

Together for EU Tourism

STAKEHOLDER EVENT

15 March 2024 | Brussels [hybrid]

Venue: Breydel Auditorium
Av. d'Auderghem 45, 1040 Brussels

or join the event [online](#)

09.30-10.00 Welcome coffee & online connection

10.00-12.30 Opening remarks: **The Transition Pathway for Tourism turns two! (10')**

by **Maive Rute**, Deputy Director General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), European Commission

Taking stock of the transition of the tourism ecosystem (40')

by **Kirsti Ala-Mutka** (Policy Officer – DG GROW), **Miguel Hernandez Littlewood** (Policy Assistant – DG REGIO) and **Marlène Bartès** (Policy Officer – DG GROW)

In the spotlight: Pledges & commitments by stakeholders (70')

[Airbnb](#)

Georgina Browes, Head of EU Policy

[Garden Hotels Group, Spain](#)

Erica Garcia Nuñez, Sustainability Coordinator

[Belgian Travel Confederation](#)

Anne-Sophie Snyers, CEO

[Visit Finland](#)

Katarina Wakonen, Head of Business Intelligence

[The City of Zagreb, Croatia](#)

Anadela Horvat, Expert Advisor for Tourism

[EONA-X, France](#)

Jonathan Huffstutler, Project Manager

[European Travel Commission \(ETC\)](#)

Eduardo Santander, Director

12.30-14.00 Networking lunch

14.00-15.30 Looking ahead: **What next for the tourism ecosystem?**

- **Panel discussion: Opportunities and challenges for the tourism ecosystem (50')**

Charles-Etienne Bélanger, Director, International Social Tourism Organisation (ISTO)

Barry Rogers, Head of Dublin City Tourism, 2024 Capital of Smart Tourism winner

Serafino Nardi, Head of Unit, European Committee of the Regions

Marie-Hélène Pradines, Head of Tourism Unit, European Commission (DG GROW)

Barbara Destrée, Head of the Wallonia Tourism Administration, Belgian Presidency of the Council of the EU

- **Updates from the 'Together for EU Tourism' community (15')**

by **Ralf Pastleitner** (Chair of the Green sub-group), **Vanguelis Panayotis** (Chair of the Skills & Resilience sub-group), **Emmanuel Mounier** (Chair of the Digital sub-group)

- **Stakeholder Support Platform: One stop-shop for the tourism ecosystem (15')**

by **Balint Rippert**, Head of Tourism Advisory, PwC Hungary

Closing remarks by **Amaryllis Verhoeven**, Acting Director, DG GROW

15.30-16.00 Coffee & networking



Moderation of the event
Kelly Agathos

Together for EU Tourism

IN THE SPOTLIGHT

Stakeholder pledges



Georgina Browes
AirBnB



Erica Garcia Nuñez
Garden Hotels



Anne-Sophie Snyers
Belgium Travel Confederation



Katarina Wakonen
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Anadela Horvat
City of Zagreb



Jonathan Huffstutler
EONA-X



Eduardo Santander
European Travel Commission

About the Transition Pathway for Tourism

The [Transition Pathway for Tourism](#) was published on 4 February 2022. It identifies 27 areas for the green and digital transition of the EU tourism ecosystem, and for improving the sector's resilience. As part of the co-implementation process of the transition pathway, the European Commission published a [call for commitments](#) for public and private tourism stakeholders to commit to concrete actions.

The [2-year anniversary stakeholder event](#) aims to look at past achievements and future developments in the tourism ecosystem, showcase good examples of stakeholder commitments and pledges, and facilitate exchanges and engagement of the stakeholder community.

The call for commitments is continuously open and we encourage stakeholders to submit new pledges.

To follow the event online, click [HERE](#).