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
- 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:
- Eduardo SANTANDER, Executive Director, European Travel Commission (ETC) - Presentation of the state of play of "Destination Europe" activities and renewed "Visiteurope.com" Portal
Panellists:
- 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
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

Lunch Break

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

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 GUIMES, 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