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Slovensko predsedovanje Svetu Evropske unije
Slovenian Presidency of the Council of the European Union

THE 20th EUROPEAN TOURISM FORUM

TITLE: The EU tourism industry and destinations on the way to sustainable and digital transitions

Wednesday, 17 November 2021

ON-LINE PROGRAMME

Moderator: Matej Golob MSc MBA (CorpoHub)

9.00 **Opening of the 20th European Tourism Forum**

- **Zdravko Počivalšek**, Ministry of Economic Development and Technology, Presidency Chair
- **Video address by Thierry Breton**, Commissioner for Internal Market
- **Valentina Superti**, Director for Tourism and Proximity, DG GROW, European Commission
- **Dr. István Ujhelyi**, Vice Chairman of the Committee on Transport and Tourism, European Parliament
- **Zurab Pololikashvili**, Secretary-General, World Tourism Organisation (UNWTO)

09:30-10:50 **Session 1: EU tourism industry and destinations in driving the transition**

The objectives of the session will be to give visibility to stakeholders already committed to supporting the transition of EU tourism and to invite others to follow with their respective commitments and pledges

Moderator: Kirsti Ala-Mutka, DG GROW, European Commission

- **Charlotte Wwiebe**, TUI's Group Sustainability Director
- **Marie Audren**, Director General – HOTREC (tbc)
- **Barbara Zmrzlikar**, Head of the department for research, development, innovation and EU projects at the Slovenian Tourist Board
- **Klemen Langus**, Director of Tourism Bohinj
- **Q&A**

10:50-11:10 **Coffee break**

11:10-12:30 Session 2: Making the transition happen – setting targets and accounting for progress

The objectives of the session will be to take stock of work on monitoring and documenting developments in the tourism ecosystem. Innovative *best practices* on sectoral and destination level in tourism information collecting and reporting will also be presented.

Moderator: Ko Koens, Professor of New Urban Tourism at Inholland University of Applied Sciences

- **Ricardo Barranco** and **Filipe Batista**, scientific officers, Joint Research Centre, European Commission
- **Christophe Demunter**, Eurostat, European Commission
- **Apolonija Oblak-Flander**, Statistical Office of the Republic of Slovenia
- **Q&A**

12:30-14:00 Lunch

14:00-15:20 Panel Topic 3: Data exchange and digitalization for innovation in tourism

This session will look at the benefits of digital innovation in tourism and discuss how the private and public sector can contribute towards more innovative solutions.

Moderator: Misa Labarile, DG GROW, European Commission

- **Emmanuel Mounier**, Secretary General of the EU Travel Tech
- **Olivier Occelli**, CEO of the Office de Tourisme et de Congrès de Bordeaux Metropole
- **Joan Carles Cambrils Camarena**, Fundació Visit València Subdirector General – 2022 European Capital of Smart Tourism
- **Petra Stuček**, Director of the Ljubljana Tourism
- **Q&A**

15:20-15:30 Closing

- **Simon Zajc**, State Secretary at the Ministry of Economic Development and Technology
- **Marie-Hélène Pradines**, Head of the Tourism & Textiles unit, DG GROW, European Commission