' World Tourism Organisation</p>
09.45 – 11.00	<p>Political debate on the future of EU Tourism</p> <p>Ms Irena Georgieva, Deputy Minister for Tourism, Bulgaria</p> <p>Mr István Ujhelyi, Member of the European Parliament, Vice-Chair of the TRAN Committee, Chair of the EP Tourism Task Force</p> <p>Mr Ossi Martikainen, Chair of the NAT Commission of the European Committee of the Regions</p> <p>Ms Gloria Guevara Manzo, President & CEO, World Travel and Tourism Council</p> <p>Mr Viljar Lubi, Secretary-General, Ministry of Economic Affairs and Communication, Estonia</p>
11.00 – 11.30	<i>Coffee break</i>
11.30 – 12.30	<p>Session 1: Future tourism priorities and areas for investment at national, regional and European level</p> <p>Panel discussion</p> <p>Mr Jean - Pierre Halkin, Head of Unit, Macro-regions, Transnational / Interregional Cooperation, IPA, Enlargement, DG REGIO, European Commission</p> <p>Dr Andrea Colantonio, Senior Urban Development Specialist, European Investment Bank</p> <p>Ms Raquel Huete, ERRIN, European Regions Research and Innovation Network, Director-General of the Valencia Region, Spain</p> <p>Ms Susanne Kraus-Winkler, President of HOTREC, European Federation of Hotels, Restaurants and Cafes' Associations</p> <p>Mr Laurent Besozzi, Deputy Director - Attractiveness, International promotion and Innovation, Région Provence-Alpes-Côte d'Azur, France</p> <p>Q&A</p>
12.30-12.50	<p>VIP conversation</p> <p>Ms Cláudia Monteiro de Aguiar (PT/EPP), Member of the European Parliament's Transport and Tourism Committee, Chair of the Working Group on Tourism in SME Europe</p> <p>Ms Ana Claudia Tapardel (RO/S&D), Member of the European Parliament's Transport and Tourism Committee, Chair of the EP Inter-Group on Tourism</p>
12.50 – 13.00	Wrap-up of the morning session



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13.00 - 14.30	<i>Lunch break</i>
14.30 – 15.30	<p>Session 2 – Tourism: A sector in transformation</p> <p>Video address Mr Ben Weyts, Flemish Minister for Mobility, Public Works, the Brussels Periphery, Tourism and Animal Welfare</p> <p>Small conversation I – Businesses' adaptation to the evolution of tourism models and consumer expectations Stakeholder insights:</p> <p>Mr Christoph Klenner, Secretary – General, ET TSA, European Technology & Travel Services Association Mr Thomas Reynaert, Managing Director, A4E, Airlines for Europe</p> <p>Discussion Mr Michel de Blust, Secretary-General, ECTAA, European Travel Agents and Tour Operators' Association Mr Arnold Pindar, President, ANEC, The European Consumer Voice in Standardisation</p> <p>Q&A</p> <p>Small conversation II – The impact of changing tourism models and consumer expectations on local communities Stakeholder insights:</p> <p>Prof. Giovanni Ruggieri, President, OTIE, Observatory on Tourism in the European Islands Mr Xavier Lechien, President, EDEN Network Association</p> <p>Discussion Mr Patrick Robinson, Director for Public Policy for EMEA, Airbnb Mr Salvatore Patrizio Giannone, Regional Director of the Tourism Section, Puglia Region, Italy</p> <p>Q&A</p>
15.30 – 16.00	<i>Coffee break</i>
16.00 – 16.15	<p>Keynote address Ms Elżbieta Bieńkowska, Commissioner for Internal Market, Industry, Entrepreneurship and SMEs, European Commission</p>
16.15 - 17.15	<p>Session 3: Future partnership models and cooperation in tourism</p> <p>Panel discussion Mr Sławomir Tokarski, Director, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission Mr Patrick Torrent, President, NECSTouR, Network of European Regions for Competitive and Sustainable Tourism Mr George Tziallas, Secretary-General for Tourism Policy and Development, Ministry of Tourism, Greece Mr Eduardo Santander, Executive Director, European Travel Commission</p> <p>Q&A</p>
17.15 – 17.30	<p>Concluding remarks Ms Lowri Evans, Director-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission</p>