

EUROPEAN TOURISM DAY 2014

Key Challenges for the Future of European Tourism

1st December 2014

Charlemagne Building, De Gasperi Room

Rue de la Loi, 170, 1040 - Brussels

Programme

08:30 – 09:30	Participants' arrival and registration
09:30 – 10:00	Opening <ul style="list-style-type: none"> Pedro ORTÚN, Director for "Service Industries", Directorate-General Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), European Commission – Introductory Remarks István UJHELYI, Member of the European Parliament, Vice-President of the Committee on Transport and Tourism - Priorities of the European Parliament for the future of the EU Tourism
10:00 – 11:15	Panel 1: Towards a 'Europe Destinations' brand initiative? Introduction: <ul style="list-style-type: none"> Eduardo SANTANDER, Executive Director, European Travel Commission (ETC) - Presentation of the state of play of "Destination Europe" activities and renewed "Visiteurope.com" Portal Panellists: <ul style="list-style-type: none"> João COTRIM DE FIGUEIREDO, President, Turismo de Portugal Cathy PAGE, Head of Domestic Tourism, Department for Culture, Media and Sport (DCMS), UK Tom JENKINS, Executive Director, European Tour Operators' Association (ETOA) Frédéric DESCHAMPS, Head of Sales Europe, Brussels Airlines Discussion
11:15-11:45	Coffee Break

11h45 – 13h00

Panel 2: How to address challenges and opportunities brought by digital tourism?

Introduction:

- Eric PHILIPPART, Acting Head of Unit, "Tourism and Cultural Instruments" Unit, Directorate-General Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), European Commission - Presentation of the Open Consultation on the "Future of the European Tourism"

Panellists:

- Itziar EPALZA URQUIAGA, Vice-Minister for Commerce and Tourism, Basque Government, Spain
- Euro BEINAT, Professor of Geo-informatics and Data Science, University of Salzburg
- Peter VERHOEVEN, Chief Executive Officer EMEA, Booking.com
- Miguel FERRER, Senior Consultant, 32 Telam Advisors
- Alain HEUREUX, Founder of the Egg Change, a unique think tank in Brussels

Discussion

13:00-14:30

Lunch Break

14h30 -15h45

Panel 3: Towards streamlining regulatory and administrative framework impacting EU Tourism?

Introduction:

- Francesca TUDINI, Head of Unit, "Tourism Policy" Unit, Directorate-General Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), European Commission - Presentation of the Open Consultation on the "Regulatory and Administrative Framework affecting Tourism"

Panellists:

- Katarzyna SOBIERAJSKA, Undersecretary of State, Ministry of Sport and Tourism, Poland
- Paolo ROSSO, Director of the Tourism Department, Veneto Region, Italy
- Yves MANNAERTS, Vice President, International Road Union (IRU) and President of the IRU Passenger Transport Council
- Tamara WEGMANN, Legal Corporate Senior Vice President, NH Hotels
- Christoph KIESSLING, Vice-President, Loro Parque Tenerife

Discussion

15:45 – 16:00

Break

16h00 -17h15

Panel 4: Need for a bottom-up EU Tourism Services Quality Initiative?

Panellists:

- Marie-Odile BEAU, Chef du Bureau des Clientèles touristiques et de la Qualité d'accueil, Tourism Sub-Direction, Ministry of Economy, Industry and Digital Affairs, France
- Stephan RAES, Head of the Economic Department, Permanent Representation of the Netherlands to the EU
- Kent NYSTROM, President, European Association of Hotels, Restaurants and Cafés (HOTREC)
- Javier GUEMES, Deputy Director, European Disability Forum (EDF)
- Micaela VUERICH, Programme Manager Sustainability and Services, European Association of Consumers Voice in Standardisation (ANEC)

Discussion

17h15 -17h30

Concluding remarks

Perdo ORTÙN, Director for "Service Industries", Directorate-General Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), European Commission - Next steps towards a possible renewed EU Tourism Strategy for 2015-2020