

17th European Tourism Forum

Designing Tourism for Quality of Life and Value Added

1 - 2 October 2018, Vienna, Austria

Preliminary Programme



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Monday, 1st October 2018

- 09:30 – 12:00** **Pre-conference Programme**
Vienna City Tour
- 12:00 – 13:00** **Registration and Welcome**
Austria Center Vienna, Bruno-Kreisky-Platz 1, 1220 Vienna
- 13:30 – 14:10** **Opening Session**
- **Elisabeth KÖSTINGER**, Federal Minister for Sustainability and Tourism, Austria
 - **Elżbieta BIEŃKOWSKA**, Commissioner for Internal Market, Industry, Entrepreneurship and SMEs, European Commission
 - **Zurab POLOLIKASHVILI**, Secretary General, UNWTO
 - **István UJHELYI**, TRAN Vice-Chair & Chair of Tourism Task Force, European Parliament

This afternoon, we will draw a vivid picture of the fast-changing, interconnected and dynamic environment that decision makers in tourism have to face. How will megatrends, such as digital and technological progress, demographic developments, evolving global visitor demand and travel patterns, as well as the shift to low-carbon and resource efficiency shape the future of tourism? **Format:** Keynote presentations followed by Q&A sessions

- 14:10 – 15:30** **A Glance into the Future - Part 1**
- Who will travel? How will people decide where to go?
- **Andrew VAN DER FELTZ**, Senior Director EMEA & APAC, Expedia Group
- How will people travel and how will they move around at the destination?
- **Thomas SAUTER-SERVAES**, Programme Director “Transportation Systems”, Zurich University of Applied Sciences
- 15:30 – 16:00 Networking Coffee Break
- 16:00 – 17:00** **A Glance into the Future - Part 2**
- How will destinations meet the travellers’ expectations? How will they secure regional value-added? How will resources be managed?
- **Doug LANSKY**, Travel Writer & Tourism Development Advisor, Sweden
- 17:15 Transfer to ETF hotels
- 18:50 Transfer to Gala Dinner from ETF hotels
- 19:30** **Gala Dinner**
Palais Niederösterreich, Herrengasse 13, 1010 Vienna
- 22:15 Transfer to ETF hotels

Tuesday, 2nd October 2018

08:15 Transfer to conference venue from ETF hotels

09:15 Welcome Coffee
Austria Center Vienna, Bruno-Kreisley-Platz 1, 1220 Vienna

09:30 – 09:45 Highlights from the previous day

This morning, we will discuss how tourism stakeholders respond to current/emerging megatrends and challenges in their strategic planning in order to achieve sustainable tourism development and keep the sector competitive. The first panel will address selected key issues, while the second will look at the successful implementation of strategies with regard to processes, partnerships and networks. **Format:** Panel discussions followed by Q&A sessions

**09: 45 – 11:00 Panel I: Strategic planning for sustainable tourism development
Issues and responses**

- Moderator: **Richard DENMAN**, The Tourism Company, UK
- **Ana MENDES GODINHO**, Secretary of State for Tourism, Portugal
- **Anna ATHANASOPOULOU**, Head of Tourism, Emerging and Creative Industries, European Commission
- **Susanne KRAUS-WINKLER**, President, HOTREC
- **Kerstin HOWALD**, Tourism Sector Secretary, EFFAT
- **Boštjan BRUMEN**, Co-lead of the Thematic Area “Digitalisation and Safety for Tourism” under the EU Smart Specialisation Platform for Industrial Modernisation; Head of Internationalisation, Chamber of Tourism and Hospitality, Slovenia

11:00 – 11:30 Networking Coffee Break

**11:30 – 12:45 Panel II: Strategic planning for sustainable tourism development
Successful implementation: processes, partnerships, networks**

- Moderator: **Richard DENMAN**, The Tourism Company, UK
- **Alain DUPEYRAS**, Head of the Regional Development and Tourism Division, OECD
- **Walter HAAS**, Cluster “Alpine Health Tourism for Regional Innovation”; Managing Director, ITG Salzburg, Austria
- **Laurent QUEIGE**, Destination contract “Paris: la ville augmentée”; Managing Director, Welcome City Lab Paris, France
- **Nina FORSELL**, Project “Visit Arctic Europe” - Finland/ Sweden/ Norway; Executive Manager, Finnish Lapland Tourist Board

12:45 – 13:00 Closing remarks: European Commission and Austrian Presidency

13:00 – 14:00 Lunch

Venues

Conference

Austria Center Vienna (ACV): Bruno-Kreisisky-Platz 1, 1220 Vienna

Situated right next to the UN headquarters, the ACV can be reached within 7 minutes from the city centre by underground (U1 line) and is only a few minutes' walk from the Danube and the Danube park. An airport bus connects the ACV directly to Vienna Airport (30-minutes bus ride).

Gala Dinner

Palais Niederösterreich: Herrengasse 13, 1010 Vienna

The Palais Niederösterreich is in the centre of Vienna, about ten minutes' walk from St Stephan's Cathedral and is easily reachable on public transport from the Herrengasse U3 stop.

Accreditation

Each participant needs to be accredited in order to receive an access badge to the event venue. Invited guests can obtain accreditation by clicking on a personalised link sent to them in due course.

Accreditation will be open until 17th September 2018. However, due to the limited number of places, invitees are kindly advised to register as early as possible.

Languages

The conference languages are English and German (simultaneous interpretation provided).

Green Presidency

The Austrian Presidency of the Council of the European Union attaches great importance to sustainability and environment protection. Thus, the Conference organisation intends to fulfill the criteria of the Austrian Ecolabel for Green Meetings.

Contact information

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