

## **Tourism Intelligence and data, keys to sustainability Forum**

**Benidorm, November 16, 2023**

### **09:00H Accreditations**

### **09:30H Opening Ceremony**

- Toni Perez, Mayor of Benidorm
- Nuria Montes, Tourism Secretary of Generalitat Valenciana
- Rosana Morillo, Secretary of State for Tourism, Spain
- Hubert Gambus, Deputy Director-General DG GROW - Internal Market, Industry, Entrepreneurship and SMEs, European Commission (Video)

### **10:00H Keynote presentation**

"Data Management, Essential in the Digital Transformation of Tourism."

Natalia Bayona, Chief Executive Officer, UNWTO

### **10:30H Coffee Break**

### **11:15H What data does the destination need to improve its management?**

Moderator: Enrique Martínez, President, SEGITTUR

Speakers:

- Leire Bilbao, Manager de Visit Benidorm
- Aroa Jilete, Director of Tourism and Hospitality, Basque Government
- José Marcial Rodríguez, Tourism counselor, Consell de Mallorca

### **12.00H European data space projects for Tourism**

Moderator: Misa Labarile, Policy officer, Tourism, European Commission

Speakers:

- Jean Francois Cases, Amadeus
- Laura Flores, Director of Business Development and New Technologies, SEGITTUR
- Olivier Jager, CEO, Forwardkeys
- Dolores Ordoñez, CEO, Anysolution

## **12:45H Get to know the tourist better through data analysis.**

Moderator: Dan Ciocoiu-Muntiu, Tourism Sector Lead, Accenture

Speakers:

- Alberto Cadenas, Solutions Director, VISA
- Mirko Lalli, CEO, Datappeal
- Arturo Moreno, Chief Strategy and Data Officer, Civitatis
- César Pérez Rodríguez, Director of Quality for the Southern Europe Region, NH-Hotels

## **13.30H Lunch time**

## **15:00H How do country destinations use data to be more competitive?**

Moderator: Carlos Romero, Director of R&D, SEGITTUR

Speakers:

- Eszter Csizmadia, Head of Strategic Research, Hungarian Tourism Agency
- Sergio Guerreiro, Senior Director of Knowledge, Management, and Innovation, Tourism of Portugal
- Jorge Rubio, Deputy Subdirector of Knowledge and Tourism Studies, Turespaña

## **15:45H How can new data sources contribute to the measurement of Tourism sustainability?**

Moderator: Filipe Batista, JRC-Ispra

Speakers:

- Daniel Nieto, Vice President of Public Sector, Mastercard
- Marco Mendoza, CEO, Trueworld
- Apolonija Oblak Flander, Director of the Environmental Statistics Division Tourist Office of the Republic of Slovenia
- María Valverde, Advisor, Secretary of State for Tourism, Spain

## **16.30H Closing event**

- Enrique Martínez, President de SEGITTUR